

Activities and Hotel Information

Look Good... Feel Better International Working Session
July 6 – 8, 2010
New York, NY, USA

Hotel Accommodations

The Palace Hotel
455 Madison Avenue
New York, NY 10022
<http://www.newyorkpalace.com/hotel-new-york>



Thanks to our well-connected *Look Good... Feel Better* colleague, Margaret Hewson from South Africa, we will be staying at The Palace Hotel. With some of the most spacious hotel rooms in midtown Manhattan, and over 85 sumptuous suites, The Palace offers guests the ultimate in New York City luxury. All rooms are beautifully appointed with comfortably elegant furnishings and thoughtful amenities, and many of the 899 guestrooms and suites offer stunning views of St. Patrick's Cathedral and the surrounding cityscape.

You will be responsible for your own hotel reservations and expenses. Special, discounted group room rates of **\$235 per night** are available in a room block under the name of the Personal Care Products Council Foundation from July 2 – 11, 2010. These dates of availability are intended to accommodate early arrivals or late departures. **Reservations must be made by June 21, 2010** and you will need to provide a credit card to guarantee your reservation.

The room block will be released after this date and we cannot guarantee room availability or rates after June 21, 2010.

To make hotel reservations, please call +1.212.888-7000

Evening Activities

Tuesday, July 6, 2010

7:30 PM Circle Line Tour of New York Harbor (90 minutes)



Pier 78, Chelsea Docks (West 38th Street and 12th Avenue)
New York, NY
702-233-1627 or 866-654-1396
www.circleline42.com

Look Good... Feel Better affiliates will receive a proper introduction to their host city, New York, aboard a Circle Line boat tour of the New York harbor. See and hear about the majestic Statue of Liberty, Ellis Island, the historic immigration center, and the World Financial Center. Stare up at the awesome skyscrapers that make New York's fabulous skyline come alive.

Wednesday, July 7, 2010

5:30 – 7:30 PM Opening Reception Hosted by

Givaudan[®]

Givaudan Fragrances
New York Creative Studio
40 West 57th Street, 11th floor
New York, NY

Meet and greet your international colleagues at a special opening reception presented by one of Givaudan's world class perfumers and their creative team and experience "The Givaudan Masterpieces Collection."

Inspired by the rich legacy and heritage of the Givaudan archives, Givaudan perfumers were inspired to create modern interpretations of classic perfumes featuring ingredients that are genuine, precious and unique.

Each creation from the "Masterpieces Collection" celebrates the story behind the original inspiration and opens the door to directions for the future. Revisit the values of

yesterday and come experience a return to the passion of perfumery. Led by a member of Givaudan's global perfumer and creative team.

8:00 PM Dinner with Group



Rue 57 (walking distance from Givaudan Creative Studio)
60 West 57th Street at 6th Avenue
New York, NY
212-307-5656
www.rue57.com

Combining the very best of American cuisine with a French bistro and a Japanese Sushi Bar, Rue 57 represents the perfect melding of the modern urban palette. Rue 57 has established itself as a destination for the cosmopolitan who wants a fun nightlife experience, the family who desires an elegant brunch, welcome respite for the afternoon shopper, and an easy upscale solution for the pre-theater quandary. We will have the private "Salon" to ourselves for a fun and delicious dinner with colleagues.

Thursday, July 8, 2010

5:00 PM Pre-theater Dinner with Group



Becco
355 West 46th Street (between 8th and 9th Avenues)
New York, NY
212.397.7597
www.becco-nyc.com

Enjoy the delicious Italian fare at Lidia Bastianich's restaurant, Becco, in New York's theater district. It is best known for its acclaimed pre fix lunch and dinner menus that include a large assortment of Italian antipasti or a classic Caesar salad, together

with unlimited tableside servings of three daily pasta preparations. Becco also offers an extensive a la carte menu including chicken, fish, veal, & pork entrees & a wide selection of Italian wines. The Zagat Survey calls Becco "a theater district star."

8:00 PM Live Broadway Performance

"A Little Night Music"



Walter Kerr Theater
219 West 48th Street
New York, NY

Based on Ingmar Bergman's film *Smiles of a Summer Night*, *A Little Night Music* is set in a weekend country house in turn of the century Sweden, bringing together surprising liaisons, long simmering passions and a taste of love's endless possibilities. Hailed as witty and wildly romantic, the story centers on the elegant actress Desirée Armfeldt and the spider's web of sensuality, intrigue and desire that surrounds her. Starring Catherine Zeta-Jones and Angela Lansbury (Zeta-Jones run in the show ends in June).



Look Good...Feel Better.

Look Good...Feel Better 2010 International Working Session Registration Form

Registrant Information:

Registrant name: _____ Title: _____

Country _____ E-mail: _____

Office phone: _____ Cell phone: _____

Guest name: _____

Business Meeting:

Business Meeting Location: Offices of Covington & Burling, 620 8th Avenue, New York, NY

Wednesday, July 7, 2010 International Working Session for Program Directors 9:00 am – 5:00 pm

Thursday, July 8, 2010 International Working Session for Program Directors 9:00 am – 4:30 pm

Evening Activities:

THE PERSONAL CARE PRODUCTS COUNCIL FOUNDATION WILL PAY THE COSTS FOR **THE CIRCLE LINE HARBOR TOUR, DINNER AT RUE 57 AND DINNER AT BECCO FOR ONE LGFB STAFF MEMBER FROM EACH AFFILIATE**. TICKETS FOR THE BROADWAY PERFORMANCE "A LITTLE NIGHT MUSIC" ARE THE FINANCIAL RESPONSIBILITY OF THE ATTENDEE.

ADDITIONAL STAFF PARTICIPATION, OR PARTICIPATION OF A GUEST IS THE FINANCIAL RESPONSIBILITY OF THE ATTENDEE/GUEST AND WILL NEED TO BE PREPAID.

- Tuesday, July 6, 2010, Circle Line Tour of the New York Harbor (\$24.50/person)
- Additional Staff/Guest Attending

- Wednesday, July 7, 2010, Givaudan wine and cheese opening reception (no charge)
- Additional Staff/Guest Attending

- Wednesday, July 7, 2010, dinner at Rue 57 (\$120.00 per person; inclusive of food, wine, cocktails, gratuity)
- Additional Staff/Guest Attending

- Thursday, July 8, 2010, dinner at Becco (\$121.00 per person; inclusive of food, soft drinks, wine, gratuity)
- Additional Staff/Guest Attending

- Thursday, July 8, 2010, "A Little Night Music" Broadway show (\$179.00/per person)
- Additional Staff/Guest Attending

WE MUST HAVE YOUR RESPONSE TO EVENING ACTIVITIES NO LATER THAN APRIL 16, 2010 IN ORDER TO INCLUDE YOU IN GROUP ACTIVITIES.

Payment Information (for second staff member or guest):

Please check appropriate method of payment:

- Check enclosed (Check number _____)
- American Express Visa MasterCard

Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____

Payment: *Payment and registration information can be returned to Debbie Maxwell via fax to: 202/331-7593 or via e-mail to: maxwelld@personalcarecouncil.org. Checks should be made payable to: the Personal Care Products Council Foundation and mailed to: Debbie Maxwell, 1101 17th Street, NW, Suite 300, Washington, DC 20036. Please email Debbie to communicate that a check has been sent via Air Mail.*

Cancellations: Because we must make advance financial commitments for group reservations (based on your responses) for the evening activities, we unfortunately will not be able to provide refunds for cancellations received after June 21. Cancellations received in writing before June 21 will be refunded.

Meeting Agenda
Look Good...Feel Better International Working Session
For Program Directors
July 6-8, 2010

Covington & Burling LLP
The New York Times Building
620 Eighth Avenue, New York, U.S.A.

Tuesday, July 6, 2010

7:30 PM **Circle Line Tour of New York Harbor** (90 minutes)
Pier 78, Chelsea Docks
West 38th Street and 12th Avenue
New York, NY
702-233-1627 or 866-654-1396

Wednesday, July 7, 2010

8:30 AM **Welcome & Introduction**
Louanne Roark, Executive Director
The Personal Care Products Council Foundation/Look Good...Feel
Better (LGFB) U.S.

8:45 AM –
12:00 PM **Introductions of Meeting Participants**

Status of LGFB Worldwide

Strategy/Direction of the LGFB Program

Role of the US LGFB Headquarters

Summary and Next Steps

12:00 PM **Lunch**

Individual Review of LGFB Materials Exhibit

1:00 PM –
3:00 PM **LGFB Partnerships/Sponsorships/Fundraising**

Summary and Next Steps

3:00 – 3:30 PM **Break** (with individual review of LGFB materials exhibit)

3:00 – 4:45 PM **Volunteer and Hospital Recruitment and Retention
Summary and Next Steps**

5:00 PM **Adjourn** & catch taxis to Givaudan Fragrances

5:30 PM **Opening Reception**
Givaudan Fragrances,
40 W 57th Street, 11th floor
New York, NY 10019
(212) 649-8800

8:00 PM **Group Dinner**
Rue 57
60 West 57th Street (at 6th Avenue)
New York, NY
212-307-5656

Thursday, July 8, 2010

8:30 – 10:15 AM **Summary of Previous Day and Review of Next Steps**
LGFB Global Collaboration

10:15 – 10:45 AM **Break** (with individual review of LGFB materials exhibit)

10:45 – 12:15 PM **LGFB Communications, Public Relations, Marketing**

12:15 – 1:15 PM **Lunch** (with individual review of LGFB materials exhibit)

1:15 –
2:15 PM **SWOT Challenge** (Strengths, Weaknesses, Opportunities and
Threats) **Break-out Session**

2:15 – 4:00 PM **Groups present SWOT Challenges/Solutions**

4:00 – 4:30 PM **Group Discussion, Next Steps, Closing**

4:30 PM **Adjourn Meeting** and catch taxis to dinner

5:00 – 7:00 PM **Group Dinner**
Becco Restaurant
355 West 46th Street (between 8th and 9th Avenues)
New York, NY
212-397-7597

8:00 PM **Live Broadway Performance**
A Little Night Music
Walter Kerr Theater
219 West 48th Street
New York, NY
212-582-4536

PLEASE RETURN NO LATER THAN APRIL 30, 2010

Template for Look Good...Feel Better Country Profile

Section A

Name of Country

Name of LGFB program:

Mailing address:

Second line of mailing address:

Country:

Phone number:

Fax number:

Email address:

Cell phone number:

Program web site:

Name of Program Director attending (photo is optional):

How long has this person been with LGFB:

List of names and titles of all LGFB staff:

Date program began:

Total number of patients served since the program's inception:

Number of workshops held in 2009:

Number of patients served in 2009:

Number of locations currently offering LGFB sessions:

Number of LGFB volunteers:

Other partnering organizations:

Population of country:

Number of women diagnosed with cancer annually:

Section B

Name of Country

Fundraising

Description of ways in which funds are raised to support LGFB.

Product Procurement

Description of the product procurement process for LGFB cosmetic kits.

Volunteer Recruitment/Retention

Description of how volunteers are recruited, trained, acknowledged and retained.

Public Awareness

Marketing communications and public relations initiatives.

Partnerships with other organizations

Partnerships and alliances that help to deliver, market or sustain the LGFB program.

Marketing Materials

Provide a list and a description of each of your collateral materials.

Section C

Name of Country

List of Product Donors

Explanation of a SWOT Analysis

The SWOT analysis is a strategic planning method used in projects and businesses. SWOT is an acronym for **S**trengths, **W**eaknesses, **O**pportunities, **T**hreats. Completing a SWOT analysis is very simple, and is a good subject for workshops such as ours.

Under each category on your SWOT grid, please enter five items that are specific to your Look Good...Feel Better program. Please remember to identify your SWOT analysis by adding your country on the top of the sheet. The information on your SWOT analysis will be used during an exercise at our International LGFB Working Session for Program Directors.

Please return to Debbie Maxwell via e-mail at maxwelld@personalcarecouncil.org by April 30, 2010.

PLEASE RETURN NO LATER THAN APRIL 16, 2010

LGFB SWOT Analysis for [Country] _____

Positive	Negative
<p><u>Strengths:</u></p> <ul style="list-style-type: none">•••••	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none">•••••
<p><u>Opportunities:</u></p> <ul style="list-style-type: none">•••••	<p><u>Threats:</u></p> <ul style="list-style-type: none">•••••