

TRACEY HUGHES



BE **GIN** **LIEVE** **COME**

Human potential for positive change is incredible and Tracey Hughes helps businesses tap into that power.

Specialising in hairdressing, beauty, retail and franchising, Tracey empowers teams with innovative strategies and exceptional customer experiences with a focus on leadership and communication.

Her engaging sessions equip audiences with actionable insights to build resilient organisations, foster strong workplace cultures and drive sustainable growth in a constantly evolving market.

Attendees leave feeling inspired, equipped with the tools to future-proof their business and ready to create lasting change within their teams and communities.





TRACEY HUGHES

Radiating energy and resilience, Tracey Hughes is a natural at unlocking potential and inspiring greatness.

With a presence that has captivated audiences in over 20 countries and reached more than half a million people, Tracey's impact is undeniable. Whether as a keynote speaker, MC, panel moderator or trainer, Tracey brings a touch of prestige to every event.

From her humble beginnings in hairdressing to a standout career in business, Tracey's journey of overcoming personal and professional challenges is a testament to her unwavering integrity. She connects deeply with audiences, driving powerful transformations and creating unforgettable experiences that inspire change and growth.

KEYNOTE TOPICS & WORKSHOPS



1. LEADING YOUR PURPOSE, YOUR PEOPLE & YOUR PROFIT

Unlock the transformative power of purpose in your leadership journey with this empowering keynote presentation. Discover how to harness your leadership abilities to build consistent momentum in your business, driving profitability and success.

Learn how to cultivate a growth mindset that allows you to coach diverse personalities, boost team performance and increase productivity. We'll also dive into the essential roles of ownership and accountability, explore strategies to reignite your passion for leadership and to elevate your brand to thrive - even in the face of adversity.

Key takeaways include:

- Understanding how purpose fuels exceptional performance
- Strategies to shift your mindset, embrace change and maintain relevance
- Techniques to enhance motivation and resilience within your team
- Discover how your leadership evolution expands the path to profit

PURPOSE . PEOPLE . PROFIT

*TRACEY WILL CRAFT HER
CONTENT TO MEET THE
NEEDS OF YOUR AUDIENCE
AND THE OUTCOMES THAT
YOU ARE LOOKING FOR
FROM YOUR BUSINESS.*

2. THE TONIC & TACTICS FOR A CHAMPIONSHIP TEAM

Discover the power of celebrating successes and learning from failures by fostering a culture of curiosity and inquiry. Learn how to navigate diverse personality types to create unity and enhance productivity within your team.

This keynote presentation will equip leaders with actionable insights to boost team motivation through thoughtful recruitment, effective retention strategies, continuous learning and a collaborative culture built on shared values and a unified vision. By the end, you'll be ready to inspire action and drive lasting transformation within your organisation.

Key takeaways include:

- The vital role of values in recruitment, retention and unity
- Strategies for open communication and the power of curiosity-driven language
- How to recruit, train, and inspire your team to be evolutionary
- Futureproof your business through adaptability, agility and innovation

TONIC & TACTICS

TRACEY WILL CRAFT HER CONTENT TO MEET THE NEEDS OF YOUR AUDIENCE AND THE OUTCOMES THAT YOU ARE LOOKING FOR FROM YOUR BUSINESS.

3. ELEVATE & ENGAGE TO CRAFT CUSTOMER CHANGE

In today's fast-paced retail and service industries, enhancing the customer experience is more important than ever. This keynote will explore how your strategies for brand positioning, brand image, expert authority and client advocacy directly influence customer spending behaviours.

By strengthening the consistency of your service, you can collectively elevate customer experiences and maintain a competitive edge. You'll also learn how to build a culture within your business that drives meaningful change by understanding and meeting consumer expectations.

Key takeaways include:

- Elevate the customer experience through consistency & care
- Strategies to deliver exceptional service through team education
- Turn brand advocates into champions and improve client retention
- Boost your branding as experts to establish authority and trust

ELEVATE & ENGAGE

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WORKSHOPS



Leaders:
MANAGEMENT MENTORSHIP

Elevate your leadership ability and mindset. Recruit & retain with an empowering culture. Market your unique branding and manage your productivity to thrive in profitability.

Leaders:
TEAM TONIC

Learn strategies, how to attract and retain your tribe. Build a positive and inclusive team culture through education, incentives & empowerment, to produce a championship team.

Leaders:
MAGIC MARKETING

Cultivate your brand and unique positioning. Strategically grow your business by leveraging digital, traditional and community marketing activities to drive revenue and loyalty.

Everyone:
TEACHER TRAINING

Deliver powerful presentations in any environment – from the boardroom to the classroom, the stage to digital. Discover your authentic voice with influence.

Hairstylists:
CLEVER CONSULTATIONS

Elevate your communication skills with dynamic results. An effective step by step consultation unique process will instantly boost retail sales, value added services and rebookings.

Everyone:
SOCIAL SAVVY

Take the fear out of social media & digital marketing. Attract new business, leverage your online presence, increase your social media engagement and expand your digital footprint.



MC HOST

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“We invited Tracey to host The Industry 2023 Awards because she is an engaging MC who is so highly respected within the industry.

Tracey was absolutely outstanding and captivated everyone in the room. She completely exceeded all our expectations and made it a night to remember”

National Manager, Hair & Barber Association NZ

“

“Tracey was exceptional as our MC for our Premiere Orlando Main Stage Beauty Show.

As a Speaker she has real connection with the community and we had a great response from a thrilled audience.

Tracey is a true professional.”

President, Premiere Show Group USA

America's
Beauty Show®

ABA
CANADA

Amway®



BEAUTY
CHANGES
LIVES™

Beauty GivesBack

BRISBANE
HAIR & BEAUTY
EXPO 2015
BRISBANE CONVENTION
AND EXHIBITION CENTRE

BUSINESS IN
heels

CB
CONCEPTUAL BRANDS

chromastics®
The Evolution Of Hair Color

DE LORENZO

ecohair
PRODUCTS

ghd
good hair day, i

GOLDWELL
CLOSER TO STYLIST. CLOSER TO HAIR.

hairexpo
AUSTRALIA

IBSnewyork
INTERNATIONAL BEAUTY SHOW

LONG BEACH
international
salon and spa
expo

justcuts

KÉRASTASE
PARIS

JUSTICE
HAIRCARE™

kitomba
Salon & Spa Software

L'ORÉAL

PAUL MITCHELL

pba professional
beauty
association

PSA PROFESSIONAL
SPEAKERS
AUSTRALIA

premiereorlando
International Beauty Event

premiere
show group

PULPRIOT

REDKEN
5TH AVENUE NYC

Revitalash
COSMETICS

Schwarzköpt
PROFESSIONAL

showpony
PROFESSIONAL

Sola
SALON STUDIOS

WELLA
PROFESSIONALS

WOMEN
IN RETAIL
Summit

Redlands
Women
in
Business



"Tracey Hughes spoke at our conference in Fiji and she did an amazing job!

She is so well respected by all our clients. I can't recommend Tracey highly enough!"

Marketing Director, Loreal
Professional



"We would certainly recommend Tracey as a motivational keynote speaker for any organization - she has an amazing array of topics to share.

The attendees of our Conference in Singapore are still singing her praises!"

Executive Director, DeLorenzo
HairCare

SPECIAL RECOGNITION



HALL OF FAME

AUSTRALIAN MASTERS

PEOPLES CHOICE AWARD

10 X SALON OF THE YEAR

4 X EDUCATOR OF THE YEAR

4 X EXCELLENCE IN EDUCATION

2 X HAIRDRESSER OF THE YEAR

2 X AUSTRALIAN COLOURIST OF THE YEAR

THE JOURNEY

Tracey Hughes began her career as a hairdresser in the UK before moving to Australia, where she founded Mieka Hairdressing, a prestigious salon brand that won Salon of the Year ten times. She went on to launch Tracey Hughes Education, pioneering educational resources and served as Artistic Director for a major manufacturer. Recognised for her expertise and vision, Tracey became an industry ambassador, earning numerous awards and media recognition.

After selling her business and serving on the Board of Directors for an industry consolidation, she relocated to the USA as Global Education Director, later becoming Vice President of Global Education. During this time, she founded Leading Ladies, a nonprofit empowering women.

Upon returning to Australia, Tracey took on roles as General Manager for a haircare company and later GM of the largest franchise in the Southern Hemisphere. Along the way, she has faced significant personal challenges, including epilepsy, unsuccessful IVF attempts, and devastating financial loss. From hairstylist to entrepreneur to corporate leader, Tracey's journey has been one of resilience and today, she is an internationally recognised professional speaker and inspirational mentor.



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REASONS TO WORK WITH TRACEY

- An Extension of Your Team
- Tailored, Meaningful Content
- A Respected Industry Icon
- Internationally Renowned Professional Speaker
- Authentic, Inspiring, and Energetic Presenter
- Strategic Thinker with Industry-Relevant Insights
- Unwavering Dedication to Craft and Professionalism
- Passionate About Giving Back and Inspiring Greatness in Others





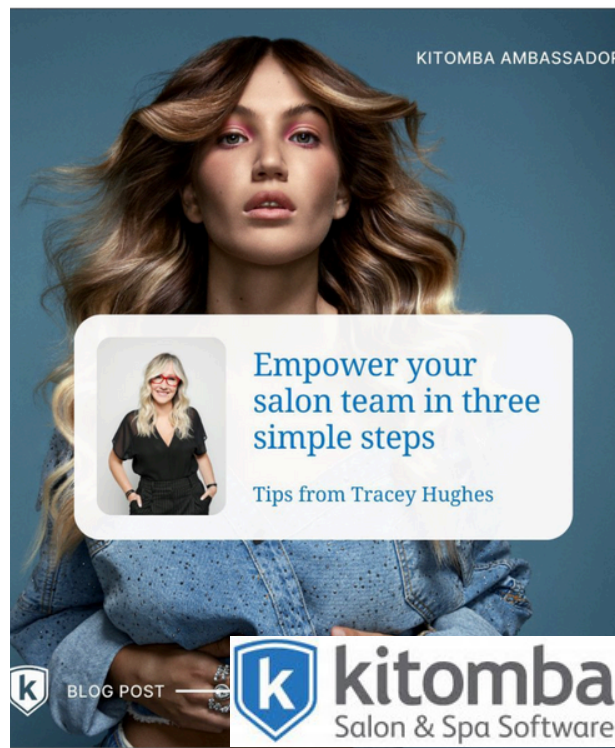
BRANDING

Transform your haircare, beauty or retail brand with innovative storytelling and strategic execution. From concept to post-production, Tracey uses deep market insights to craft compelling narratives that truly resonate with your target audience.

Collaborate with Tracey on everything from conceptualisation to talent management, ensuring that each visual aligns perfectly with your campaign's vision.

Whether you're refreshing your brand, elevating its presence or setting new trends, Tracey will create visually captivating content that engages and converts.

As a seasoned Campaign Director, Tracey has a trusted production team, including photographers, videographers, fashion stylists and hair & make-up artists, to bring your vision to life.





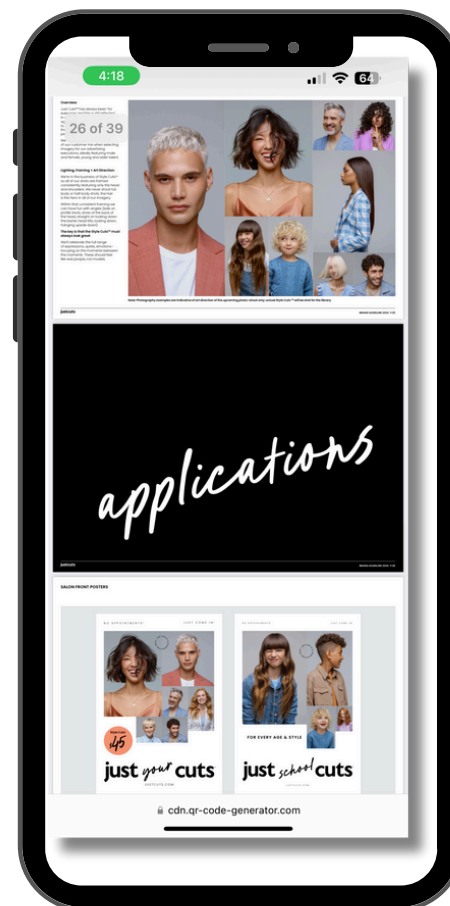
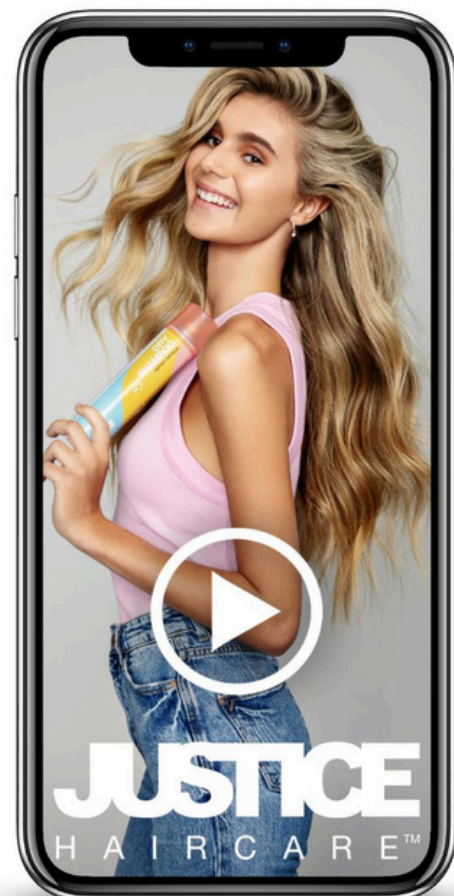
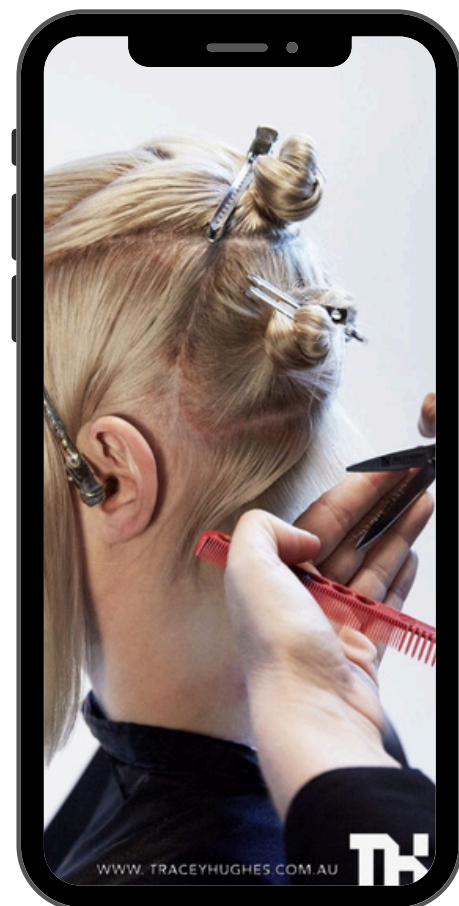
DIGITAL

Engaging content is key to helping brands stand out and make a lasting impression. From concept development to post-production, Tracey ensures your brand captures attention and drives meaningful engagement.

Whether it's tutorials, product showcases or lifestyle content, Tracey can lead, collaborate and manage every aspect of your digital educational productions.

By partnering with Tracey, your brand will not only produce stunning digital content but also gain the insights needed to sustain a powerful digital presence long-term.

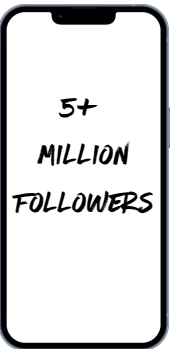
Let's elevate your brand's storytelling and create lasting connections with your audience in a way that truly resonates.



FOUNDED BY TRACEY

Founded by Tracey Hughes, Leading Ladies & Leading Legends is a nonprofit organisation made up of empowering individuals committed to giving back to the community.

TRACEY CAN BRING
AN INSPIRING PANEL
TO YOUR EVENT!



leadingladies



leading
legends



The Leading Ladies panel made history when they took the stage together for the first time, boldly addressing the challenges women face in the hair and beauty industry.

The audience was captivated by a raw, emotional and heartfelt look into life in the limelight as these incredible women shared their inspirational stories and the obstacles they've overcome.

This powerhouse panel features some of the biggest names in the industry—icons and influencers who are shaping the future of hair and beauty.

The most esteemed and iconic Legends create a deeply connected community through empowerment and compassion.

The primary goal of Leading Legends is to inspire others to believe in themselves, develop their skills, pursue their dreams and courageously follow their own unique journey.

LEADING LADIES

HUMANITY & KNOWLEDGE MAKES THEM INFLUENTIAL

The Leading Ladies movement is rapidly expanding, inspiring thousands worldwide and made history in the U.S.A in 2017 when they took the stage together for the very first time addressing, today's issues facing women in the hair and beauty industry head-on.



They tackled the challenges they face both in business and in life in general, as wives, girlfriends, mothers, daughters, businesswomen, entrepreneurs, educators and philanthropists.

Wasn't it LEADING LADIES Founder and 2019

stories. The business advice and personal insight into the lady's own growth strategies have been empowering guidance to all that attended. Ultimately these female leaders are breaking barriers and connecting deeply with our community as well as through similar journeys

love all of them to have the opportunity to share their message. However, since the events host Leading Ladies the selection process is now in their hands. The only directive I provide is that the 5 panelists fall into the 5 categories so we have a diversity of expertise: icon, educator, influencer, artist and



Industry Icons Share How To Build Your Brand, Business And Profile



Premiere Orlando introduces a new panel taking place at the event on Sunday, June 4th. Join Candy Shaw, Sam Villa, Tracey Hughes, George Alderete, and Antoinette Beenders as they provide open, honest, and heartfelt guidance on how to build your brand, your business, and balance your priorities between lifestyle and work.

LEADING LADIES IN CHICAGO THIS SEPTEMBER





TRACEY HUGHES

Keynote
ENTERTAINMENT

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