

Model Orientation and Guidelines

As a representative of HM EVENTS MANAGEMENT Models, you are expected to present a polished and professional image at **ALL** times.

This includes:

- Having a positive attitude;
- Knowing about the company and/or product you are representing;
- Portraying high energy and an enthusiastic personality;
- A big smile;
- Eye contact;
- Being polite and/or courteous to everyone.

DRESS CODE:

- Always wear the uniform or outfit provided to you by HM EVENTS MANAGEMENT Models or the Client and/or Sponsor.
- Return uniform and/or outfit upon completion of services and/or job.
- Please arrive looking your best with makeup, hair, and wardrobe clean, polished and complete.

UPON ARRIVING:

Arrive 15 minutes early so as to:

- Use the restroom to refresh your makeup/hair;
- Get a drink;
- Meet your contact;
- Get any last minute details or knowledge pertaining to your job description.

PRODUCT KNOWLEDGE:

- It is your responsibility to get the address, phone number, and contact from a HM EVENTS MANAGEMENT Models representative.
- Upon receiving the above information, it is your responsibility to get the proper directions and/or meeting place to the emergency/event.
- It is your responsibility to know the products you are representing before the promotion/event. Use your resources, use the web and/or any other information/materials you have been given.

EVENT REGULATIONS:

This is **NOT** personal time; you are being paid to do a job.

- Turn OFF cell phones and pagers unless instructed otherwise.
- Do not be late (your pay may be deducted).
- No drinking of alcohol on company time or while wearing your uniform.
- No smoking.
- No sitting down unless job description allows for this.

- No wearing uniforms other than the ones provided by HM EVENTS MANAGEMENT Models or the client/sponsor.
- No dating HM EVENTS MANAGEMENT Models members, sponsors, or clients.
- Never speak poorly about competitive products, sponsors or companies.
- Never talk about personal life/problems with others (**ESPECIALLY CLIENTS**) while on the job/site.
- Do not discuss HM EVENTS MANAGEMENT Models business with anyone (other sponsors, clients, jobs, model's titles, pay, etc.).
- Do not discuss your money, rates or payments with anyone.
- Do not gossip about anyone (sponsors, models, team members, etc). This would be grounds for termination.
- Do not give out your personal contact information. Please refer them to request you again through HM EVENTS MANAGEMENT Models.
- Never be rude to anyone.

The image you project through your appearance and conversation with clients and/or attendees at the events, and your overall attitude, is paramount to the success of the event/promotion. The client and attendees impression of the products and companies you are representing will be directly linked to your:

- Attitude;
- Appearance;
- Enthusiasm;
- Product knowledge;
- Professionalism;
- Your interaction with others.

Remember, our clients/sponsors are striving for maximum visibility. While you are representing HM EVENTS MANAGEMENT Models and their products, we ask that you at all times act professionally and responsibly. The reputations of you (the talent), HM EVENTS MANAGEMENT Models, and our clients depend on your actions in the field. Here are some things to remember to succeed:

- Always conduct yourself professionally.
- Be dependable and responsible.
- Always be on time (if you can not be on time, be early).
- Be flexible.
- Maintain your physical and professional appearance.
- Always do your best and do a great job.
- Do not work for clients of HM EVENTS MANAGEMENT Models directly.
- Refer new contacts and business to a HM EVENTS MANAGEMENT Models representative.
- Educate attendees about the product and/or company you are representing.

- Always be professional and courteous to everyone at the events.
- Always be open and friendly to all in attendance and draw the crowd/attendees to the area and/or company you are representing.
- Do not spend too much time speaking with one person, group or client. Try to interact with everyone.
- Always leave your area clean when departing.
- Always thank the client/sponsor and let them know you enjoyed working for them and remind them that they can hire you again for future events by calling HM EVENTS MANAGEMENT Models.
- Treat each HM EVENTS MANAGEMENT model with respect.
- Communication is absolutely critical. Please keep an open line of communication with the appropriate HM EVENTS MANAGEMENT Models representative.
- Always come to one of the HM EVENTS MANAGEMENT Models representative with any problems you are having with another HM EVENTS MANAGEMENT representative, client, sponsor, model, etc).
- Most importantly of all, have fun and always smile.