



WWW.PROBEAUTY.ORG/BEACON

A group of students are seated at a table, smiling and looking towards the left. The student in the center, a young woman with glasses and red hair, has her hands clasped near her face in an excited expression. She is wearing a black t-shirt and a lanyard with a badge that says "CLASS OF 2023". To her left, a young woman with long dark hair is also smiling. To her right, another young woman with dark hair is smiling. In the background, other students are visible, including a man with a beard and a woman with blonde hair. A camera and some papers are on the table in the foreground.

PBA'S BEACON IS AN ELITE PROGRAM FOR STUDENTS

The Beacon program gives students a unique opportunity to gain career insights from leading beauty influencers, and network with owners from the most prestigious salons across the United States.



Designed to inspire and prepare students for a successful career, the Beacon program accepts a limited number of applicants each year.

FOLLOW YOUR PATH TO SUCCESS!

APPLY FOR BEACON 2024

FOR THE OPPORTUNITY TO JOIN THE BEST
AND BRIGHTEST STUDENTS IN THE INDUSTRY.



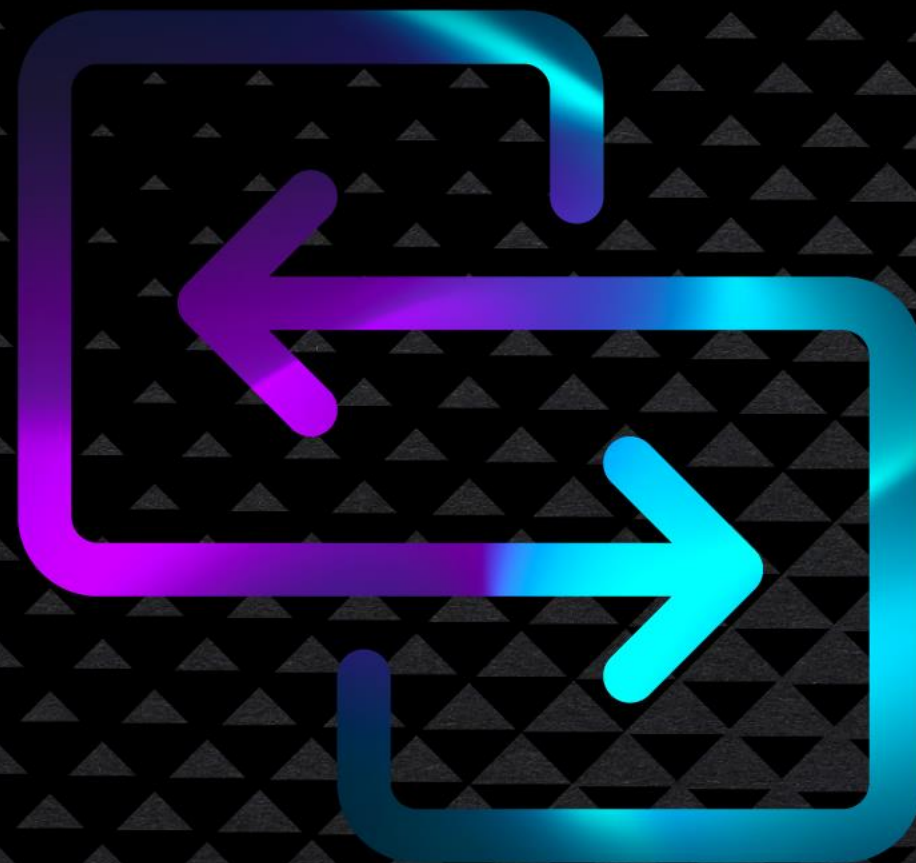
A group of diverse young people are gathered at what appears to be a social event or conference. In the foreground, a young woman with a large, curly afro hairstyle is smiling and making a peace sign with her right hand. She is wearing a dark, vertically striped blazer over a dark top, a green lanyard with a badge, and a pink wristband. To her left, another young woman with dark hair and a green lanyard is partially visible. In the background, other people are blurred, including a man in a dark shirt and a woman with long dark hair. The overall atmosphere is casual and social.

**WHY YOU
SHOULD
APPLY**

WHY YOU SHOULD APPLY

CONNECT WITH MENTORS

At Beacon, you'll connect with some of our industry's top experts, salon and spa owners, and influencers.



WHY YOU SHOULD APPLY

BE INSPIRED

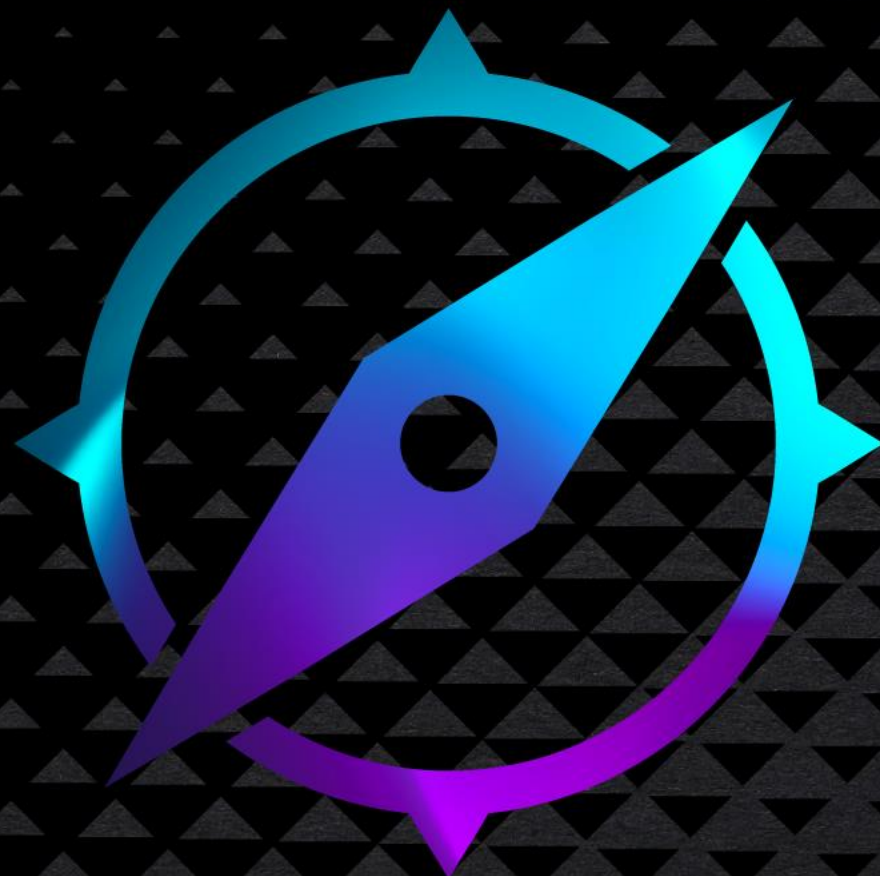
As a Beacon student, you will be a guest at the Premier Orlando show in Florida and attend the North American Hairstyling Awards (NAHA).



WHY YOU SHOULD APPLY

PROFESSIONAL GUIDANCE

Meet and network with the most influential professionals in the industry to help inspire and prepare you for your new career.



WHY YOU SHOULD APPLY

ELEVATE YOUR CAREER

Beacon students gain national recognition and access to a network of thousands of top salons across the U.S.



A woman with long blonde hair is smiling and looking towards the right while writing in a notebook. She is wearing a black long-sleeved shirt and a green lanyard. In the background, other people are seated at tables, some looking at laptops. A water bottle and a can of Coke are visible on the table in the foreground.

**WHAT YOU
NEED TO
APPLY**



INTRODUCE YOURSELF

CREATIVE A VIDEO INTRODUCTION

We want to get to know you! Bring to life your excitement for Beacon 2024, introduce yourself, and let us know why you need part of the Beacon class of 2024.



YOUR RESUME

CREATE YOUR CANVAS ME PORTFOLIO

Your portfolio and digital resume is the first impression for prospective employers. It should highlight your skill, experience, and showcase what sets you apart.

The background of the entire slide is a dark purple color. It is decorated with a repeating pattern of stylized, light purple pencils and squiggly lines. The pencils are oriented diagonally, pointing towards the bottom right. The squiggly lines are also oriented diagonally, pointing towards the bottom left. The text is white and purple, providing a high contrast against the dark background.

GET A RECOMMENDATION

A LETTER OF RECOMMENDATION

Let those who know you brag a little!
Ask an instructor or employer to tell us
what makes you great.



SHOW US YOUR WORK!

BUILD AND SHARE YOUR SOCIAL ACCOUNTS

Your social portfolio is essential to show employers and clients your skills and expertise.



YOUR CAREER INVESTMENT

YOUR CAREER INVESTMENT

BEACON APPLICATION FEE

\$60 PBA MEMBERS | \$85 REGULAR

Once accepted into the program, tuition for Beacon is \$199. Your investment includes all program tools and materials, three days with top industry experts, Premier ticket, a NAHA ticket, and exclusive Beacon swag!

You are also responsible for travel expenses (airfare, hotels, etc).

YOUR CAREER INVESTMENT

NEED HELP APPLYING FOR BEACON?

Talk to your school to find out if they can help cover costs, and scholarships may also be available. Contact beacon@probeauty.org for info.



BEACON DATES

PBA Beacon
ELITE PROGRAM FOR STUDENTS

BEACON DATES

**APPLICATION
OPEN**

**SEPTEMBER 5,
2023**

**APPLICATION
CLOSED**

**JANUARY 9,
2024**

**CLASS
ANNOUNCED**

**MARCH 3,
2024**

**BEACON
2024**

**JUNE 1-3,
2024**



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