



I-CONCEPT

Event & Exhibition Solutions

Personalised Glow Keepsake Workshop

專屬閃耀紀念工作坊

CT AFF Workshop · Hands-on beauty/lifestyle workshop activation

A

RECOMMENDED HERO ROUTE

Glow Keepsake Atelier / 閃耀紀念工坊

This route turns the workshop into a Charlotte Tilbury-style keepsake atelier: guests build a small illuminated sand-art object, choose colours and a...

B

PRODUCT / EXPERIENCE

Crystal Glow Lab / 晶亮 光影實驗室

This route makes the illuminated version the hero and frames the workshop as a glow-and-texture lab. The experience feels more premium because guests...

C

MEDIA / PR

Initials & Icons Gift Bar / 專屬字母禮物吧

This route prioritises throughput and guest satisfaction: the workshop becomes a guided gift bar where every participant leaves with a personalised o...

DIRECTION A

Glow Keepsake Atelier / 閃耀紀念工坊

This route turns the workshop into a Charlotte Tilbury-style keepsake atelier: guests build a small illuminated sand-art object, choose colours and accessories, then finish it with rose-gold initials. It wins because the existing proposal...

KEY ZONES

- Atelier welcome table with rose-gold...
- Personalisation workbench where guest...
- Illuminated reveal display showing fi...
- Care-card and packaging moment explai...



DIRECTION B

Crystal Glow Lab / 晶亮光影實驗室

This route makes the illuminated version the hero and frames the workshop as a glow-and-texture lab. The experience feels more premium because guests see sand colour, floating oil, acrylic tools, and light working together instead of only...

KEY ZONES

- Glow sample bar comparing illuminated...
- Colour and texture lab with labelled...
- Light-test reveal corner where each g...
- Operations back table for glue, wet w...



DIRECTION C

Initials & Icons Gift Bar / 專屬字母禮物吧

This route prioritises throughput and guest satisfaction: the workshop becomes a guided gift bar where every participant leaves with a personalised object that feels ready to present. It wins if the AFF setting needs a compact, easy-to-exp...

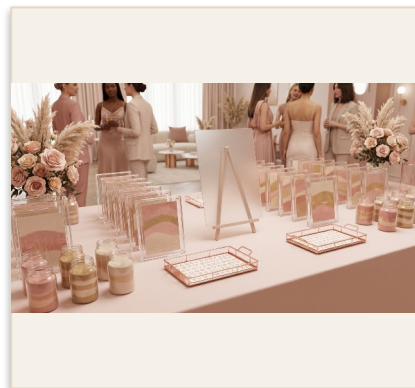
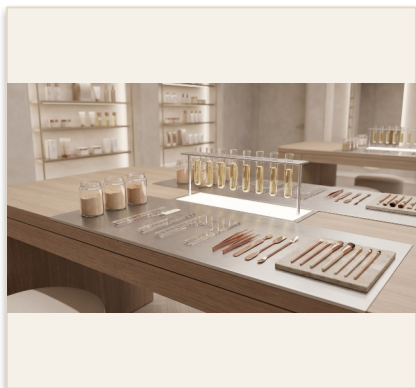
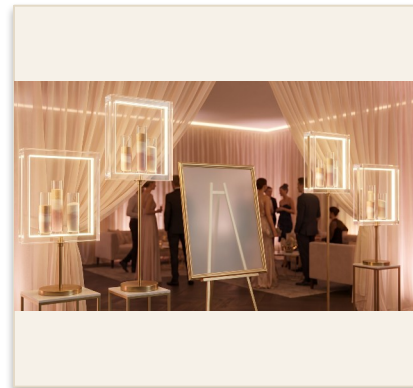
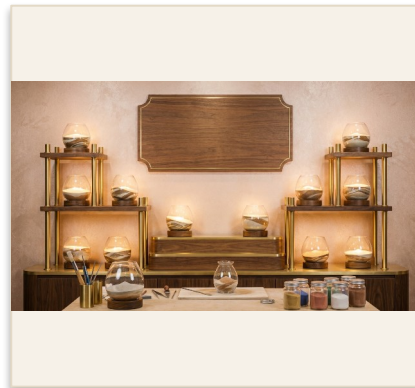
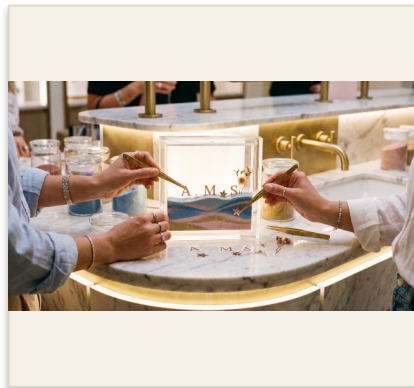
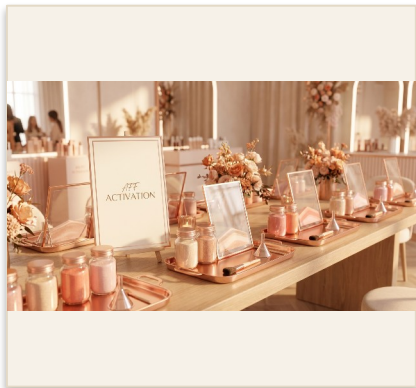
KEY ZONES

- Choice counter with frame option samp...
- Guided assembly lane moving guests th...
- Rose-gold initials station with acryl...
- Finished gift photo shelf with take-h...



VISUAL DIRECTION

Reference renders — blank panels are intentional (overlay official brand assets)



EVENT-ZONE PLAN

Personalised Glow Keepsake Workshop / 專屬閃耀紀念工作坊

Atelier welcome table with rose-g...

Support the route 'Glow Keepsake Atelier / 閃耀紀念工坊 ' with a concrete guest-faci...

Personalisation workbench where g...

Support the route 'Glow Keepsake Atelier / 閃耀紀念工坊 ' with a concrete guest-faci...

Illuminated reveal display showin...

Support the route 'Glow Keepsake Atelier / 閃耀紀念工坊 ' with a concrete guest-faci...

Care-card and packaging moment ex...

Support the route 'Glow Keepsake Atelier / 閃耀紀念工坊 ' with a concrete guest-faci...

Glow sample bar comparing illumin...

Support the route 'Crystal Glow Lab / 晶亮光影實驗室 ' with a concrete guest-facing w...

Colour and texture lab with label...

Support the route 'Crystal Glow Lab / 晶亮光影實驗室 ' with a concrete guest-facing w...

BEFORE CLIENT USE

Human review required

VERIFY

- ☐ Brand claim verification (e.g. nutrition/medical claims) before any e...
- ☐ Official brand assets / logos / approved product imagery
- ☐ Approved output format (Canva / Google Slides / PPTX / PDF)
- ☐ Human review + sign-off by I-Concept (JJ/Rachel/Lester) before client...
- ☐ From brief: Fields marked TBC need client confirmation
- ☐ Official Charlotte Tilbury brand guidelines, logos, approved colours...

NEXT DECISION

Which direction should we sharpen into the full pitch?

A · Glow Keepsake Atelier / 閃耀紀念工坊

B · Crystal Glow Lab / 晶亮光影實驗室

C · Initials & Icons Gift Bar / 專屬字母禮物吧