



Winter Open House and Training
January 10th & 11th 2023
1300 Metropolitan Ave • Oklahoma City, OK 73108

Day 1- January 10th, 2023

- 9am – **Welcome** at Candid Color Systems
- 9:30am to 10:45am
 - **View First™ 101**
 - What is a View First™ picture day and why use this method?
 - View First™ best practices for success
 - Taking View First™ to the next level with View NOW!
 - For sports - youth leagues & rec groups, high schools, middle schools, travel & competitive
 - For schools - public, private, preschools
 - For special events including graduations, Santa, galas and more
- 10:45am **Break**
- 11am- 12pm
 - **An overview of tools from CCS**
 - CCS tools- **NOWCandid™ and PhotoMatch™**
 - What are they and when would you use each tool?
 - What kind of an impact can they make on your business...and life!
- 12pm-1pm **Lunch** provided by Candid Color Systems
- 1pm-2:30pm
 - **Social Photography 101**
 - Learn how to make money in different kinds of social photography including the best posing, equipment, what to charge, how many photographers are needed and much more! This session will help you with everything from school dances and charity galas to golf tournaments and wedding receptions.
- 2:30pm **Break**
- 2:45pm-4:15pm
 - **Graduation and Commencement Photography 101**
 - There is a specific formula to successful graduation photography with the best income. And the tools have never been so good for this market than now! Experience great income potential with little to no office work after the shoot!
- 4:15pm-5pm **Q & A**
- Happy Hour & Dinner as a group



Day 2- January 11th, 2023: New Customer Training

- 8:30am Coffee and Welcome
- 9am **Building a better business- Evaluating Profitability**
 - Market expectations
 - The dollars per person photographed you should expect
 - We will provide a benchmark for what you could and should be achieving for different opportunities
 - Measuring results/ reporting
 - We will discuss the elements should you track, that will help determine your success
- 9:45am **Spring Photo Business Opportunities**
 - Senior Class Virtual Groups
 - How to book, execute and monetize this opportunity
 - Social events: Daddy/daughter, proms/dances
 - Learn the tools to use along with the poses and staff to make the most money with the least labor
 - Graduations
 - We will discuss how to execute these opportunities using our GradPicsNOW tool to maximize sale and eliminate data entry
- 10:45am **Break**
- 11am **PhotoMatch™ Training**
 - Learn more about each way you can use our powerful and FREE program including Onsite registration, QR cards, Selfie registration and Tap-A-Face.
- 12pm **Lunch** provided by Candid Color Systems
- 1pm **Lab Tour or spend time with support for Q&A**
- 2:15pm **Photography for profitable results**
 - We will discuss gear, lighting and posing for all your spring photo opportunities both indoor and indoor
 - We will also discuss the best lighting and background for our powerful TKO cutouts and posing & photography for Virtual Groups™ and other digital artwork options from CCS.
- 3:30pm **Break**
- 3:45pm **Training** (choose 1)- **Getting started with:**
 - **NowCandid™**- our simple suite of software tools for social, portraits, graduations, and sports

- **PhotoMatch™ and basics in CORE**
- 5pm End of sessions and time for Q & A