



CCS Summer Seminar

July 19th-21st Ft. Lauderdale | *All Times Listed in Eastern

Wednesday, July 19th

1pm Welcome and Intro - "Keys to YOUR Future"- Jack Counts Jr

2pm Paul Cherry - "Nothing Happens Until Something is Booked."

Guest Speaker - Sales Presentation

3pm Break and Network

3:30pm Tom Munoz from [LVL Up Imaging](#)

Guest Speaker - Headshots and other opportunities using the LVL Up system to supercharge your photography. Plus, get your headshot taken from this photography rockstar!

5pm Wrap Up - and/or - Bonus Session (Choose 1):

- **Bonus Session 1 - For Those NEW to View First and/or PhotoMatch**
Hear success stories, tips and tricks from those who have transitioned to these tools and marketing methods over the last 3 years. Their success covers experiences in league sports, seniors, graduations, events, schools, and high school sports.
- **Bonus Session 2 – Races! A Path to Success!**
Races have changed a lot and new tools which eliminate production labor are breathing new life into Race events. Hear some success stories about big increases in sales, huge reductions in labor and great profits!

5:30pm Cocktails

6:30pm Meet for Dinner Outing

Thursday, July 20th

8:30am Coffee

9am Graduation Round Up - Wow! What a Season!

Using the new normal, Selfie Registration, grads have never been easier or

more profitable! Hear what we have learned from using facial recognition and registration over the last 4 years, the refinements that we and other customers have made to see additional improvements, the NEW benchmark numbers you can expect and much more!

9:45am What's New in Software and Technology - Demetri Barges

Don't miss this! There is a LOT happening as we have amplified our investments in technology.

10:15am Break

10:30-11am Show and Tell! Products and Marketing

From the press and other new capabilities to improvements in existing products including Virtual Groups™, there is a lot to know for the coming year!

11am What's New with NowCandid & Social Photography

This tool had a big year and helped many customers do the same! Hear about the recent changes in the program, upcoming features, and some of the amazing success stories at events that you could try in your business.

11:45am Lunch and CCS Awards

1pm Social Sales - Crushing Social Photography Bookings with Social Media

We will hear from customers using Tik Tok, Instagram and Facebook to book events using both paid and organic methods!

1:30pm School Programs - Making Lemonade Out of Lemons

We all have less profitable clients, but we will share ways in which CCP and other photographers are turning less-desirable jobs and clients into a WIN! Hear about banner programs, senior class virtual groups, pay-first graduations, and more!

2pm Break

2:15pm Up Your Sports Photography Game - Holly Freedman

Guest Speaker - Get an updated look for your sports season from this very talented special guest who always focuses on refining her craft! Plus, hear what she has been doing for coach gifts, league buys and the rules for working with Holly's team!

3:30 Break

4pm Building a Great Team

Let's talk about the importance of a good team and how much it costs you to NOT have enough of the right people in place! Plus, we'll discuss where to find people, how to train them effectively, how to pay them for retention (and better sales) and how to keep your team busy year-round!

4:30pm Breakout (Choose 1):

- Social Photography Tips and Tricks
- GradPics Now
- Action Sports, Tournaments, and Competitions

5:15pm Tax Program Q&A**6:30pm Meet for Dinner Outing**

Friday, July 21st

8:30am Coffee**9am Schools - What's New in Preschools and Elementary**

Including school events such as Grandparents Day, Carnivals & Santa Programs. See a demo of our onsite ID card printing tool including the offline option! Plus, walk through a PhotoMatch demo with new and improved features such as adding and updating customer data on-the-fly!

9:30am Be the Head of the Class in School Photography - Holly Freedman**9:45am Schools - High School Underclass and Seniors**

We will hit on a lot of options and questions for these highly profitable markets including: What are the latest and greatest options in marketing high school photography? Would you be better doing registration or receiving data. What are the advantages to selecting yearbook images onsite with seniors? What can you do to reduce labor if you don't have a tablet for every photo station?

10:30 Break**10:45am-11:25am Breakouts (Choose 1):**

- CORE Q & A
- NowCandid Q & A
- QEMS (for scheduling, payroll & more)
- Photography Q&A

11:30am-12:15pm Breakouts (Choose 1):

- CORE Q & A
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- QEMS (for scheduling, payroll & more)
- Photography Q&A

12:15pm Wrap Up