



Location: All classes will take place at CCS headquarters located at 1300 Metropolitan Ave, Oklahoma City, OK 73108. **Transportation will be provided** to/from the official conference hotel, The Lively at The Oaks.

Wednesday, July 16th

12:30pm Check In

1pm Welcome- “Use Us!” AKA-“Use every tool have!” **Jack Counts Jr.**

1:45pm What’s New in Software & Products!

2:45pm All things Social photography

We will talk about recent success stories like recent Daddy Daughter dances, corporate events and how correct staffing, goals and images make these events a success. School dances, reunions (in the summer), holiday parties and other social gatherings can really help to fill in your calendar and keep staff busy.

3:15pm Break

3:30-5:30pm “Tradeshow time”

This year we are trying something NEW that we have experienced at other events. This will give attendees the chance to choose from a lot of different topics and spend time where you think it makes the most sense for your business. We will offer the following topics in 2 rotations. The exact tradeshow schedule and descriptions are coming soon.

Tradeshow stations Wednesday:

- Reports
- New Products
- Picture Admin for sports & schools
- Lab Tours
- The NEW Portrait Press platform

- Social photography including sales and “scenes”
- Now Candid
- Offer creation
- Email campaigns
- CORE Print
- PhotoMatch® Q & A
- High Impact Photography for Media Day or travel teams
- Making Money with composites
- LVL Up hands-on demos
- Senior Groups

5:30pm Begin transportation to the hotel

6:15pm Happy Hour at the hotel bar

7-7:30pm Walk to restaurants in the entertainment complex for dinner in groups

Thursday, July 17th

8:30am Coffee and light breakfast at CCS

9am Graduation Report & Analyzing Your Results

9:45am All things Sports photography!

Operations, trends and best practices for both League & High School sports. We will also touch on coach items, new spirit items, Media Day and specific needs for high schools and travel teams. We will also dive into the world of working with booster clubs, using action as a booking tool and what to do with competitions and tournaments. Plus, to charge or not to charge for “Media Day.”

10:15am Break

10:30am Scaling Up Your Business- a Sales and Growth Panel

This panel involving some of our customer industry experts will discuss the best practices and the latest tools for growing your business profitably including sales staff, compensation, accountability and performance tracking.

11:30am Lunch and awards provided by CCS

1pm Special guest- Stacy Eads – Putting staff in “*the right seat on the bus.*”

Stacy will discuss using HR assessment tools to put people in “the right seat on the bus” so your business can thrive. You and your staff will be given an optional opportunity to take one of the assessments prior to seminar so you can review the findings during our time with Stacy. View her bio on her [website here](#).

2pm Break

2:30- 5:30pm “Tradeshow time”

Tradeshow stations Thursday:

- HR assessments and coaching with Stacy Eads
- The PhotoCoach™ program + QEMS
- Reports
- New Products
- Picture Admin for sports & schools
- Lab Tours
- The NEW Portrait Press platform
- Social photography including sales and “scenes”
- Now Candid®
- Offer creation
- Email campaigns
- CORE Print, PhotoMatch® Q & A
- High Impact Photography for Media Day or travel teams
- Making Money with composites
- Senior groups
- Listen 360
- Social Media How-To and Ideas
- Sales coaching

5:30-7:30pm Food Truck Extravaganza at CCS

Join us under the CCS pavilion for a bar, food trucks, games, prizes and music!

Friday, July 18th

8:30am Coffee & light breakfast at CCS

9am-11:30am Everything Schools!

9-9:30am School Photography and Operations best practices

9:30am-11am Post-production for schools in CORE & Picture Admin (head sizing, exports, service items, etc)

11am- Advanced PhotoMatch® features for schools including ID card onsite printing and selecting yearbook allowable images

10am-11:30am “Tradeshow Time”

Tradeshow stations Friday:

- Reports
- New Products
- The NEW Portrait Press platform
- Social photography including sales and “scenes”
- Now Candid®
- Offer creation
- Email campaigns
- High Impact Photography for Media Day or travel teams
- Making Money with composites
- Listen 360
- Social media How-To and ideas
- Sales coaching

11:30am Wrap Up

12-1pm Lunch provided for those who are staying for sports photography

1:30-5 pm Post-Seminar Add On: Sports Photography Best Practices

Back to Basics! This extra opportunity is for new customers, new staff you may bring or anyone who just wants a refresher in the best practices for basic sports photography and picture day operations. We will cover cameras, settings and posing for indoor and outdoor picture days. This session is focused on View First™ picture days with multiple stations using PhotoMatch® in a tethered environment. We will also touch on what it takes to transition from basics to dramatic and high impact sessions. There is no charge for this Add-On. All of our education is free!