



CCS School Portrait Bootcamp Agenda

Oklahoma City Corporate Office | February 2nd – 6th

BOOTCAMP OVERVIEW

We're offering **two tracks** for the School Photography Bootcamp — one for beginners and one for advanced attendees.

- **Beginner Track** runs from **Monday, Feb 2 (1:00 PM)** to **Wednesday, Feb 4 (ending at noon)**.
 - **Pre-Camp add-ons starting at 9:30am**
- **Advanced Track** begins **Wednesday, Feb 4 (1:00 PM)** and wraps up **Friday, Feb 6 at noon**.
 - **Post-Camp add-ons until 4:00pm**

 Be sure to review the agenda to see which sessions apply to your experience level! Let us know if you have any questions about which sessions to attend.

BEGINNER TRACK *BEGINS*

MONDAY, February 2nd | 9:30am Start for early arrivals | Meeting times: 1pm - 5pm

9:30am - 10:00am - Welcome and check-in

OPTIONAL ACTIIVITIES/PRESENTATIONS

10:00am - 12:00pm - Optional lab tours

~ OR ~

10:00am - 12:00pm – NowCandid pre-camp

- Overview of the tools you can use for school dances, events, and graduations

SCHOOL BOOTCAMP MEETINGS BEGIN

12:00pm – 1:00pm - Lunch: for those who arrive early, enjoy a complimentary lunch courtesy of Candid Color Systems.

1:00pm - 1:30pm - Why you're here? What experience do you have?

- Welcome and outline of meeting goals
- Quick check-in to understand your experience level
- Open discussion on what you'd like to get out of the meeting

1:30pm - 2:00pm - Where to Get Started: Prospecting and picking the right schools to target

- Identify schools in your ideal target area
- Learn how to prequalify schools before reaching out
- Discover who the key decision-maker (gatekeeper) is

- Understand their current photography provider and services

AFTERNOON BREAK: 15 MINUTES

2:15pm - 2:45pm - Things to Consider: Number of photographers, equipment needs, and guides

- Determine how many photographers you'll need for a successful picture day
- Review essential equipment requirements, including backup gear
- Understand the pros and cons of using photographers' own equipment
- Get guidance on proper head size and cropping using crop guides

2:45pm - 3:15pm - Rebates, complimentary products/packages, and service items

- Understand what most schools expect from a photography partner
- Evaluate whether offering a rebate makes sense for your business
- Clarify the terms of any rebate: flat amount or percentage of sales?
- Decide if and what complimentary prints or packages will be offered to staff
- Identify the service items schools need (ID cards, admin prints, etc.)
- Determine who pays for service items — are they deducted from the rebate?

3:15pm - 3:45pm - Prepay or View First? The Offer & Campaign (default)

- We recommend the View First model and the BIG reason why
- While we support prepay and online preorders, we don't recommend it and the BIG reason why

3:45pm - 5:00pm - Daily recap and a preview of tomorrow

- Let's review key takeaways and preview what's ahead
- Ask us anything – Open Q&A

6:00pm - Join us for dinner! A few members of our CCS team would love to connect over dinner to continue the conversation, answer your questions, and dive deeper into topics that matter most to you. While this is a casual, optional gathering, please note that dinner will not be covered by CCS. We will meet at the official hotel to leave for dinner.

TUESDAY, February 3rd | 9:00am - 5pm

8:15am - Light breakfast

9:00am - 9:30am - Common school questions — be ready with the right answers

Topics you should be ready to address include:

- What student and contact data the school can provide — and what you'll need to deliver a smooth process
- What background options are available, and whether they can use TKO (Take Knockout) with or without the original background

- How PictureAdmin can help streamline tasks like uploading ID photos and managing student data
- What timeline the school can expect for delivering service items such as ID cards, directories, and composites

9:30am - 10:00am - Making the first contact with a school prospect

Start building your relationship and gathering essential information with these conversation points:

- Schedule your meeting via phone, video call, or in person
- Introduce yourself, your company, and the reason for your outreach
- Ask about current photo provider and contract status:
 - Are they under contract? For how long?
 - Do they have an RFP (Request for Proposal)?
 - Who is their current photography provider?
- Learn about their photography needs:
 - Do they use the same vendor for all services?
 - What types of photography are currently offered (Fall portraits, sports, seniors, etc.)?
 - Do they use Prepay or ViewFirst?
 - Do they prefer single or multiple poses?
- Understand what's working — and what's not:
 - What do they like about their current provider's process?
 - What would they change or improve?
- Get a clear picture of their logistics:
 - Where are photos taken?
 - When is picture day scheduled?
 - How many picture days do they typically have? Would they prefer more or fewer?
 - What's their ideal start and finish time?
- Confirm headcounts and extras:
 - How many students, faculty, and staff need to be photographed?
 - Do they do class group photos or composites?
 - What service items are required, and who typically pays for them?

10:00am - 10:30am - Visits & Presentations (when and how to communicate)

- Be punctual — plan to arrive at least 10 minutes early
- Walk through the proposal thoroughly before the meeting begins
- Review your recommended offerings and explain how they align with the school's needs
- Ask insightful questions — is there anything they'd like to see that wasn't included?
- Clarify next steps — find out when a decision will be made and the best time to follow up

MORNING BREAK: 15 MINUTES

10:45am - 11:15am – Preparing a school proposal

Craft a strong, tailored proposal using the insights you've gathered:

- Use the information from your discovery conversation to build a customized proposal
- If the school has a formal RFP process, be sure to follow their format and respect all deadlines
- Research past RFPs or additional school information online, especially if details are not shared directly
- Consider including all services offered by the current provider (groups, sports, senior portraits, graduations, etc.), as many schools prefer a single photography partner
- Clearly outline your proposed logistics:
 - Number of photo stations
 - Number of picture days
 - Estimated start/end times and completion timeline
- Pair your proposal with a thoughtful cover letter
- Include product samples when possible to showcase your quality
- Request a follow-up meeting to review the proposal — in-person is ideal for building trust and rapport

11:15am - 11:45am - The Contract – Finalizing details with the school

Once your proposal is accepted, it's time to put everything in writing. A well-structured service agreement ensures both you and the school are aligned on expectations, deliverables, and logistics.

- Key elements to include in your service agreement:
- Picture Day Logistics
 - Confirmed dates and times for picture day and retakes
 - Start time, break/lunch schedules, and end time
 - Entry protocol: Who is letting you in and when
 - Location setup: Where photographers will set up, number of stations, and layout
 - Flow of students: By class, by grade, etc.
- Photographer Tools & Prep
 - QR card usage and delivery timeline
 - Special accommodations for students with additional needs
- Image & Yearbook Specifications
 - Required background and head sizing
 - Yearbook publisher name and export specs
 - Whether composites or class group photos are needed
- Service Items & Fulfillment
 - Type of service items (ID cards, admin exports, etc.)
 - Delivery deadlines
 - Customization requirements
 - Who covers the cost (school, rebate, photographer)
 - Complimentary staff packages: details and fulfillment method

11:45am - 12:45pm – Lunch: enjoy a complimentary lunch courtesy of Candid Color Systems — no need to leave the meeting.

1:00pm - 1:30pm - Got the Job - Now What? Hiring and training photographers, equipment needs, and on-site logistics

- Where and how to recruit photographers
- How many team members you'll need
- Onboarding and training essentials
- Establishing clear company policies and expectations
- Background check requirements
- Professionalism and dress code standards
- Equipment needs (including backups!)
- On-site setup and posing best practices
- Coordinating with school helpers
- Managing event-day logistics
- Understanding the full workflow
- Using PhotoMatch and other helpful CCS software

1:30pm - 2:00pm - Event Setup: CORE, TKO, Registration & PhotoMatch

In this session, we'll walk through the complete setup process for a ViewFirst job, ensuring everything is ready before picture day.

- How to properly set up your event in CORE
- Configuring your folder structure and cutout settings in TKO
- Using Registration tools to collect and manage data
- Setting up PhotoMatch for smooth image ID workflow
- Tips for avoiding common mistakes and ensuring everything links together correctly

2:00pm - 2:30pm - QR cards & Pre-event marketing

- QR Cards: Setup & Use
 - How to create and print QR cards in advance
 - Best practices for distributing and scanning on picture day
 - How QR cards help streamline data collection and speed up workflow
- Pre-Event Marketing Tools & Tactics
 - Email & text campaign ideas to generate excitement and awareness
 - School announcements and broadcasts
 - Flyers, posters, and yard signs to display around campus
 - Leveraging social media for increased reach and reminders

2:30pm - 3:00pm - Picture Day logistics & 3-Line PhotoMatch setup (hands-on with cheat sheets and floor guides)

- Hands-on demo of a 3-line PhotoMatch setup
- Review traffic flow and optimal station layout
- Equipment checklist and cheat sheets
- Floor and posing guides
- Using PhotoMatch effectively
- Printing ID cards onsite
- Setting the default pose

AFTERNOON BREAK: 15 MINUTES

3:15pm - 4:15pm - Line control and posing for all ages

- Learn best practices for managing line flow at every grade level
- Hands-on posing techniques for elementary, middle, and high school students
- Tips to avoid ID image mistakes
- Attention to detail that makes all the difference
- Reducing glare on glasses
- Proven techniques for speeding up Picture Day when every second counts

4:15pm - 4:45pm - Review images in CORE, on the retail site, and how to start a marketing campaign

- Monitor images as they upload in CORE
- Quickly hide or edit images as needed
- (Optional) Experience how real-time email and text notifications are triggered

4:45pm - 5:00pm - Daily recap and a preview of tomorrow

- Let's review key takeaways and preview what's ahead
- Ask us anything – Open Q&A

6:00pm - Join us for dinner! A few members of our CCS team would love to connect over dinner to continue the conversation, answer your questions, and dive deeper into topics that matter most to you. While this is a casual, optional gathering, please note that dinner will not be covered by CCS. We will meet at the official hotel to leave for dinner.

WEDNESDAY, February 4th | 9:00am - 12pm

8:15am - Light breakfast

9:00am - 9:30am - Event follow-up

- Recap key moments from Preview Day
- Open Q&A – bring your remaining questions!

9:30am - 10:30am - Ordering Service Items (ID cards, stickers, mug books, ID strips, Admin)

- Ordering service items:
 - ID Cards
 - Stickers
 - Mug Books
 - ID Strips
 - Admin Exports (typically processed after Retake Day)

MORNING BREAK: 15 MINUTES

10:45am - 11:15am - Retake/Makeup Day

- Prepare to makeup/retake day
- How to manage via CORE & PhotoMatch
- Reassigned defaults/yearbook poses
- Additional service items

11:15am - 11:45am - Picture Admin & Yearbook Exports

- Review how to create profiles for exports
- Admin exports
- Yearbook exports

11:45am - 12:45pm - Lunch: enjoy a complimentary lunch courtesy of Candid Color Systems before you head out!

BEGINNER TRACK *ENDS*

ADVANCED TRACK *BEGINS*

WEDNESDAY February 4th | 9:30am Start for early arrivals | Meeting times: 1pm - 5pm

OPTIONS FOR EARLY ARRIVALS

8:15am - Light breakfast

9:30am - 10:00am - Welcome and check-in

10:00am - 12:00pm - Optional lab tours

11:45am – 12:45pm - Lunch: for those who arrive early, enjoy a complimentary lunch courtesy of Candid Color Systems.

SCHOOL BOOTCAMP MEETINGS BEGIN

1:00pm - 1:30pm - Why you're here?

Let's kick things off by getting clear on your goals for this Bootcamp:

- Strengthen and improve your current school photography business
- Explore new opportunities and target new schools
- Learn ways to cut costs and reduce labor
- Discover tools and strategies to work more efficiently

1:30pm - 2:00pm - Reviewing last year's jobs

- Let's kick things off by getting clear on your goals for this Bootcamp:
- Strengthen and improve your current school photography business
- Explore new opportunities and target new schools
- Learn ways to cut costs and reduce labor
- Discover tools and strategies to work more efficiently

2:00pm - 2:30pm - PrePay vs. ViewFirst: Offers

Let's talk sales models and what's working best:

- Who is using PrePay vs. View First?
- Why we recommend View First (and how it impacts your bottom line)

2:30pm - 3:00pm - More poses, new backgrounds, and more possibilities

Strategies to increase sales and enhance your offerings:

- More poses often lead to larger package purchases
- Incorporating z-crops for variety and flexibility
- Keep the original background while using TKO
- Review which backgrounds are working best for different age groups (Elementary, MS, HS)

AFTERNOON BREAK: 15 MINUTES

3:15pm - 3:45pm - Contact data and registration with QR cards

- How are you currently gathering contact data?
- Tips for increasing both quantity and accuracy
- Using QR cards not just for organization, but as a powerful marketing tool

3:45pm - 4:15pm - Marketing: Before, during, and after

- Pre-event: Email campaigns, text messages, school broadcasts
- On-site: Flyers, posters, yard signs, and staff engagement
- Post-event: Social media strategies to keep the momentum going

4:15pm - 4:45pm - Speed matters: On-site and online

- Why "fast enough" may not be fast enough anymore
- Evaluating how long it takes to capture images per subject
- Optimizing setup, flow, and crew assignments to maximize efficiency
- Speeding up your image upload process to shorten turnaround times

4:45pm - 5:00pm - Daily recap and a preview of tomorrow

- Let's review key takeaways and preview what's ahead
- Ask us anything – Open Q&A

6:00pm - Join us for dinner! A few members of our CCS team would love to connect over dinner to continue the conversation, answer your questions, and dive deeper into topics that matter most to you. While this is a casual, optional gathering, please note that dinner will not be covered by CCS. We will meet at the official hotel to leave for dinner.

THURSDAY, February 5th | 9am - 5pm

8:15am - Light breakfast

9:00am - 9:30am - Portrait line setup (cheat sheets and floor guides)

We'll walk through a hands-on setup of a three-line portrait workflow, ideal for school photo day. This session covers:

- Equipment setup and logistics
- Traffic flow best practices
- Cheat sheets for posing and setup
- Floor guides and posing guides
- PhotoMatch workflow overview
- ID card printing and selecting a default pose

9:30am - 10:00am - Equipment consistency: Why it matters

Using the same model and brand across your camera gear can make a big difference in:

- Color consistency
- Exposure and density

- Cropping accuracy
- Familiarity with settings and controls

10:00am - 10:30am - Demos on different cameras (same setup) to show the difference

- Hands-on comparison of different camera brands/models using the same setup and lighting
- Shoot, review, and compare image results side by side
- See firsthand how even small hardware differences can impact your output

MORNING BREAK: 15 MINUTES

10:45am - 11:15am - Lighting (single, two, three, hair light) overview

Get hands-on with a variety of lighting configurations and learn how each affects your final image. We'll walk through:

- Single-light setups
- Two-light setups
- Three-light setups
- Using hair lights and reflectors to enhance your results

11:15am - 11:45am - Review the difference in the light setups

- Compare images taken with each lighting configuration
- Discuss the visual differences in shadow, depth, and subject highlight
- Share thoughts on what works best for different environments or age groups

11:45am - 12:45pm - Lunch: enjoy a complimentary lunch courtesy of Candid Color Systems — no need to leave the meeting.

1:00pm - 1:30pm - TKO, keep original, and background selection

- Why use this feature
- Yearbook on original
- Choosing the right number and types of backgrounds

1:30pm - 2:00pm – CORE event setup for TKO, keep original, dynamic and render

- Review the setup for a ViewFirst job
- Workflow best practices to keep your jobs efficient and organized

2:00pm - 2:30pm - ID cards and QR scan cards: Customization, printing and distribution

- Live demo of COREPrint
- Options for personalization
- Tips for smooth distribution

AFTERNOON BREAK: 15 MINUTES

2:45pm - 3:45pm - Hands-on portrait setup: Logistics, posing, line control, take portraits, print ID cards

- Hands-On 3 line setup
- Review logistics and traffic flow to determine where to setup
- Review equipment & cheatsheets
- Floor guide
- Posing guide
- PhotoMatch
- Printing ID cards
- Selecting default pose

3:45pm - 4:15pm - Review images in CORE, on the retail site, and how to start a marketing campaign

- Monitor images as they upload in CORE
- Quickly hide or edit images as needed
- (Optional) Experience how real-time email and text notifications are triggered

4:15pm - 5:00pm - Daily recap and a preview of tomorrow

- Let's review key takeaways and preview what's ahead
- Ask us anything – Open Q&A

6:00pm - Join us for dinner! A few members of our CCS team would love to connect over dinner to continue the conversation, answer your questions, and dive deeper into topics that matter most to you. While this is a casual, optional gathering, please note that dinner will not be covered by CCS. We will meet at the official hotel to leave for dinner.

FRIDAY February 6th | 9am - 12pm

8:15am - Light breakfast

9:00am - 10:00am - Ordering Service Items (ID cards, stickers, mug books, ID strips, Admin)

- Ordering service items:
 - ID Cards
 - Stickers
 - Mug Books
 - ID Strips
 - Admin Exports (typically processed after Retake Day)

10:00am - 10:30am - Retake/Makeup Day

- Prepare to makeup/retake day
- How to manage via CORE & PhotoMatch
- Reassigned defaults/yearbook poses
- Additional service items

MORNING BREAK: 15 MINUTES

10:45am - 11:15am - Picture Admin & Yearbook Exports

- Review how to create profiles for exports
- Admin exports
- Yearbook exports

11:15am - 11:45am - Recap and a preview of tomorrow

- Let's review key takeaways and preview what's ahead
- Ask us anything – Open Q&A

11:45am - 12:45pm - Lunch: enjoy a complimentary lunch courtesy of Candid Color Systems before you head out!

OPTIONAL ACTIVITIES/PRESENTATIONS

1:00pm - 3:00pm - Optional lab tours

~ OR ~

1:00pm - 4:00pm - Q&A with the CCS Support Team

~ OR ~

1:00pm - 4:00pm - NowCandid post-camp

- Overview of the tools you can use for school dances, events, and graduations

ADVANCED TRACK ENDS