



**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.

### **Sunday, July 13th**

#### **1pm Welcome**

#### **1:30-5pm Pre- Conference Option- Sports Photography Best Practices**

Back to Basics! Join a refresher course for new owners, new staff, or anyone wanting to sharpen their basic sports photography and picture day operational skills. Topics include cameras, settings, posing (indoor & outdoor), and operational best practices using PhotoMatch® and View First™.

### **Monday, July 14th**

#### **8:30am Coffee, light breakfast & Check In**

#### **9am Welcome- Use everything we have to Earn More and Work Less Jack Counts Jr.**

#### **9:45am What's New in Software & Products!**

#### **10:45am Break**

#### **11am Scaling Up Your Business**

Get Ready to Grow! We will discuss the best practices and the latest tools for growing your business profitably including how should you staff a shoot, recruiting, hiring, communication, accountability and performance tracking.

#### **11:45pm Lunch** 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.

## **2pm Break**

### **2:30- 5:30pm “Tradeshow Time”**

This year we are trying something NEW that we have experienced at other events. This will give owners 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 topics below in 2-3 rotations. The exact tradeshow schedule is coming soon.

#### **Tradeshow stations Monday:**

- Stacy Eads -HR & hiring
- 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

### **5:30-7:30      Food Truck Extravaganza at CCS**

Join us under the CCS pavilion for music, drinks (bar), food trucks and games!

## **Tuesday, July 15<sup>th</sup>**

### **8:30am Coffee & light breakfast at CCS**

### **9am All Things Sports Photography!**

Operations, trends, and best practices for both league and high school sports. The topics will include coach items, new spirit items, Media Day, and the specific needs of high schools and travel teams. We will also explore working with booster clubs,

using action photography as a booking tool, and best practices for competitions and tournaments.

**10:15 Break**

**10:30am Growing Your Business**

Learn about our latest tools to assist your sales efforts. Plus, hear success stories from those utilizing these tools and their own strategies for business growth. Topics include tradeshow, lead generation, responding to RFPs, and maximizing your TSS website.

**11:45am Lunch and Awards** provided by CCS

**1pm Everything Social Photography**

We'll share recent success stories such as Daddy-Daughter dances and corporate events — highlighting how proper staffing, clear goals, and the right imagery can make these events thrive. Other event types include school dances, summer reunions, holiday parties, and more.

**2pm Break**

**2:30- 5:30pm “Tradeshow Time”**

**Tradeshow stations Tuesday:**

- 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 and
- Sales coaching

**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

**Wednesday, July 16<sup>th</sup>**

**8:30am Coffee & light breakfast** at CCS

**9am-11:30am Everything Schools!**

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

9:30am-11:30am Post production with CORE & Picture Admin (head sizing, exports, service items, etc) Plus, we will cover advanced PhotoMatch® features for schools such as ID card onsite printing and selecting yearbook allowable images.

**11:30am Wrap Up**