



TSS Winter Meeting 2025 – Chicago Midway

ALL TIMES CENTRAL

Monday, January 27th 2025

8:30 AM – Coffee & Networking in the Meeting Room

9:00 AM – Welcome & Key Updates - Garrett and Steve

- **New Features and Quick Overview of What's New with TSS!**
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9:30 AM – Understanding Your Numbers – Steve w/ Garrett Support

- **Decoding the Data: How to Make Informed Decisions with Reporting**
 - Analyzing key numbers and stats with provided reports
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10:15 AM – Technology : Streamlining Success – Steve

- **New or seldomly used tools to make your process easier to help generate more sales.**
 - **NOWCandid Features update**
 - **Photomatch Features update**
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11:15 AM – Candid Camera Tips and Trips (Plus, New Suggestions!)

- **Equipment/Mirrorless Camera Tips**
 - **New Canon Crop Guides**
 - **Virtual Groups & Full Body Photos**
 - **Shoot to Sell Now vs Shoot to Sell Soon vs Shoot to Edit**
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12:00 PM – Lunch

1:00 PM – Booking the Right Events: Spring, Summer, and Fall Focus – Garrett

- **Seasonal Event Trends: How to Capitalize on Spring, Summer, and Fall Sports**
 - **NFL Flag Football, Baseball, Swimming, and more**
- **Targeting High-Volume School Contracts**
- **Booking for Steady Growth**



- Mastering Sales Metrics
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2:00 PM – Scaling Your Business: Overcoming Barriers to Growth – Garrett

- What's Holding You Back? Identifying Obstacles to Scaling
 - Hiring & Training to Scale
 - Managing the Growing Pains
 - 2025 Growth Strategies: Lessons Learned & New Goals
 - Franchisee Success Roundtable: Real Stories, Real Results
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3:00 PM – Marketing Tips and Tricks - Garrett

- New Booking Materials
 - New Marketing Materials on TSS [Photography.com/mm](https://www.tssphotography.com/mm)
 - New Marketing Fund
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3:30 PM – Q&A + Open Discussion + Extra Credit Tips

- Open Q&A Session
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4 PM – Wrap Up & Final Thoughts

- Key Takeaways & Action Plans