



TSS Winter Meeting 2026 – Nashville

ALL TIMES CENTRAL

8:30 AM – Coffee & Networking

Start the day off catching up with fellow franchise owners, connecting with new faces, and sharing your early wins from the season.

9:00 AM – Welcome & Key Updates

Hosts: Garrett Davis & Steve

- Kicking off 2025 with energy and alignment
- New features, products, and programs launching this year
- A quick look back at 2025 successes and lessons learned

9:30 AM – Understanding Your Numbers: Data That Drives Growth

Presenter: Steve (with Garrett)

- **Decoding the Data:** How to turn reporting into actionable insight
- Identifying trends that lead to more bookings
- Setting performance benchmarks and tracking success across the year

10:00 AM – Technology Spotlight: Streamlining for Success

Presenter: Steve & NowCandid

- Leveraging new tools and hidden features that make your workflow easier
- **NOWCandid & PhotoMatch** updates — what's new and how to use them
- Smart tech habits that help you sell more and save time
- NEW OFFERS for both schools and sports

11:15 AM – The Boutique Session: Tips, Tricks & Fresh Ideas

Group Discussion

- Mirrorless camera best practices and setup insights
- **New Canon crop guides** for improved composition and consistency
- How to Shoot, Edit, Market and Sell a Boutique Session
- Introduce Senior Session and Christmas Session Focus
- *Special Guest: Daniel Lonchena*

12:00 PM – Lunch & Networking Break

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

Presenter: Garrett Davis

- How to identify and prioritize **high-value events** in 2025
- What's trending: **NFL Flag, Baseball, Schools, Cheer, and more**
- Targeting high-volume school contracts and creating long-term partnerships
- Setting up your **sales metrics** for steady growth year-round

1:45 PM – Scaling Your Business: Building a Business You Love

Presenter: Garrett Davis



- Mastering the five stages of EntreLeadership, which includes:
 - Stage 1: Treadmill Operator
 - Stage 2: Pathfinder
 - Stage 3: Trailblazer
 - Stage 4: Peak Performer
 - Stage 5: Legacy Builder
 - You'll learn how to navigate everything business ownership throws at you—from hiring the right people, to finding and training leaders, to creating and operating a budget, to nailing down strategic plans that get results, and more.
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3:00 PM – Marketing Masterclass: Tips, Tools & Fresh Resources

Presenter: Garrett Davis

- New marketing and booking materials
 - Navigating the updated resource hub: **TSSPhotography.com/mm**
 - ***The new SALES BIBLE***
 - Creative strategies to increase visibility and community impact
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3:30 PM – Open Forum: Q&A + Extra Credit Tips

An open floor for discussion, quick wins, and peer-to-peer idea sharing.

- Bring your challenges, ask your questions, and share your successes
 - Final bonus tips from the leadership team
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4:00 PM – Wrap-Up & Closing Thoughts

Speakers: Garrett Davis & Steve

- Key takeaways from the day
- Your 2025 action plan: setting priorities before the spring rush
- Closing remarks and next steps