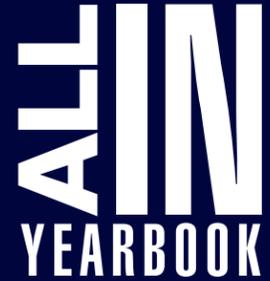


2017 Jostens South Summer Yearbook Workshop

Henderson State University
July 27-29th



Agenda:

Wednesday, July 27

1:00 - 2:00 Registration
2:00 - 5:00 General Session, Breakouts and staff time

Thursday, July 28

8:00 - 12:00 Workshop Sessions, Cover Design Sessions

12:00 - 1:15 Lunch Break

1:15 - 5:00 Workshop Sessions, Cover Design Sessions

5:00 - 6:00 Staff Time

6:00 - 7:00 Dinner Break

7:30 - 10:00 Fun Nite - Arkadelphia Aquatic Water Park

Friday, July 29

8:00 - 11:30 Workshop Sessions

11:30 - 1:00 Awards/Closing

What to Bring:

Each Staff will need:

- 2 copies of your last yearbook
- a camera
- last year's ladder
- 2017 theme and design ideas flash drive to save work
- total \$\$ amount of 2016 ad sales*
- total \$\$ amount spent on 2016 supplies (cameras, ink printers, etc)*
- *(this is important in planning your budget so please take time to get this information)

Each Student will need:

- pen or pencil
- one notebook
- design ideas
- a great attitude

Each PHOTOGRAPHY STUDENT will need:

- his/her own camera with memory card
- laptop for editing photos
- memory card reader
- batteries or chargers

MORE INFORMATION:

Workshop Registration and Sessions:

- Registrations fee is only \$100 per person if postmarked by JUNE 1, 2016
- Registration fees after JUNE 1 will be \$125 per person
- Hotel and meal costs are NOT included
- Adviser fee will be waived for advisers with 5 or more attending students!
- Fees include 2 1/2 days and evenings of instruction, workshop materials, activities and a T-shirt
- There will be informative general sessions, breakout sessions (to be announced soon) and artist sessions with a Jostens cover artist
- By popular request, we will also have a special PHOTOGRAPHY TRACK (it will run during most of the general sessions and each school will only be able to send 1-2 staff members)

Sessions will cover:

- * theme development
- * trends
- * staff management/organization
- * photography
- * coverage
- * cover design
- * budgeting
- * planning and organization
- * headline and copy writing
- * games
- * reporting
- * adviser sessions
- * editor sessions
- * caption writing
- * seling/marketing
- * business manager training
- * ladder planning
- * section design

Hotel Accommodations:

Below is a list of hotels for you to call to make reservations for you and your staff. All of these hotels are within 4-6 miles of the Henderson State University campus. You are responsible for making your own reservations.

Hampton Inn	870-403-0800
Holiday Inn Express	870-403-0880
Super 8	870-246-8585
Days Inn	(870) 246-3031
Econo Lodge	(870) 230-1506
Comfort Inn	(870) 246-3800
Best Western Continental Inn	(870) 246-5592
Americas Best Value Executive Inn & Suites	(870) 246-5855

For more information contact: Melissa Jones at melissa.jones@jostens.com

Registered advisers will receive a detailed schedule of classes, sessions and times closer to the workshop date. Times of day are approximate at this time.

