



2015 SUMMER YEARBOOK WORKSHOP

WHAT WE'RE DOING:

Monday, July 27

- 11 a.m. - 1 p.m. Registration in the Lobby of Mabee Business Bldg.
Lunch on your Own
- 1 - 8:30 p.m. Workshop Sessions and Staff Time
with Dinner Break

Tuesday, July 28

- 8 a.m. - 12 p.m. Workshop Sessions and Cover Design Sessions
- 11:45 - 1:15 p.m. Lunch Break
- 1:15 - 5:00 p.m. Workshop Sessions and Cover Design Sessions
- 5:00 - 6:30 p.m. Dinner Break
- 6:30 - 8:30 p.m. Workshop Sessions and Staff Time

Wednesday, July 29

- 8 - 11 a.m. Workshop Sessions/Breakout Sessions
- 11 - 12:30 p.m. Awards/Closing Session

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

WHAT TO BRING:

Each STAFF will need:

- 2 copies of your last yearbook
- a camera
- last year's ladder
- 2016 yearbook kit
- 2016 theme and design ideas
- flash drive to save work
- total dollar amount of 2015 ad sales*
- total dollar amount spent on 2015 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 (bring magazines!)
- 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:

- Registration fee is only \$100 per person **if postmarked by June 1, 2015.**
- 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 and 1/2 days and evenings of instruction, workshop materials, activities and a T-shirt.
- There will be beginning and advanced tracks, informative general sessions, artist sessions with a Jostens cover artist and of course, there will be a lot of staff time for you to plan your next yearbook!
- This year, **BACK BY POPULAR DEMAND**, we will also have a special photography track!

Sessions will cover:

- theme development • trends • coverage • cover design • ladder planning
- section design • caption writing • planning and organization
- headline and copy writing • games • technology • adviser sessions
- editor sessions • budgeting • reporting • selling/marketing
- business manager training • staff management/organization
- PLUS AN EXCLUSIVE PHOTOGRAPHY TRACK!

Hotel Accommodations:

Below is a list of hotels for you to call to make reservations for you and your staff. The Heritage Inn is located on the Harding campus and has a number of rooms, but they will go quickly. All other hotels are located in Searcy in very close proximity to the campus. **You are responsible for making your own reservations.**

Heritage Inn (on campus)	501-279-4700 or 1-888-766-2465
Days Inn	501-268-6171 or 1-800-DaysInn
Holiday Inn Express	501-279-9991 or 1-800-Holiday
Hampton Inn	501-268-0654 or 1-800-Hampton
Best Western	501-279-9191
Comfort Suites	501-278-9922