

FEATURING SESSIONS COVERING:

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



# CENTRAL ARKANSAS SUMMER YEARBOOK WORKSHOP

HARDING UNIVERSITY // SEARCY, ARKANSAS // JULY 24-26, 2017

## 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 all other hotels are located in Searcy in very close proximity to the campus. You are responsible for making your own reservations.

**\*\*AGAIN THIS YEAR:** The Heritage Inn on campus is offering a 20% discount to schools who mention they're attending the Jostens Summer Workshop. Use the code "jost17". There are limited rooms available, and rooms are first come, first serve.

Heritage Inn (on campus)	501-279-4700 or 1-888-766-2465
Holiday Inn Express	501-279-9991 or 1-800-Holiday
Hampton Inn	501-278-9922 or 1-800-Hampton
Microtel Inn & Suites	501-268-1555
Best Western	501-279-9191

## WHAT TO BRING:

### Each STAFF will need:

- 2 copies of your last yearbook
- a camera
- last year's ladder
- 2018 yearbook kit
- 2018 theme and design ideas
- flash drive to save work
- total dollar amount of 2017 ad sales and book sales\*
- total dollar amount spent on 2017 supplies (cameras, ink, printers, etc.)\*

### Each STUDENT will need:

- pen or pencil
- one notebook
- design ideas (bring examples!)
- 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

\*(this is important in planning your budget, so please take time to get this information)

## MORE INFORMATION:

- Registration fee is only **\$100 per person** if postmarked by June 1, 2017.
- 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!

## WORKSHOP SCHEDULE:

### Monday, July 24

- 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/Staff Time with Dinner Break

### Tuesday, July 25

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

### Wednesday, July 26

- 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.

FOR MORE INFO, CONTACT: NATASHA DURHAM (NATASHA.DURHAM@JOSTENS.COM)