

Using Locator Cards



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What Are Locator Cards?

- Locator Cards are photographer-supplied cards (template available from CCS) used in special event photography that provides the customer with a way to find his images easily.



Locator cards contain an event code and frame numbers that are unique to each photographer and the subjects photographed.

View photos from:
CCS Winter Seminar
at www.partypics.com

- Click **Find My Pics** button
- Select **Locator Number** search type
- Enter Event Code **123456** & Frame **11061**
Additional images may appear before or after this frame

Oklahoma Party Pics
405-364-1777 oklahomapartypics@candid.com

Email *Email a link to my pictures*

Cell Phone *Text a link to my pictures*

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Tear off & give to photographer 123456-11061

Event code,
as set up in
QuicPost or
Core

Frame
number

- When the customer inputs the codes from the locator card on the event Web site, he is brought as close as possible to his images from the event, without having to search through hundreds or even thousands of images.

The screenshot shows the Party Pics website interface. At the top left is the logo "Party Pics" with the tagline "Remember the Good Times." To the right of the logo is a yellow button labeled "» Find my Pics". Further right are navigation links: "Home", "About us", "Services", "Products", and "Contact us".

The main content area is a white box titled "TO FIND YOUR PICS...". It features a three-step process:

- 1 Select Search Type >
- 2 Type Search Term >
- 3 Enjoy Your Pics

Under "1 Select Search Type", there are four radio button options:

- Password
- Event Name
- Event Date
- Locator Number

The "Locator Number" option is circled in red. To the right of these options is a section titled "Enter Event Code and Frame" with two input boxes separated by a hyphen. To the right of this section is an orange button labeled "Search Now »".

On the left side of the page, there is a vertical blue bar with the word "Feedback" written vertically.

Why Use Locator Cards?

- Locator Cards (LCs) are a solution to the customer's struggle of trying to find his specific images among a large body of images.
- LCs are superior to traditional Web cards without frame numbers because they make it easier for people to find their images



Why Use Locator Cards?

- This method was used at OU Tailgating which increased sales by over 30% in comparison to traditional web cards used in previous events



When Should I Use Locator Cards?

- Large number of attendees
- Large quantity of images
- When you are not spotting each image to a person after uploading images
- When you may not have time to collect names of attendees
- When people are hesitant to provide their names



How Do Locator Cards Work?

- Photographers or their assistants at the event hand the card to the customers after they are photographed
- Each set of cards are specific to a photographer and the frames they shoot. The cards are handed out in sequential order depending on the images taken
- Unused cards from the sequence are removed from the stack

For Example...

- A photographer took 5 images of Tom, starting with image entitled 001
- Tom will receive a card with any number between 001 and 005
- Betty, the next subject's images will start with number 006 ...and so on



Requirements for Using Locator Cards

- Microsoft Word and Mail Merge functions
- Excel spreadsheets, for populating codes into Word
- Sorting images by category in QuicPost or bulk spotting in CORE
- Website with locator search field – www.partypics.com is ready to use or you can modify your own site (Tech support can help)

Creating Locator Cards

- The code is generated through QuicPost or CORE using a combination of the event ID number, the image folder, and the last three digits of the frame

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Tear off & give to photographer 123456 11061

How Do Locator Cards Work With Email Addresses?

- If a customer has provided an email address, it will be added to the software in conjunction with the image code
- The customer will then be emailed a direct link to his images

[Click here](#) to be directed to the webpage containing your Images.

[Click here](#) to search for images by photographer location from a specific game.

Titled Prints



Holiday Cards



Photo Mugs



Ornaments



New! Stadium Prints



Statuettes



Oklahoma Party Pics™

1300 Metropolitan

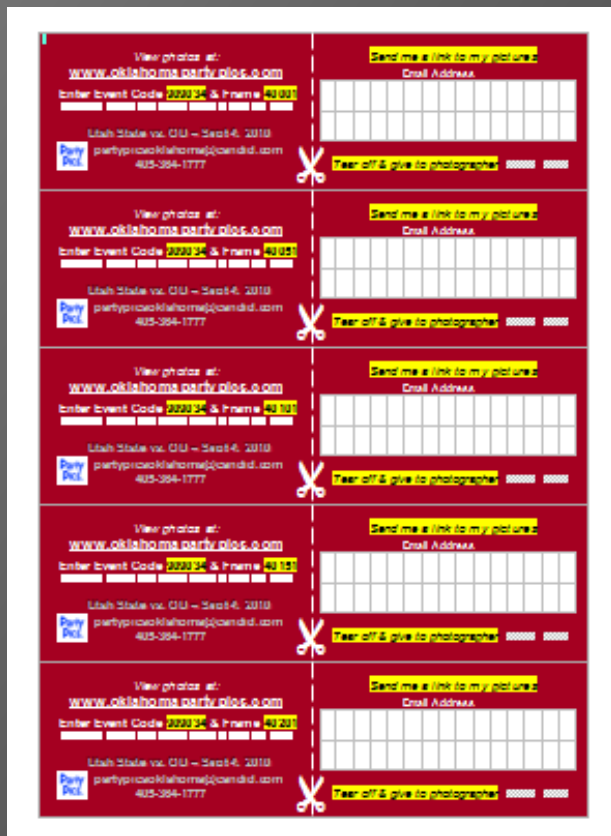
Oklahoma City, OK 73108

405-364-1777

oklahomapartypics@candid.com

[Click here to unsubscribe](#)

Generating Locator Cards



- Uses Microsoft Word Mail Merge Feature
- Use CCS Word template with CCS Excel Data File
- Available on Candidnet or by request from Customer Support
- Enter Event Name, Event ID, Qty of Cards into Excel
- From Word, print sets of cards for each photographer
 - Frames 11001-11300
 - Frames 12001-12300
 - Frames 13001-13300

	A	B	C
1	Event Name (Max ? Characters	Game Name Here	
2	Event ID	929695	
3	# Frames per Photographer (100 or 200 or 300)	100	
4			

Get Started

- Set up your event in CORE or QuicPost
- Prepare your locator card spreadsheet
- The spreadsheet template is available in CandidNET. It generates the code needed for the template



LC Logistics



- You will need to know:
 - 1.) Event code
 - 2.) The number of photographers
 - 3.) The number of cards per photographer
(100, 200, or 300)

LC Spreadsheet

- Event name
- Web site address
- Instructions for navigating site
- Event code number
- Frame number
- Company information



Spreadsheet Demo

- We will now demonstrate our spreadsheet template, which is available from CCS

Merge Spreadsheet into Template

- Next you will open the LC template in Word (It is on CandidNET as well)
- Using the Mail Merge feature, you will pull in the spreadsheet you just created and it will generate the

needed in
fields



LC Word Template

- Open your card template document in Word
- Click to show toggle fields
- Merge to new document and choose from 1 to 100, or 1 to 200, etc.

Prepare to Print

- The template will populate codes in a sequence that allows for quick card distribution after printing
- Shuck and bundle the cards per photographer

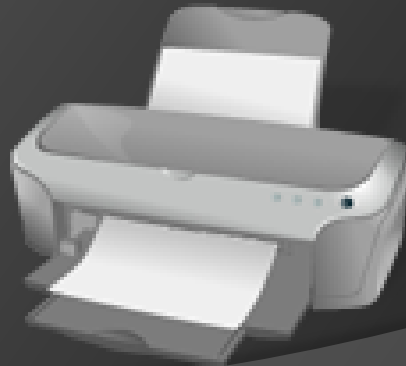
The image shows a template for printing photo cards, organized into five rows, each representing a different photographer (CCS1 to CCS5). Each row contains the following information:

- View Pics At:** www.picmyphoto.com
- To view your Photos Enter Locabr Number:** CCS1, CCS2, CCS3, CCS4, CCS5
- To view ALL Photos enter CCS as password:** *CCS1*, *CCS2*, *CCS3*, *CCS4*, *CCS5*
- Contact info:** Photo ordered by: Crystal Childs, Tracianna, Inc. 800-750-6020
- Right side:** Send me a LINK to my PICTURES, Print your e-mail address, Tear off & give to photographer, CCS# *CCS#*

The template includes a grid for entering the photographer's name and a dashed line indicating where to tear off the cards.

Print Locator Cards

- Print the cards on the perforated card sheets found in our marketing materials
- 500 sheets per package, \$42 per pack.
- Call your customer support representative at 800-750-0494



Mail Merge

- We will now demonstrate how to merge your spreadsheet template into the locator card template in Word

Photograph Your Event

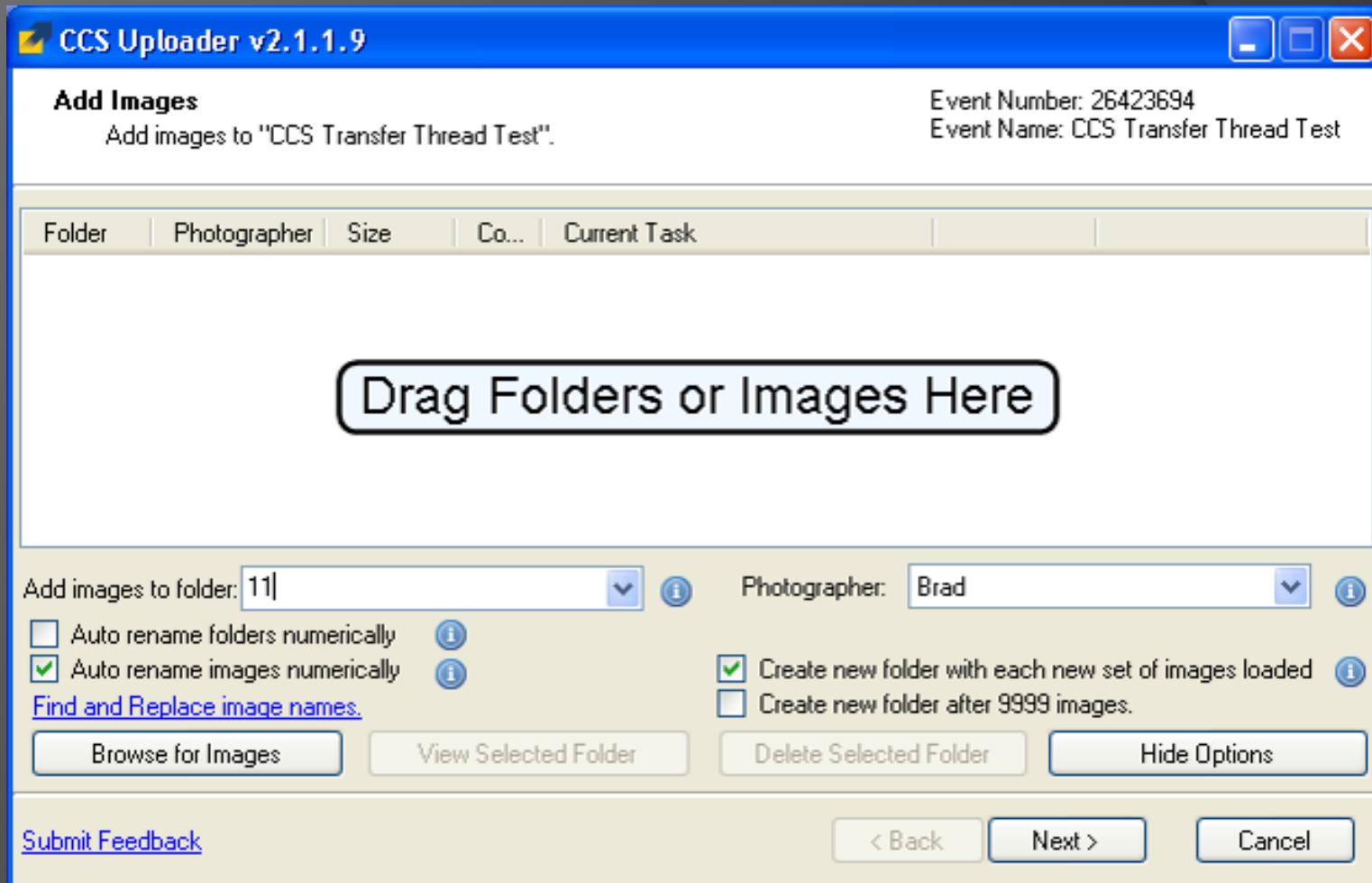
- Train photographers how to keep the cards in sequence
- Each person will receive at least one locator code per series of images shot of them
- Try to obtain email addresses as well and tear that portion of the card off and keep



Upload Images into Uploader

- Load the images by folder
- Check “Auto rename images numerically”
- Check “Create new folder with each new set of images”
- Name your folders to match LC sequences
- Select Photographer

Upload Images into Uploader



Categorize Images

- In QuicPost, categorize images by folder number
- Set up Offer and Tax

The screenshot displays the QuicPost interface for a user named "gymnastics samples". The interface includes a navigation bar with tabs for "1 Images", "2 Offer", "3 Titles", "4 Tax", "5 Activate", "6 Email", "7 Order", and "8 Settings". The current view is "Ungrouped", and the folder selection is set to "01".

The interface is divided into two main sections: "Individual Shots" and "Group Shots".

Individual Shots:

- Left Panel:** A grid of 12 individual gymnast images. The first image is labeled "CCSRetouch/attb". The remaining 11 images are labeled "gymnastics_samp".
- Right Panel:** A grid of 3 individual gymnast images, all labeled "gymnastics_samp".

Group Shots:

- Left Panel:** A single group image of gymnasts, labeled "gymnastics_samp".
- Right Panel:** A placeholder box labeled "Default Group Image Goes Here".

Collect Emails

- Gather the filled out email portion of the cards and enter them into an Excel spreadsheet
- Import the spreadsheet into Core or QuicPost in the Emails tab within your event

Import Names

Step 3 of 5: Select Column Values

Worksheet: Sheet1

Header	CORE Field	Example (First Row)
Name	Name/Address <input type="text"/> FirstName <input type="text"/>	Sally
Last Name	Name/Address <input type="text"/> LastName <input type="text"/>	Greenwald
Email	Name/Address <input type="text"/> TEmail1 <input type="text"/>	sagreeny@nomail.com
Phone	Name/Address <input type="text"/> -- Unused -- <input type="text"/>	xxx-xxx-xxxx

Continue >>

Create Email Campaign

- If using email templates, choose your emails and designate send-off dates
- Enable campaign
- If using custom emails, create messages, approve the email and send

Configure Campaign

Disable Campaign

Make Sure it Works

- Check the event online to make sure images match their sequences
- LC code 11110



Resources

- ① Visit www.partypics.com to view the location codes in action
- ① The spreadsheet template and locator card template are available at candidnet.candid.com

Thank You!

Questions? Please call Customer
Development at 800-336-4550