

CCS 2021 Summer Seminar Agenda

All training taking place at Candid Color Systems®
1300 Metropolitan Ave
Oklahoma City, OK 73108

Wednesday, July 21st

3:00pm Bonus Training Opportunity

Headshots & portraits - both natural outdoors and with backgrounds indoors

6:30pm Group dinner for those who arrive early

Thursday, July 22nd

Sessions devoted to Emerging Stronger & More Profitable

7-8am Breakfast included at official seminar hotel

8am – 8:30am Snacks & Coffee at CCS

8am - 8:30am Pictures for our Summer Seminar Group Pano using PhotoMatch™

8:30am Welcome and Introduction

Alison Counts

8:40am Getting “Back in The Saddle”

Jack Counts, Jr.

Prepare to rekindle your growth mindset and learn ways to become stronger and build a more profitable volume photography business

9:30am Numbers for Growth & Profitability

Rob Garibay

Should you be looking at *COSTS*...or what you *MAKE*? What benchmark numbers are important for your business? What should your focus be if you want to GROW?

10:30am Networking Break

10:45am What’s New

Demetri Barges & Kim Kelley

The NEW CORE Retail Ecommerce site & How it will help you

What’s new with PhotoMatch

CORE enhancements for emails & campaigns

Offer and campaign library and more!

11:30am The NOW Candid product suite

Jack Counts III

Simple, high margin approach for social events, portraits, sports, and graduations

12:30pm Lunch provided by CCS + Networking

1:30pm Compensation for Profitability and Great Results + Building a team

We will share trends for eliminating costly office labor.

How to compensate photographers in different scenarios.

Are you paying enough to get good lead shooters for multiple, simultaneous events?

We will also discuss dealing with minimum wage increases.

We will talk about building a great team. You need other staff to cover more jobs.

2:00pm Sports - our suggestions for Fall from A to Z *CCS Staff, Eric Miller & Jeff Gump*

Best processes with and without the need for Virtual Groups. And with and without the need for cutouts!

What is the best marketing plan & process with and without a roster provided?

We will cover pre, during and post photo day plus the campaigns & offers you can use.

Photography and our posing & process suggestions for the upcoming season.

We will also talk about new products and sports photography for schools.

We will include tips for a better media and banner programs!

3-3:30pm Dramatic Lighting (without High-Speed Sync) that can boost your sales

Are you ready to take your sports photography to the next level?

This will help you achieve higher sales while retaining the ability to shoot-to-sell!

3:30pm Networking Break

3:45pm Sales, Sales, Sales and more Sales

CCS Staff & Jeff Gump

We must commit to a sales mentality in order to grow or even sustain business.

Discussion of the current competitive landscape and latest CCS points of difference

4:30pm Virtual Groups- photography & production

The latest guidance for shooting to create this product successfully and the latest on our methodology for producing this product.

5:30pm Wrap up the day

6:30pm Dinner, drinks and awards

Friday, July 23rd

7-8am Breakfast included at official seminar hotel

8am – 8:30am Snacks & Coffee at CCS

8am - 8:30am Pictures for our Summer Seminar Group Pano using PhotoMatch™

8:30am Outdoor photography with a tent

We will discuss all the ways you can use a tent set up outdoors from doing TKO to natural backgrounds. And we can soak in the fresh air before it is 100 degrees!

9:15am Grab coffee & move indoors

9:30am Schools - our suggestions for Fall from A to Z

Best process for fall picture day for preschool, elementary, middle & high schools

Best process for volume seniors!

Best marketing plan & process for each group....both with and without a school roster

We will cover pre-event, during and post photo day

The campaigns & offers you can use with each scenario for fall

We will also talk about new products, a program called School Safe

Best practices for using the Admin Portal and allowing yearbook pose selection online

10:30-11am School Photography

Posing and backgrounds for fall plus elevated school photo options.

11:00am Graduations

A wrap up of how this market has changed.

The latest, suggested processes which eliminate a huge amount of labor.

Proven methods to improve profits at graduations.

12:30pm Lunch provided by CCS + Networking

2pm Seminar Wrap Up

2:15 - 4pm Additional Hands-On Training opportunity - Choose from:

CORE software training:

- Event Set up, workflows & basics
- Features for Schools
- Email & Text campaigns
- And more!

High-Speed Sync Photography

PhotoMatch™ training

- What does it do?
- Tips & Tricks
- And more!