

CCS 2024 Summer Seminar Agenda

Nashville July 17th-19th | All Times Listed in Central

Wednesday, July 17th

1:00pm: Check In

1:30pm: Growing Your Business...Profitability – Jack Counts Jr

What are the keys to having a profitable, high-volume business and how can you make more money on your current jobs.

2:00pm: What's New at CCS

Including: Programming Updates & New Features, Email Changes, Marketing Innovations, Sales Tools and New Products

2:30pm: Booking and Sales Growth

Discuss where to get leads, good lead follow-up, using Listen 360 for reviews, networking, website optimization, CRMs and how to utilize them for better customer service and more! Hear the success stories!

3:00pm: Break

3:15pm: Photographers Are Not Just an Expense.... But a Profit Center

They are the producers of your content that are your sales.

The biggest expense you have... is not having enough, good photographers!

3:45pm: Hiring, Training & Keeping Staff

4:15pm: NowCandid™- more powerful than ever w/ NEW features – Jack Counts III

We will discuss why and when to use NowCandid? And hear....What's New!
(Pssst! It's a lot!)

4:45pm Hands on with "The Level Up Studio" and Headshots

5:15pm Adjourn

6:00pm Meet in the lobby to head to dinner in groups

Thursday, July 18th

8:30 am: Coffee & Networking

9:00am: Results – good or bad they happen for a reason

To maximize profits, we must understand the factors that affect results. We will discuss what key indicators/ metrics are important to watch including the # of images, data collected, and speed in doing everything. Learn to be in control of your results and avoid excuses! Plus, we will provide each customer account with a detailed report of their metrics to have during this session!

9:30am: League Sports

Including posing for all ages, ideas on service items (coach gifts, plaques, league-buys, and more), new backgrounds, national benchmark numbers (what should you be achieving), keys to operational excellence, marketing materials and more!

10:00am: Making Facial Recognition Work For You

We will give a brief overview of when to use the different types of tools available in our systems and how to optimize their use for the best outcomes.

10:15am Break

10:30am: High School Sports

We will cover the different needs of HS athletic programs including PR pictures, social media graphics, banners, yard signs, mom/athlete pics, buttons, etc.! Plus, new posing & backgrounds, national benchmark numbers (what should you be achieving), keys to operational excellence, marketing materials, working with booster clubs and more!

11:15am AI Update – AI tools that you can use in your business

There are time-saving tools out there to do everything from writing your marketing and fixing images to creating event-specific backgrounds!

11:30am: Break and Awards Lunch

1:00pm: Graduations & Recognition Ceremonies

We will cover the latest in best practices, software tools you can use, the shots you should take, the benchmark numbers you should achieve for these events, products for all ages and more! Plus, success stories from this season including changes to email campaigns and number of images taken! These types of jobs have never done better!

1:30pm: School Picture Days

Posing for fall, service items (ID cards, yearbook exports and more), new backgrounds, national benchmark numbers (what should you be achieving), keys to operational excellence, marketing materials and more! Plus, we will dive deeper into new software features that may be helpful to you for this market!

2:00pm: Contract Seniors and Senior Class Groups

We will include keys to successful operations, national benchmark numbers (what you should be achieving), posing, marketing materials and more! This type of work can often fill in slow times of the year in summer or late winter. Plus, what to do about session fees, the marketing, product mix and more!

2:30pm: Break

2:45pm: Breakouts

#1- Email Campaigns & the NEW Consolidated Galleries

#2- NowCandid™ – deeper dive into new features

#3- Taxes and Reports You Can Use

This will cover our new program treating CCS as a Marketplace Facilitator.

3:30pm: Break & Switch Breakout

3:45pm: Breakouts

#1- Email Campaigns & the NEW Consolidated Galleries

#2- NowCandid™ – deeper dive into new features

#3- Taxes and Reports You Can Use

This will cover our new program treating CCS as a Marketplace Facilitator.

4:30pm: Adjourn

6:00pm: Meet in the lobby to head to dinner in groups

Friday, July 19th

8:30am: Coffee & Networking

9:00am: Social Photography- “A Rich Niche” - Get Paid to Go to Parties! - Steve Foisy

Social photography is a great way to fill in slow times, keep photographers busy and meet new, potential clients! We will talk about the methodology for capturing a lot of good images, how you may pay your photographers differently and sales/marketing! They are easy to book and won't have much competition. We will discuss how to get great results - We've seen sales as high as \$27,000 on a single event

9:30am: Action Sports, Tournaments and Competitions

We have recently done action sports in several different ways including using selfie registration for easy and fast delivery of the gallery links. We will discuss how to make money in action (including other events that contain action) and provide a sought-after service for all levels of sports.

10:00am: Breakouts

#1- Candid Confusions: Clarifications and Solutions

Q & A with support

#2- School Features Deep Dive

Features in Core, Core print and PhotoMatch™ for schools

#3- Photography

10:45am Break & Switch Breakout

11:00am Breakouts

#1- Candid Confusions: Clarifications and Solutions

Q & A with support

#2- School Features Deep Dive

Features in Core, Core print and PhotoMatch™ for schools

#3- Photography

11:45am: Adjourn

Thank you!