



# CCS Summer Seminar Agenda 2026

## ***Seminar Start***

**Wednesday, July 15**

**12:30 PM Coffee & Breakfast, Seminar Check-In**

**1:00 PM There's Always a Reason**

***Jack Counts, Jr.***

Why do some events thrive while others fall flat? It comes down to a series of intentional decisions, and sometimes overlooked ones, that shape the final outcome. In this opening session, we'll break down the real drivers behind event success and uncover how every detail contributes to your results.

From image quality and product variety to speed of delivery, marketing strategy, and in-person client experience, every touchpoint plays a role. We'll connect the dots between what you do and what you earn, giving you a clearer understanding of how small adjustments can lead to meaningful growth.

Walk away with a sharper eye for evaluating your events, a deeper understanding of what truly moves the needle, and a renewed sense of control over your outcomes this season.

**1:45 PM What's New In Software, Products, and NowCandid**

Get up to speed quickly. This rapid-fire session delivers a concise overview of the latest updates across software, products, and NowCandid. We'll highlight new features, recently released tools, and give you a sneak peek at what's coming next, so you can stay ahead and make the most of what's new.

**2:45 PM Break**

**3:00 PM Keynote Speaker: Susan Frew**

AI is no longer a future trend. It is already inside your business

whether you are using it or not. In this high energy, research backed keynote, Susan Frew cuts through the hype and delivers a practical roadmap to help you save time, cut costs, serve better, and compete smarter.

Drawing from real world experience scaling a multimillion dollar company and thousands of hours of AI training, you'll learn how AI is already embedded in your business, how to apply the 3D Framework to implement it without overwhelm, and which tools are delivering real results right now.

This is not a theory session. You'll walk away with clear next steps, practical tools, and the confidence to start using AI immediately to run a smarter, faster, more profitable business.

**4:00 PM Break**

**4:30 PM Coors Field Private Tour**

Go beyond the stands with an exclusive, behind the scenes tour of Coors Field and experience the ballpark like an insider.

You'll get access to areas most fans never see, hear the stories that bring the stadium to life, and take in unforgettable views from some of the best vantage points in the park. It's a high energy mix of inspiration, connection, and a memorable break from the conference.

**6:00 PM Coors Field On-Field Event**

Step onto the field at Coors Field for an exclusive, immersive experience inside one of baseball's most iconic stadiums.

You'll have rare on-field access where the game actually happens, paired with cocktails, great food, and an unforgettable atmosphere. This is more than just a social event. It's a full experience designed to bring people together in a setting you don't get to enjoy every day.

Take in the views from a perspective most people never get to experience while connecting with other attendees and soaking in the energy of the night. It's the perfect opportunity to build relationships, share ideas, and enjoy a relaxed, high energy environment outside of the classroom.

This is the kind of event you won't want to miss.

**9:00 PM Return to Hotel**

## Thursday, July 16

### **8:30 AM Coffee & Breakfast**

### **9:00 AM The Grad Report**

This session takes a real world look at the most recent graduation season and what it actually tells us about performance, trends, and opportunities moving forward.

We'll break down key questions from the field, unpack common challenges that showed up across events, and review what went smoothly as well as what didn't. Using actual reporting and event data, we'll dig into what success looked like this year, including the impact of Buy Now, Pay Later on event performance and purchasing behavior, as well as how PhotoGlo Grad Products performed across different types of events.

You'll walk away with a clearer understanding of how graduation events are evolving, what is driving results, and how to use those insights to run stronger, more efficient seasons ahead.

### **9:30 AM The Media Day Experience**

Turn your standard photo day into something athletes actually get excited about. This session is designed for sports photographers who want to create a high energy, professional media day experience that feels more like a production than a routine shoot.

We'll cover the gear and setups that make the biggest impact, how to get creative with lighting, posing, and concepts, and ways to adapt your approach across different sports, along with how to structure pricing for these elevated experiences so you can maximize profitability without losing bookings.

Walk away with fresh ideas and practical strategies to elevate your events, price them with confidence, and deliver an experience your clients will remember.

### **10:15 AM Break**

### **10:30 AM Software Jeopardy**

This session turns learning into a game with a fast-paced, Jeopardy-style challenge built around your knowledge of CORE™.

We will test and refresh your understanding of key CORE™ features, common workflows, and practical troubleshooting scenarios you may run into in the field. From everyday navigation to those "wait,

how do I fix this?” moments, the game is designed to reinforce real-world knowledge in a fun and competitive way.

Think you know CORE™? This session will put that to the test while sharpening the skills you rely on to keep events running smoothly.

**11:00 AM Break**

**11:15 AM Fireside Chat: Hiring, Training & Pay**

Join an open roundtable conversation focused on one of the most critical parts of your business, your people. This session is built for real discussion where you can share experiences, ask questions, and learn how others are approaching hiring, training, and pay.

We'll dive into what is working in the field, what is not, and the different ways businesses are building strong teams that actually last. From bringing on new staff to training systems and compensation structures, this is a chance to compare strategies and rethink your own approach.

Come ready to engage, exchange ideas, and leave with practical strategies you can use to strengthen and scale your team.

**11:45 AM Lunch & Awards**

**1:00 PM Speaker: TBA**

**2:00 PM Break**

**2:15 PM Tradeshow**

PortraitPress  
New Products  
COREPrint & NEW! Composite Builder  
Social Media  
Reporting  
NowCandid  
Vendor Booths

**3:45 PM Break**

**4:00 PM Closing The Sale Customer Panel**

This session is all about turning everyday conversations into signed contracts by leveling up how you connect with different types of organizations.

You'll learn how to adjust your approach based on who you're talking

to, when to follow up (and how often) without overdoing it, and the key times of year to get in front of decision-makers. We'll also break down how to show up in meetings with confidence so you're not just presenting services—you're positioning your photography as the obvious choice and actually closing the sale.

We'll also unveil our NEW! AI Sales Machine and show how it can power your outreach and follow-up behind the scenes, helping you stay consistent, strategic, and booking more shoots without adding more to your plate.

**4:45 PM Recap, Overview, Q&A**

**6:30 PM Dinner at Denver Milk Market**

Bos (Burgers & Sandwiches)  
Cornicello (Ice Cream)  
Fuso (Pizza & Pasta)  
Green Huntsman (Salads)  
Konjo Ethiopian Food  
Lucky Bird (Chicken)  
Mayczyk Fine Foods (Market-style groceries)  
Moo Bar (Beer, Wine, Cocktails)  
Yumcha (Asian)

## Friday, July 17

**8:30 AM Coffee & Breakfast**

**9:00 AM Breakout Rooms Session 1**

Hands-On Photo Demos  
New! Preschool & Daycare Program  
NowCandid Overview & Demos

**10:00 AM Break**

**10:15 AM Breakout Rooms Session 2**

Using AI - Eric Miller  
Software Q&A  
Social Media

**11:30 AM Wrap Up**

**12:00 PM Lunch**

## ***Post-Seminar Optional Events***

**Friday, July 17**

**12:15 PM Optional Add-On - \$89**  
**Whitewater Rafting in Idaho Springs - Hotel  
Departure**

**1:30 PM Optional Post-Conference Session**  
**A to Z Schools: Prepping Your School Event Flow**

Get ready for a successful school season with a comprehensive refresher designed to sharpen your workflow from start to finish. This session revisits key takeaways from the Winter School Bootcamp while introducing the latest software updates, time-saving workflow improvements, and real-world strategies for smoother, more efficient school picture days.

We'll cover practical tips and tricks for working with schools of all sizes, walk through portrait lighting set-ups and demos to elevate your image quality, and share insights to help you stay organized and confident on event day. Come prepared with questions—this session wraps with an open Q&A to make sure you leave fully equipped for the season ahead.

**5:30 PM Optional Add-On - \$38**  
**Colorado Rockies vs. Cincinnati Reds**

First Pitch: 6:40 PM MT