

# ***Social Spring Opportunities***

*CCS Winter Open House & Training 2023*



# Jack Counts III

# ***Father Daughter Dances***



# A Father Daughter Dance Example

## A MillerFoto Father Daughter Dance Event

- **Party Pics. New!**
- Price Level 11
- ~\$2300 in sales & shipping
- Tap-A-Face
- \$16.43 sales per “actual participant”
  - Many fathers tapped twice
- Only did portraits w/ one photographer
- *Potential for more, but still a good example!*



Eric/4H3A0386

 Visible

Eric/4H3A0387

 Visible

Eric/4H3A0388

 Visible

Eric/4H3A0390

 Visible

Eric/4H3A0391

 Visible

Eric/4H3A0392

 Visible

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The screenshot shows the NOW CANDID Events dashboard. At the top, there are navigation links for Resources, Events, FAQs, Blog, and Contact Us, along with a user profile for Eric. The main heading is 'Events', and there is a 'Create New Event' button. A search bar contains the word 'father'. A modal window is open, displaying the event 'SPCS Father Daughter Dance' with ID 27146341. Below the event title, there is a table titled 'Event Sales & Statistics'.

Camera/Folder	Images Taken	Sales	Shipping	Total	Margin	Total Earned	Participants	Sales Per Participant
Eric	173	1925.35	335.44	2260.79	0.82	1852.18	156	14.49

# Booking Father Daughter Dances

- A common organization that organizes this type of event is the local Parks & Rec department!
- Finding a contact within a Parks & Rec department can be quite helpful for booking a lot of different things, not just Father Daughter Dances.
- MillerFoto has made some of their own videos to demonstrate and advertise their services (*these are QuicPics but still!*)...



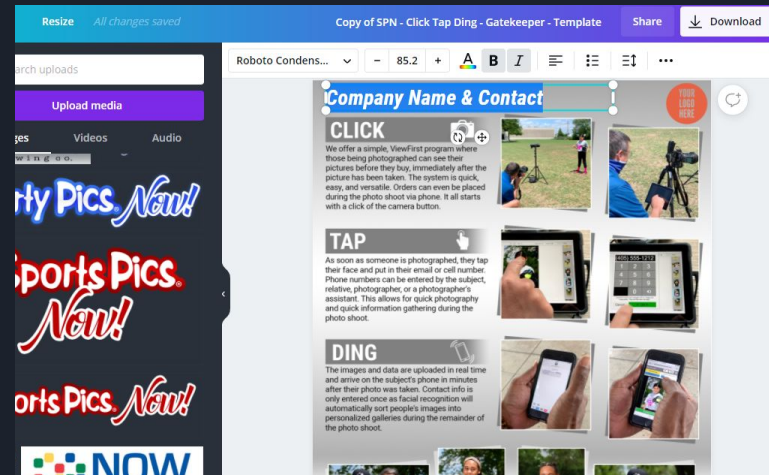






# Provided Marketing Materials

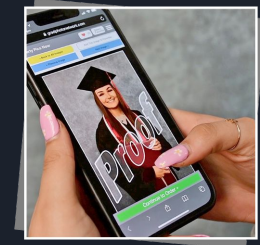
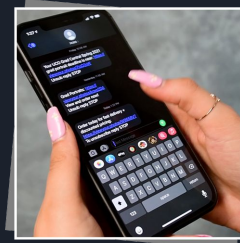
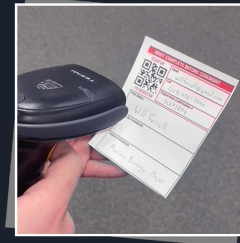
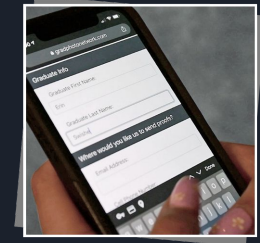
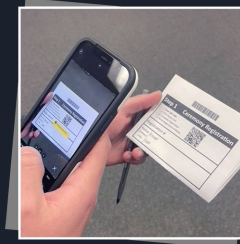
- At nowcandid.com, we have a growing library of marketing materials that you can customize and include in your social media campaigns, mass emails, etc.
- Mainly these materials come in three forms:
  - Short customizable marketing videos
  - Customizable marketing fliers
  - Customizable social media graphics
  - *All are customizable Canva templates*



Party Pics.<sup>®</sup>  
Now!

# Alternative to Tap-A-Face for Father Daughter Dances

- Scanner Identification
- Upsides:
  - Private galleries (*no all gallery*)
  - No small children matching to other children
    - The younger the child, the more common
  - Can do non-face poses
  - No photos potentially missed by facial
- Downsides:
  - More difficult to do roaming photography
  - Guests may have to hold on to QR cards
  - Manual entry would need to be done every session



***Proms... again!***



# Prom Review from Yesterday's Presentation

33 **Party Pics, New!** Proms were analyzed to find some averages:

- \$4.60 - Sales / Subject
- \$2.07 - Sales / Image
- \$250 - Sales / Photographer Hour
- 78% - Overall Profit Margin (*After Lab Costs*)
  - \$3.59 - Profit / Subject
  - \$1.62 - Profit / Image
  - \$195 - Profit / Photographer Hour



# Other Reasons to Book Proms

- If you are trying to get your foot in the door with a school, their dances are a great place to start
  - Less contested market than grads, sports, and picture day
  - Gives you a chance to build rapport with the school
  - Gives you a way to demo your systems
    - Selfie Registration - Graduation
    - Scanner Identification - Picture Day (w/ CORE)
    - Tap-A-Face/QuicPics - Booster Events
- *NowCandid makes it easy to branch into other school events beyond dances to meet all of their needs*



# *Other Opportunities!*

- Farmer's Markets
- Art Festivals
- Music Festivals
- *Concerts*