



TSS Summer Conference Agenda 2026

Pre-Conference Optional Events

Saturday, July 11

7:30 PM The Avett Brothers @ Red Rocks Amphitheatre
Tickets purchased individually

Sunday, July 12

7:45 AM Optional Add-On - \$89
Whitewater Rafting in Idaho Springs - Hotel
Departure

1:00 PM Welcome to Pre-Conference

1:30 PM Optional Pre-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 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.

5:00 PM Wrap Up

5:30 PM Happy Hour

6:30 PM Dinner TBA

Conference Start

Monday, July 13

8:30 AM Coffee & Breakfast, Conference Check-In

9:00 AM 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.

9:45 AM 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.

10:45 AM Break

11:00 AM Closing the Sale

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.

11:45 AM Lunch

1:00 PM Breakout Rooms - Session 1

Schools - Operations & Workflow
Creating a Media Day Experience
Senior Groups - Traditional vs. Virtual

1:50 PM Break & Rotate

2:00 PM Breakout Rooms - Session 2

Preschools & Daycares
School Sports - Booking & Sales

3:00 PM Break

3:15 PM Hiring and Training

Building the right team is key to scaling your business with confidence. In this short session, we'll cover how to recognize when it's time to bring on new photographers or staff, so you can grow without stretching yourself too thin.

We'll also walk through practical approaches to structuring compensation and setting clear expectations, along with proven methods for training new team members to deliver a consistent, high-quality experience. Walk away with a clearer plan for growing your team the right way.

3:45 PM Social Events with NowCandid

This session dives into how to turn social events into fast-paced, high-energy revenue opportunities using NowCandid. You'll learn how to set up a streamlined on-site rig that keeps things moving, keeps guests engaged, and keeps your sales flowing in real time.

We'll break down how to find the sweet spot for how many photos to take per guest (so you're not overshooting or undershooting), plus how to decide between host buy and guest buy models — and what each one really does to your bottom line.

4:15 PM 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 and where there is room to improve.

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.

4:45 PM Recap, Overview, Q&A

6:30 PM Dinner at Union Station area

Thirsty Lion (Asian/American)
Tupelo Honey Southern Kitchen
Hopdoddy Burger Bar
Jinya Ramen Bar
Wynkoop Brewing Co.
Potbelly Sandwiches

Tuesday, July 14

8:30 AM Coffee & Breakfast

9:00 AM Hands-On Photo Demos

This session gets you out of the slides and into the setup. We will be photographing real, side-by-side portrait scenarios and breaking down exactly what changes and why it matters.

Together, we will explore different lighting approaches from one-light simplicity to more controlled two and three light setups and compare how each one impacts the final image. We will also look at how camera choices affect workflow and image quality along with practical decisions around cropping, framing, and consistency in volume environments.

You will see the differences in real time, not theory, so you can better understand how small equipment and setup choices translate into big shifts in efficiency, quality, and client experience.

10:30 AM Break

10:45 AM Hands-On Photo Demos pt. 2

This session gets you out of the slides and into the setup. We will be photographing real, side-by-side portrait scenarios and breaking down exactly what changes and why it matters.

Together, we will explore different lighting approaches from one-light simplicity to more controlled two and three light setups and compare how each one impacts the final image. We will also look at how camera choices affect workflow and image quality along with practical decisions around cropping, framing, and consistency in volume environments.

You will see the differences in real time, not theory, so you can better understand how small equipment and setup choices translate into big shifts in efficiency, quality, and client experience.

11:45 AM Lunch & Awards

1:00 PM Software Jeopardy

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

We will test and refresh your understanding of key software 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 our software? This session will put that to the test while sharpening the skills you rely on to keep events running smoothly.

2:15 PM Break

2:30 PM Tradeshow

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

3:30 PM Break

3:45 PM **Depart for Coors Field Tour**

4:00 PM **Coors Field Private Tour**

6:00 PM **Dinner in McGregor Square**

La Loma
Carmine's
Denver ChopHouse & Brewery
Tom's Watch Bar
GQue BBQ Denver
Anthony's Pizza & Pasta
McGregor Square Food + Drink
Call Me Pearl
Kachina Cantina

Wednesday, July 15

8:30 AM **Coffee & Breakfast**

9:00 AM **Maximizing Your Current Events**

You don't always need more events to grow your business. Often, the biggest opportunity is getting more out of the ones you already have. This session focuses on how to leverage your existing relationships and bookings to unlock new opportunities and increase overall value.

We'll explore ways to expand within your current accounts, adapt your workflows to serve new markets, and identify untapped potential in what you're already shooting. Walk away with practical strategies to strengthen connections, increase revenue per event, and make every job work harder for your business.

10:00 AM **Break**

10:15 AM **Understanding Your Reports**

This session breaks down the reporting side of your business so it actually makes sense and actually drives decisions.

We will cover the key reports you should be looking at regularly, the metrics that really matter for growth, and how to interpret what your data is telling you about your events, sales, and overall performance. You will learn how to move beyond just collecting numbers and start using them to spot trends, fix problems early, and make smarter business choices.

The goal is simple: if you understand your reports, you understand how to grow.

11:30 AM Wrap Up

12:00 PM End of Conference