

# ALL.THE.small.THINGS

that make a year(book)

Your yearbook covers **ALL.THE.small.THINGS** that make up a year.

Yearbookpalooza covers **ALL.THE.small.THINGS** that make up a yearbook.

This year's workshop features the amazing **STEVE KENT**. We are so excited to have Steve and his talent once again at Yearbookpalooza. Please see his biography on page 3.

## START.and.END

Workshop Registration begins at 1 p.m. on Monday, July 20. The workshop concludes on Wednesday, July 22 at approximately 3 p.m.

## WHAT.we.LEARN

Topics covered include coverage, photography, copy writing, design, theme development, InDesign, eDesign, Photoshop and many other choice classes. In addition to classes, a staff may choose to Meet with Artist to design the cover or Brainstorm with Pro to get expert help on any aspect of yearbook production.

## LETS.eat.FOOD

Four of your meals are covered in your payment: dinner Monday, breakfast Tuesday, lunch Tuesday and breakfast Wednesday. For the dinner Monday, both students and advisers are given Palooza Ca\$h to choose where they want to eat. For the lunch Tuesday, students are given Palooza Ca\$h; adults are invited to attend an adviser lunch at Buca di Beppo. Both breakfasts are light (fruits, croissants, etc.) each day. You are responsible for your dinner Tuesday and lunch Wednesday.

## THEME.development.SEMINAR

Staffs who compete journalistically on the national level may choose to attend Steve Kent's Theme Development Seminar for \$100 per staff for up to six people per staff. This limit includes both advisers and students. Space is very limited.

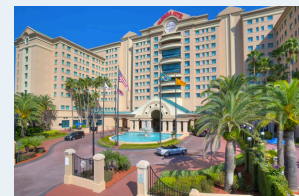
Register and pay early to hold your spot. Ask your rep if you are unsure if this seminar is for you.

Register **ONLINE** at [www.yearbookpalooza.com](http://www.yearbookpalooza.com) beginning **March 1, 2015**.

**Early Bird** cost of the workshop (**register by June 19**) is **\$215 per attendee**. After June 19, the cost is \$230 per attendee. Chaperones not attending sessions (t-shirt and 4 meals only) are \$55 each, and the **hotel is \$120 per night for up to 4 people** (see details regarding hotel in this information packet). Extra t-shirts can be purchased for \$10 each.



The workshop will be held **July 20-22, 2015** at **The Florida Hotel and Conference Center in Orlando**.



The hotel is located adjacent to The Florida Mall, one of the premiere malls in Orlando. The address is 1500 Sand Lake Road, Orlando, FL 32809. Attendees enjoy shopping and eating in the mall, which has a large food court as well as many sit-down restaurants such as California Pizza Kitchen and Buca di Beppo. There are also many restaurants within walking distance to the mall.

**YEARBOOKPALOOZA**, july20-22,2015  
the florida hotel and conference center.orlando.florida  
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*colors featured are 2015 Pantone colors*



**This year there will be free wifi in all areas of the hotel.**



## MEET.with.ARTIST

Staffs may choose to meet with an artist to design their 2016 cover. This opportunity is not for everyone; you should have a theme and/or idea somewhat developed BEFORE your artist appointment. These one-hour sessions are best with no more than eight students, and it is of extreme importance that you do not go over your one-hour block of time. Not having a solid idea and having too many students in the room are common problems with staying within your time, so please respect others and be prepared before your appointment. No school may sign up for more than one one-hour block.



## BRAINSTORM.with.PRO

Staffs may choose to sign up to Brainstorm With a Pro. These 30 minute sessions are designed for experts to give you feedback on your ideas for 2016 (typically theme and cover but could be anything you choose).



## PLEASE.be.PREPARED

This year, you will receive a link to sign up to Meet the Artist or Brainstorm with Pro when your payment is received. Many schools like to sign up early for these options. Please pay early to hold your spot.

# VERY.rough.SCHEDULE

## MONDAY july 20

### 11 a.m.-12 p.m. AWARD WINNING YEARBOOKS

Any schools interested may come early to attend this optional session by Steve Kent on what it takes to compete on the national level. Samples of national award-winning books will be shown. Staffs who attend this session will be responsible for their own lunch before Registration begins.

### 12-2:30 p.m. STAFF GROUP PHOTOS

A photographer will be on hand to take group photos of staffs.

### 1-2:30 p.m. REGISTRATION

### 2:45-4 p.m. ALL.THE.small.THINGS

### 4:15-5 p.m. THEME

### 5:15-6:45 p.m. THEME DEVELOPMENT SEMINAR (must pre-register)

### 5:15-6:45 p.m. THEME

### 6:45 p.m. HOTEL CHECK-IN BEGINS

### 6:45-9 p.m. DINNER with Palooza Ca\$h, HOTEL CHECK-IN & FREE TIME

### 9-10:30 p.m. FUN ACTIVITY

### 11 p.m. CURFEW

## TUESDAY july 21

### 7:30-8:30 a.m. LIGHT BREAKFAST provided by Yearbookpalooza

### 8:45-9:30 a.m. LARGE GROUP SESSION with Steve Kent

### 9:40 a.m.-12 p.m. THEME DEVELOPMENT SEMINAR (must pre-register)

### 9:40 a.m.-12 p.m. DESIGN CLASSES AND CONTESTS

### 12-2:30 p.m. LUNCH (students with Palooza Ca\$h and Adviser Lunch at Buca di Beppo)

### 2:40-6:30 p.m. THEME DEVELOPMENT SEMINAR (must pre-register)

### 2:40-3:20 p.m. COPY CLASSES

### 3:30-4:10 p.m. PHOTOGRAPHY CLASSES

### 4:20-5 p.m. COVERAGE CLASSES

### 5:15-6:30 CONTESTS

### 6:30-8:30 DINNER on your own, bring \$

### 8:30-8:45 p.m. CONTESTS DUE

### 9-11 p.m. YEARBOOKPALOOZA TALENT SHOW & DANCE

### 11:15 p.m. CURFEW

## WEDNESDAY july 22

### 7:30-8:30 a.m. LIGHT BREAKFAST provided by Yearbookpalooza

### 8:40-9:20 a.m. LARGE GROUP SESSION with Steve Kent

### 9:30-11:30 a.m. THEME DEVELOPMENT SEMINAR (must pre-register)

### 9:30-11:30 a.m. CHOICE CLASSES

Classes will be offered on many topics in 20-minute segments, with five minutes between each segment. There will be five blocks. Some topics will be offered for more than one block. This fast-paced option should be fun for advisers and students. eDesign, InDesign, Photoshop, Business and Adviser classes will be offered.

### 11:30 a.m.-1 p.m. LUNCH on your own, bring \$

### 1:20-1:45 p.m. CHOICE CLASSES

Two more blocks of choice classes will be offered.

### 2-3 p.m. CLOSING CEREMONY

You will not want to miss the awards and closing slide show, featuring you.

# YEARBOOKPALOOZA, july 20-22, 2015

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## THE.florida.HOTEL

A pdf download for hotel registration will be provided on [yearbookpalooza.com](http://yearbookpalooza.com) as part of your registration process, which begins March 1. You register directly with the hotel, not through Yearbookpalooza. You will also be provided the phone number and mailing address of the hotel.

You must register by **Friday, June 19 at 5 p.m.** to be guaranteed a room at the Yearbookpalooza rate. Any reservations made after this date will be accepted on a space and rate available basis.

The rate is **\$120 per night** (\$112 plus \$8 fee) for tax exempt schools. The rate is \$135 per night for schools that are not tax exempt. You must provide a tax exempt certificate from the state of Florida, valid on the dates of the workshop, to be tax exempt. You must also pay with a school check or school credit card to be tax exempt.

### YOU MAY PUT UP TO FOUR PEOPLE IN A ROOM.

Each guest will be charged one night room and tax upon making the reservation to guarantee the room as being part of the group.

Individual reservations may be cancelled without penalty 72 hours prior to arrival. If cancelled within 72 hours of arrival, the hotel will charge for the one night's room and tax.

You may check in beginning 6:45 p.m. on Monday, July 20. We will have a safe place to store luggage until check in begins. A valid credit card or cash deposit will be required at check-in. Guests may also be required to present a valid form of identification. Room and tax will be fully charged upon check in. There will be no refunds on early check outs.

Guest check out is prior to 11 a.m. on Wednesday, July 22. Any requests for late checkout must be made with the Front Desk on the night prior to checkout and, if granted, is subject to a late checkout fee. Again, we will provide a safe place for luggage storage.

The hotel will have many other guests. They have a zero noise tolerance. Students must respect others and be quiet in the halls.

Any student who is disruptive in the halls or harm hotel property in any way will be asked to leave immediately.

The temperature in the rooms varies. Please bring sweaters or light jackets.

## STEVE.kent

Steve's world revolves around yearbooks.

As a Herff Jones rep, his territory in southwest Virginia boasts the most national award-winning books working with a single representative in the country. His family of schools has won 50 national awards in just seven years. For the 2014 publication year, his schools earned 10 of those awards: six appeared on the CSPA Crown list, three of them receiving Gold Crowns, and four appeared on the NSPA Pacemaker list, two taking home the Pacemaker. To date, his staffs have more than 40 Virginia High School League state championships.

A multiple Crown and Pacemaker recipient while editor of The University of Alabama's Corolla, Steve serves as both a consultant and a direct representative for Herff Jones. He was the country's first Adobe-certified yearbook consultant, with ACE status in both InDesign and Photoshop, and conceived the Yearbookonomics® approach to content, staff management, business planning and marketing, and holds its trademark.

While in the corporate world, Steve gained experience at leading men's magazines in New York, in executive creative positions at a Fortune 500 company, as the executive director of a multi-million dollar non-profit and president and creative director of his own agency. As the youngest vice president of any Fortune 500 company, he managed a multi-million-dollar budget and a national media presence. He has worked with NCAA, NFL, NBA, PGA, NHL, MLB and Olympic athletes, Broadway and television stars and was hand-picked to work on Martha Stewart's first books because of his keen sense of color. He has been honored by the American Red Cross as its Volunteer of the Year for his work with Elizabeth Dole on the "Angels Among Us" campaign.

You can follow him on Twitter @picaplanet or hashtag his Steveisms with #stevesbelievers.