

# YEARBOOK PALOOZA

JULY 18-20, 2016

**YOU** want to come because  
you **CARE** about your yearbook, and  
you want your students to **THINK** it's amazing.

**BECAUSE YOU CARE WHAT THEY THINK.**

A HERFF JONES SUMMER YEARBOOK WORKSHOP • THE FLORIDA HOTEL • ORLANDO

# PALOOZA

what makes it cool...

## FUN



### MALL/TALENT SHOW/DANCE/PARKS

- resort hotel connected to **The Florida Mall**, one of Orlando's premier malls
- outdoor **pool**
- arrive early or stay late to enjoy one of the city's **theme parks**
- attend **Humans of Palooza** Monday night to make new friends
- participate in the **22nd Annual Yearbookpalooza Talent Show & Dance**

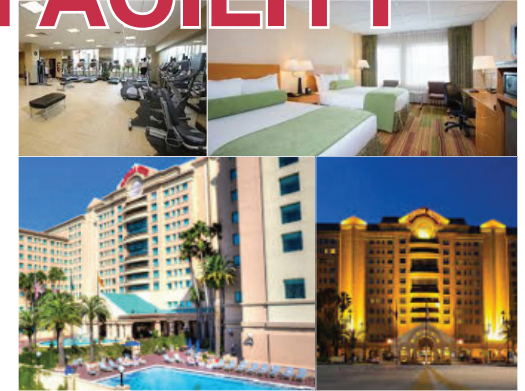
## FOOD



### FOOD COURT/RESTAURANTS

- **meals included** in registraion fee: Monday dinner, Tuesday breakfast, Tuesday lunch and Wednesday breakfast
- you will be on your own for Tuesday dinner and Wednesday lunch; **palooza \$\$\$** for meals in the mall at the food court or in restaurants
- **light breakfast** at hotel each day

## FACILITY



### THE FLORIDA HOTEL/ORLANDO

- beautiful **conference hotel** connected to The Florida Mall
- large, clean **meeting rooms**
- **Starbucks** in hotel
- **gym and tech center**
- outdoor **pool**
- clean, comfortable **rooms**
- **free wifi** in rooms & meeting space for everyone
- close to many area **attractions**

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## ways to participate...

### BECAUSE YOU

#### WANT OPTIONS:

- Advisers can sign up for their staff to watch their cover come alive during a one-hour **Meet With an Artist** session.
- Advisers can sign up for their staff to **Brainstorm With a Pro** for 30 minutes. Staffs can brainstorm theme, cover, marketing or any aspect of yearbook production.
- Advisers can sign up to attend the **Adviser Appreciation Lunch** at Bucca di Beppo on Tuesday.
- Choose to have your **staff photo** taken Tuesday before and during Registration.
- Many **contests** will be available during the workshop; choose the one(s) that are right for your staff.
- Breakfast is provided at the hotel each morning, but you **choose where you want to eat** for all other meals.

### CARE

#### FOR YOURSELF:

Advisers can Join JEA (Journalism Education Association) and sign up to take the **CJE (Certified Journalism Educator) exam**. Go to [JEA.org](http://JEA.org) > For Educators > Certification for information. See the FAQs to find out if you qualify and to answer your other questions. At the workshop, a room will be available for study time. Materials for studying will be provided by JEA. A group study session will be offered, then a break before the 2 1/2 hour exam. Test takers will need their own laptops or iPads/notebooks because the exam is online. The deadline to sign up at [JEA.org](http://JEA.org) is **June 1**. We must have 5 advisers sign up in order to offer the exam. Please email Jean Henry at [ybkpalooza.com](mailto:ybkpalooza.com) for further instructions, and do not wait since there are steps to complete.

### WHAT THEY THINK

#### MATTERS:

- Students and Advisers asked for **more hands-on classes**. You've got it! While there will still be traditional listen & learn classes, there will also be many **interactive** and **hands-on** classes offered. They will be labeled as such on the schedule.
- **More contests** will be available! These contests will be attached to classes. For example, you may attend a class on marketing your book that covers creating memes, and at the end of the class you will receive a contest to create a meme that will be due later in the workshop.
- Two fun nights are planned! Monday night is **Humans of Palooza**, and Tuesday night is the **22nd Annual Yearbookpalooza Talent Show & Dance**.
- A **Spirit Award** will be given at the Closing Ceremony.

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daily highlights...

## MONDAY

- Come early to attend **Competitive Yearbooking** from 11 a.m.-12 p.m., taught by Steve Kent.
- Get your **staff picture** taken from 12-2:30 p.m.; receive the pics on Wednesday before you leave.
- **Registration is from 1-2:30 p.m.**
- The **Opening Session** begins at 2:45 p.m.
- Attend **Homeroom** to set goals for the workshop.
- Options for **theme classes** will be offered.
- Participate in the **Theme in a Jar** contest.
- **New Adviser Bootcamp** will be held for new advisers.
- **Hotel Check-In** begins at 6:45 p.m. (we will have a place for luggage storage)
- Enjoy **dinner** on your own with your staff.
- Don't miss our fun nighttime activity, **Humans of Palooza**.

## TUESDAY

- Learn how to **make your buyers feel special** and **hype your book** at our Morning Group Session.
- Attend **Homeroom** to ask questions and complete a check-up on goals.
- Choose a **seminar** to attend - eDesign, InDesign, Photoshop, Photojournalism, Marketing, Copy Writing or Middle School Magic.
- Lots of **Choice Classes** will be offered with **new topics** such as Headline Design, Build a Mod, Inclusive Coverage in Design, Memes, Infographics, 10 Habits of Highly Successful Advisers, Lesson Plan Swap, Using Social Media to Sell More Books and many more.
- Compete in **contests** that are part of classes.
- Have fun at the **22nd Annual Yearbookpalooza Talent Show & Dance**.

## WEDNESDAY

- Begin the day with the always fun **Steve Kent**.
- Attend **Homeroom** to go over your goals and feel proud!
- Some may choose to attend the **Ladder Building Workshop** or **Editors-in-Chief Seminar**.
- More **Choice Classes** will be offered such as Strategies for 3x Coverage, Story Ideas, Meeting Deadlines, Motivation, Caption Writing, Journalism Ethics and many more.
- The **Closing Ceremony**, which includes awards and a slide show of YOU, will be held from **2-3 p.m.**

### Note:

Schedule is subject to change and will be released via **Guidebook** before the workshop. Please make sure to give us your summer contact information when you register.

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your investment...

## WORKSHOP

- Workshop Registration is **\$235** per student and adviser.
- Workshop Registration **includes** all sessions, t-shirt, 4 meals, facilities including training fees and supplies.
- **Meals covered** include dinner Monday, breakfast & lunch Tuesday and breakfast Wednesday.
- **EARLY BIRD SPECIAL:** Register and pay before June 17 for **\$225** per student and adviser.
- Bring 10 people and the **11th person is free**. Attendees over 11 are full price.
- **Chaperones** (adults not attending sessions) are **\$55** per person. Chaperones receive a t-shirt and 4 meals.
- **Extra t-shirts** are available for \$10 each, a discount price to bring t-shirts to staffers who couldn't make the workshop.
- Register at [yearbookpalooza.com](http://yearbookpalooza.com).

## HOTEL

- Book your room(s) at **The Florida Hotel** directly with the hotel. A link is provided on [yearbookpalooza.com](http://yearbookpalooza.com).
- Book and pay by **June 17** to be guaranteed a room at the workshop rate. Any reservations made after this date will be accepted on a space and rate available basis.
- The rate is **\$125 per night** (includes all fees) for tax exempt schools. 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 credit card.
- You may put up to **4 people** in a room.
- Each guest will be charged one night room upon making the reservation to **guarantee the room** as being part of the group.
- Reservations may be **cancelled without penalty** 72 hours prior to arrival.

## OPTION

- **Steve Kent** will hold a **Theme Development Seminar**.
- This seminar is for up to **6 people per staff**.
- The fee is **\$100** per staff.
- This **intensive** workshop is for competitive staffs, and much of the work is **hands-on time** for work on yearbook production.
- Each school will be allowed some **one-on-one time** with Steve, and everyone must adhere to his time commitments.
- This class has **limited space** and will be filled on a **first-paid, first-served** basis. Pay early to hold your spot!
- See a **bio on Steve Kent** in this information packet.

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steve kent...

## ALL ABOUT STEVE steve's life revolves around yearbook



As a Herff Jones rep, **Steve Kent's** territory in southwest Virginia boasts the most national award-winning books working with a single rep in the country. His family of schools has won over 50 national

awards in just eight years.

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.

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# PAALOOZA

adviser checklist...

## NOW

- Get your students **excited** about Yearbookpalooza. Give them the information and ask them to start talking to their parents and **saving \$\$\$** to pay/help pay for the trip.
- Hold **fund raisers** to earn \$\$\$ to put towards the workshop.
- Ask your school administration for **permission** to attend and what requirements they may have for you.
- Set a date for students to give you a **small deposit** to confirm they are going.
- Ask the workshop directors **questions** by emailing us at [ybkpalooza@gmail.com](mailto:ybkpalooza@gmail.com).
- Take advantage of the **Early Bird Special** by registering by June 17.
- Book your **hotel** by June 17 to guarantee workshop pricing and to make sure you get rooms; last year the hotel sold out.

## BEFORE

- Give your students the **What to Bring/Student Permission Form**, have them return them, and mail them to us at Yearbookpalooza, 1810 Nebraska Street, Orlando, FL 32803.
- Pay in full.**
- There will be a **Lesson Plan Swap** class for advisers during the workshop. Put together something to share with the other advisers.
- Send us a few **head shots** of students that are attending; we will use these for our Humans of Palooza function Monday night. Email to [ybkpalooza@gmail.com](mailto:ybkpalooza@gmail.com) with the subject line "*head shots for Palooza*".
- Put together items listed on the What to Bring/Student Permission Form before you leave school; many advisers make a "**workshop box**".

## DURING

- Sign up for the **Meet With an Artist** session ONLY IF YOU ALREADY HAVE A COVER IDEA. We suggest up to 5 students are optimum for these sessions.
- Sign up for a **Brainstorm With a Pro** session.
- Sign up for the **Adviser Appreciation Lunch** on Tuesday.
- Make sure your students **attend all classes**. Help assign classes in order to make sure they are in the right place.
- Make sure students follow all **rules** and are in their rooms at curfew each night.
- Encourage your students to **participate** in the fun activities and to maintain a **positive attitude** throughout the workshop.

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