

WEEK OVERVIEW

MONDAY, JULY 21	TUESDAY, JULY 22	WEDNESDAY, JULY 23
12:00 - 12:30 PM Arrival & Registration	7:00 - 8:00 AM Breakfast	7:00 - 7:45 AM Breakfast
3:00 - 4:30 PM Opening Session <ul style="list-style-type: none"> Welcome and introductions Opening keynote: Debra Klevens Schedule overview Icebreakers 	8:00 - 8:50 AM Morning Session <ul style="list-style-type: none"> Time to Yerd Out: Kyle Lewis and Matt Johnson <i>Explore standout yearbooks and student photography</i> 	7:45 AM Depart Hotel/Check Out <ul style="list-style-type: none"> If you're heading to the airport after the plant tour and not staying an extra night, please bring your luggage with you – it will be stored securely on the charter bus.
4:30 - 5:00 PM Adviser Connect <ul style="list-style-type: none"> Small group discussions sorted by experience and interests 	9:00 AM - 1:00 PM Breakout Sessions <ul style="list-style-type: none"> Choose sessions based on your interests and experience. Schedule of sessions is on the next page. 	8:30 - 1:00 PM Plant Tour <ul style="list-style-type: none"> Tour groups will be assigned before arriving.
5:00 - 6:00 PM Break/Regroup for Evening	1:00 - 1:50 PM Lunch	11:25 - 1:00 PM Lunch <ul style="list-style-type: none"> Time based on tour group: 11:25 - 12:05 12:10 - 1:00
6:00 - 9:00 PM Evening Session & Dinner <ul style="list-style-type: none"> Introductions continued Adviser Connect continued Yearbook Showcase Giveaways 	1:50 - 4:50 PM Breakout Sessions Continue	8:30 - 1:00 PM Depart Plant for Airport <ul style="list-style-type: none"> Charter buses will depart the plant at 1:30 PM for all attendees traveling through MCI airport. Attendees departing Kansas City before 1:30 PM, extending their stay or requiring additional time in the city will need to arrange their own transportation from the plant to leave by 1:30 PM.
	5:00 - 5:50 PM Break	
	6:00 - 9:00 PM Dinner & Evening Fun	

TUESDAY, JULY 22 – BREAKOUT SESSIONS

TIME	NEW ADVISERS	NEXT-LEVEL ADVISERS	EXPERIENCED ADVISERS
9:00 - 9:50	Yearbook Like a Boss Debra Klevens, CJE Tips to survive the first 30 days as yearbook adviser.	Up Your Photo Game Matt Johnson, CJE Master the basics and beyond to elevate every photo you take.	Nailing Your Yearbook Theme Nicole Arduini, CJE Learn how to craft a strong, cohesive theme that carries through every page.
10:00 - 10:50	Design 101 Bridgett Sherill, CJE and Sonny Gray Learn the fundamentals of great design to build clean, compelling spreads.	Elevate Your Staff Debra Klevens, CJE Get strategies for organizing your staff and maximizing coverage all year long.	Design Like a Pro Kyle Lewis, CJE Push past the template with design ideas that elevate your entire yearbook. Optional Adviser Connect: Conquer InDesign Nicole Arduini, CJE and Muriel Party Build smarter, not harder – learn how to streamline your workflow with template tricks and time-saving tools.
11:00 - 11:50	The Wow of eDesign Susan Happel Explore the best of what eDesign can do to level up your layouts and boost efficiency.	Beyond the eDesign Basics Molly Baker Learn how to streamline your process and enhance your pages with next-level eDesign skills.	Mad for Mods Betsy Brittingham, CJE Discover why mods matter and how to use them to boost coverage and creativity.
12:00 - 12:50	How to eDesign Susan Happel Step-by-step support for new users ready to dive into yearbook design with eDesign.	Hype Your Program Caroline Mattox, CJE Grow your following and your buzz with smart, student-driven social media.	Get in the Competitive Spirit Betsy Brittingham, CJE and Kyle Lewis, CJE Break down real examples and get tips to push your yearbook into the winner's circle.
1:00 - 1:50	Lunch		
2:00 - 2:50	Focus on the Fundamentals Matt Johnson, CJE Start with the basics of lighting, composition and camera settings to get better shots right away.	Theme It Like You Mean It Molly Baker Learn how to create a bold, cohesive theme that ties your book together from cover to cover.	Art of Storytelling Debra Klevens, CJE Go beyond quotes – discover techniques to tell richer, more meaningful stories.
3:00 - 3:50	Life as a First Year Adviser Jared Shuff, Nicole Arduini, CJE, Bridgett Sherill, CJE and Murdoch Saunders, CJE Panel discussion sharing tips and insights for first-year advisers.	Got It Covered Muriel Party Make a bold first impression with designs that wow from the start.	Pro-Level Photo Skills Matt Johnson, CJE Refine your skills and learn how to deliver professional-quality images every time.
4:00 - 4:50	Tools for Advising Kristin Czermanski and Deniz Sarci Get equipped with ready-to-use materials that make advising simpler and more effective.	The Business of Yearbook Debra Klevens, CJE Turn your staff into a business team with tools for tracking, promoting and selling.	Insights & Idea Exchange Brice Holland Be part of a collaborative session focused on feedback, fresh ideas and real-world insights.