



# PROFESSIONAL DEVELOPMENT FOR YEARBOOK EDUCATORS

JULY 15 - 17  
KANSAS CITY, MO



## INVEST IN YOUR YEARBOOK PROGRAM

**Varsity Yearbook's Adviser Experience is more than a workshop** — it's professional learning and networking with lasting impact.

Over three days, your yearbook adviser will gain professional development hours, network with peers nationwide and **bring back fresh skills to strengthen your school's yearbook program.**



### At the Adviser Experience, you can receive:

- **Professional development:** Advisers receive documented training time that contributes to continuing education and professional growth.
- **Enhanced leadership:** Advisers return with leadership, project management and communication skills to elevate the yearbook process.
- **Tips for a better program:** Stronger programs produce higher-quality books that sell better, boosting yearbook revenue. Since yearbooks celebrate your school community, a better book builds school spirit and the sense of inclusion that students need to succeed.
- **Nationwide best practices:** Advisers share and learn from top programs across the country.





## EVENT HIGHLIGHTS:

- **Breakout sessions:** Tailored to new, intermediate and experienced advisers (topics include design, storytelling and selling and marketing of yearbooks)
- **Keynote & work sessions:** Leadership-focused sessions that foster collaboration and growth
- **Behind-the-scenes plant tour:** An exclusive look at the process that brings yearbooks to life
- **Networking with experts:** Direct access to plant support team, curriculum support and more!

"I FELT LIKE I WAS IN A RUT BY NOT HELPING MY STUDENTS RISE TO THE OCCASION OF CREATING A KILLER BOOK. THIS WORKSHOP GAVE ME SOME FABULOUS FRESH IDEAS ON HOW TO REINVENT YEARBOOK AT MY SCHOOL TO MEET MY KIDS WHERE THEY ARE."



AMBER BRYANT  
ADVISER AT CENTRAL CROSSING HS



## REGISTRATION INCLUDES:



- Two-night hotel stay at Kansas City Marriott Country Club Plaza
- All workshop materials
- Most meals
- Travel and ground transportation is not included

Secure your spot today and invest in your program's success.

