

2021 ADVISER WORKSHOP

THINK BIG

Get Inspired. Be Innovative. Go Bigger.

July 13 – 14

Wherever you are (even your couch)!

We're thinking BIG about next year, and getting back to (the new) normal. In the meantime, we're bringing an all-star team of **INSPIRED** trainers and your fellow advisers to you for two content-packed days of inspiration, instruction and **INNOVATION**. Through study groups, coaching and hands-on challenges we'll help you discover the many ways your publication and staff can go **BIGGER**!

REGISTER ONLINE: <https://tinyurl.com/21-adviser-workshop>

COURSE TOPICS:

- Design
 - Writing
 - Photography
 - Modern Coverage
 - Yearbook Trends
 - Project Planning 101
 - Team Building
 - Accountability & Grading
 - Marketing/Book & Ad Sales
 - Leveraging Technology
 - Optional Meet-ups
- And, so much MORE!

ADVISER TRAINING

Tuesday - Wednesday, July 13-14

\$89 Workshop Training

Deadline: July 1

Whether this is your first year or 21st year advising, this is the interactive event that can provide you the tools for a successful 2022 yearbook.

Open to all elementary, middle and high school advisers.

No refunds after July 1. The first 400 paid registrations will receive a limited edition Think BIG box full of workshop tools and goodies!

WORKING SCHEDULE

**TUESDAY – WEDNESDAY
JULY 13–14**

10 am to 4 pm (CDT)

- Training Sessions
- Study Groups
- Coaching
- Daily Challenges

BONUS MATERIALS

WE HAVE TRAINING FOR EVERYONE CUSTOMIZED TO YOUR EXPERIENCE.

Register by **July 1** to receive your limited edition Balfour *Think BIG* box containing the materials you need to fully engage in the workshop and exclusive Balfour swag!

NEED MORE INFORMATION?

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