

## 2021 NATIONAL YEARBOOK WORKSHOP

# THINK BIG

Get Inspired. Be Innovative. Go Bigger.

July 20 – 21

Wherever you are (we're bringing the experts to you)!

We're thinking BIG about next year, and getting back to (the new) normal. In the meantime, we're bringing Balfour's acclaimed yearbook training to you! Gather your staff and join our all-star team of **INSPIRED** trainers and staffs from across the country for two content-packed days of inspiration, instruction and **INNOVATION**. Through study groups, a wide-ranging curriculum and hands-on challenges we'll help you discover the many to go **BIGGER** in 2022!

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

### COURSE TOPICS:

- Beginner & advanced topics
  - Yearbook 101
  - Design
  - Writing
  - Photography
  - Modern Coverage
  - Deadlines & Organization
  - Social Media & Promotions
  - Marketing, Book & Ad Sales
  - Leveraging Technology
- ...and much MORE!

**balfour**®

### YEARBOOK TRAINING

Tuesday - Wednesday, July 20-21

**\$99 Per school/staff**

**Deadline: July 1**

We're bringing Balfour's best yearbook training to you! Gather your entire staff to join the best & brightest yearbook experts for an interactive event to start your 2022 yearbook journey.

**No refunds after July 1. The first 100 paid registrations will receive a limited edition Think BIG box full of workshop tools and goodies!**

### WORKING SCHEDULE

**TUESDAY – WEDNESDAY  
JULY 20–21**

**10 am to 4 pm (CDT)**

- Training Sessions
- Study Groups
- Staff Development
- Daily Challenges

### BONUS MATERIALS

WE HAVE TRAINING FOR EVERYONE CUSTOMIZED TO YOUR EXPERIENCE.

Be one of the first **100** schools to register and receive a limited edition Balfour **Think BIG** box containing the materials you need to fully engage in the workshop and exclusive Balfour swag!

### NEED MORE INFORMATION?

**CONTACT:**

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