

Walsworth Sessions

Friday, Nov. 17

Yearbook like we are Snapchatting

Friday | 11 a.m. | Reunion E, Lobby Level
Kat Bayliss and Andrew Ross

With short attention spans in students, we need to get our point across quickly. Learn how to “yearbook like you Snapchat” to grab your readers’ attention and keep it.

Create yearbook buy-in through branding

Friday | 11 a.m. | Moreno B, Atrium (2nd) Level
Sabrina Schmitz, CJE, and Adam Livesay, CJE

If the Tampa Bay Lightning can sell hockey in Florida, then you can sell your book to the students at your school. Learn from the pros on how to brand your book and create yearbook culture on campus by marketing the value of your publication.

Not your momma’s yearbook

Friday | 12 p.m. | Landmark A, Lobby Level
Mike Taylor, CJE, and Martha Akers

Heck, it’s not even your big sister’s book! Just because we call it a yearbook does not mean your coverage and design should stay the same. Many new ideas on coverage, design and writing will be discussed. Take a leap! Move your 2018 publication ahead.

Saturday, Nov. 18

Don’t count them out

Saturday | 9 a.m. | Pryor-Crockett, Atrium Level
Jill Chittum, MJE, and Andrew Young

Junior high/middle school yearbooks can be journalistic and stylish, too! A junior high adviser and yearbook rep will help you enhance the staff management, design, coverage and photography of your book to make them stand out nationally, and prepare your students for high school journalism.

Creative yearbook sales ideas

Saturday | 11 a.m. | Bryan-Beeman B, Atrium (2nd) Level
Lori Garcia and Carlos Briano

If your school is struggling to sell the yearbook, learn how El Paso, Texas, schools are getting creative in marketing to increase sales. Some of these strategies work for schools with a zero budget! This class is also perfect for new advisers.

40 design elements

Saturday | 11 a.m. | Cumberland J, Exhibition Level
Joyce Isleta, CJE

With designs constantly evolving, here’s a compiled list of 40 well-used design elements that can be incorporated in any yearbook. Get inspiration for your design plan of attack.