

Walsworth Sessions

Friday, April 13

Leadership Zen starts now

Friday | 9 a.m. | Salon 10-11, Lower B2 Level
Jill Chittum, MJE, and Mike Taylor, CJE

Why wait until August to get ready for your 2019 publication? Jill and Mike are going to walk you and your staff through some cool tricks, hacks and simple procedures that you can implement on Monday. It's your publication.

Mastering advanced InDesign skills

Friday | 9 a.m. | Salon 4, Lower B2 Level
Nicole Gravlin

This session will show you how to use InDesign to create eye-popping and on-trend design elements you see in print today. Come prepared to recreate your favorite designs by learning advanced skills and mastering those often-overlooked InDesign menu items.

Don't just take charge — learn to lead

Friday | 11 a.m. | Salon 14, Lower B2 Level
Sabrina Schmitz, CJE

The dynamic of your staff directly affects the quality of your book, and this all starts with editorial leadership. Set the tone for a fun, productive year by learning how to effectively lead your staff to producing your best publication yet!

Yearbook hacks

Friday | Noon | Salon 5-6, Lower B2 Level
Lisa Lea Llewellyn, CJE

These tips will make your life easier. We promise.

Lightroom for beginners

Friday | Noon | Salon 15, Lower B2 Level
Brooke Renna

From file management to photo editing, you'll learn the ins and outs to make your photos pop in Adobe® Lightroom during this session.

Themespiration

Friday | 1 p.m. | Sierra J, Fifth Level
Joyce Isleta, CJE, and Shea Suiter

Choosing a theme can be tricky and making it stick can be even trickier. In this session we will share fresh theme ideas for the 2019 year as well as how to execute them throughout the book with design, writing, features and more.

Plan. Print. Post.

Friday | 2 p.m. | Sierra J, Fifth Level
Lisa Lea Llewellyn, CJE

Your 2019 yearbook preparation starts today! Come learn how an adviser and her staff scout out design and theme inspiration (note: NEVER with old yearbooks); how they organize this visual inspiration both digitally and traditionally using Trello and foam boards.

Sell more books!

Friday | 2 p.m. | Sierra E
Brooke Renna and Danielle Sill

It's never too late to sell more books or too early to prep for next year! This session will examine marketing tactics to use until the end of the year and the best ways to prepare a successful marketing plan for the 2018-2019 year.

Saturday, April 14

SOS — Systems of Success

Saturday | 8 a.m. | Salon 2, Lower B2 Level
Jim Jordan

This session will examine specific systems of success – recruiting, finding inspiration, summer planning, ladder, getting better photos, staff organization, deepening your coverage, caption writing, storytelling, quality control, fun – that will ensure that your book will come out on time and you'll love the process.

Design Quest 2019

Saturday | 9 a.m. | Salon 2, Lower B2 Level
Jim Jordan

This session will stimulate your thinking for next year. Where do the great yearbook designers get all those great ideas? Come see what the professionals are doing and learn how you might adapt these ideas for your 2019 book.

Building community, one book at a time

Saturday | 9 a.m. | Sierra I, Fifth Level
Lisa Lea Llewellyn, CJE

Come learn from this award-winning middle school yearbook adviser and her rep about how they've worked together to build a journalistic, student-led middle school publication. You'll hear how to have fun with community-focused marketing strategies that sell more books year after year.

Listen up, leaders!

Saturday | 10 a.m. | Salon 2, Lower B2 Level
Jim Jordan

Lessons in leadership are everywhere when you really tune in. We will share some yearbook wisdom we've learned from listening to everyone from GnR and Pharrell to Robert Capa. Come share your favorite lessons in leadership and rock out with us.

Yearbook like you're Snapchatting

Saturday | 11 a.m. | Sierra I, Fifth Level
Brooke Renna and Andrew Ross

Snapchats, while short in nature, communicate our stories. This unique form of storytelling is done quickly and requires a response. When writing, we struggle with the "overview" and not the story itself. This session will examine storytelling and how to tell personal stories.