

# INTENSIVE-CREATIVE PLANNING WORKSHOP

FOR MORE INFORMATION & TO REGISTER, VISIT: [SANANTONIOYEARBOOKS.COM/WORKSHOPS](http://SANANTONIOYEARBOOKS.COM/WORKSHOPS)

## INFORMATION

Be one of our select schools to learn all the latest trends, concept strategies, and ways to increase coverage while planning the design of your 2018 book. Free personalized sessions for theme development, cover art design and marketing are available.

## WHEN

Choose your date and time slot for an individualized work session:  
May 24, 25 or 26  
8am-11am, 11:30am-2:30pm, or 2:30pm-5:30pm

## WHERE

Trinity University - Laurie Auditorium - RCC 319 and RCC 320  
1 Trinity Pl, San Antonio, TX 78212

See map attached to email for a campus map and for parking information.

## COST

Free

## BREAKOUT SESSIONS

### COVER ART - KASEY FLEMING

Work one-on-one with Jostens' acclaimed cover artist to design your school's 2018 custom cover.

### THEME DEVELOPMENT - TINA CLEAVELIN

Bring your theme concept and ideas with you to brainstorm ways to enhance your coverage opportunities and visual/verbal theme with Jostens' renowned creative accounts manager.

### BUDGET AND MARKETING - MICA CARPENTER

Plan next year's marketing sales campaign times and efforts, while finalizing your 2018 budget.

### COLLEGE PUBLICATIONS - KATHARINE MARTIN

Meet with Trinity University's *Mirage* yearbook adviser to see how college yearbook/publications operate.

### CAMPUS TOUR - TRINITY UNIVERSITY ADMISSIONS OFFICE

Before or after your intensive-creative planning session, see how Trinity University fits into your future, and enjoy the beautiful campus with a guided tour.

## REGISTRATION

Choose your preferred date and time slot. We will make every attempt to accommodate all requests, but cannot guarantee your first choice.

## FIRST CHOICE DATE AND TIME

May 24 @ 8am - Campus Tour @ 11am  
~~May 24 @ 11:30am - Campus Tour @ 2:30pm~~  
~~May 24 @ 2:30pm - Campus Tour @ 1pm~~

May 25 @ 8am - Campus Tour @ 11am  
May 25 @ 11:30am - Campus Tour @ 2:30pm  
May 25 @ 2:30pm - Campus Tour @ 1pm

May 26 @ 8am - Campus Tour @ 11am  
May 26 @ 11:30am - Campus Tour @ 2:30pm  
May 26 @ 2:30pm - Campus Tour @ 1pm

## LUNCH INCLUDED

Box lunches will be provided for all attendees, compliments of the Trinity University Communications Department. Aramark food services will serve box lunches to include a sandwich, chips, fruit and a cookie. Menu options to come...

## CAMPUS FORM

CAMPUS NAME: \_\_\_\_\_  
ADVISER NAME: \_\_\_\_\_  
TOTAL NUMBER OF ATTENDEES: \_\_\_\_\_  
DIETARY RESTRICTIONS: \_\_\_\_\_

## HOSTED BY YOUR JOSTENS YEARBOOK TEAM & TRINITY UNIVERSITY COMM. DEPT.

Mica Carpenter  
Kasey Fleming  
Tina Cleavelin  
Ginny Houston  
Alyssa Brant  
Amey Graybeal  
Jennifer Henderson, PhD  
Katharine Martin  
The *Mirage* Yearbook Staff

