

Every GREAT Show has a Side Show!! Check out ours....

Pre-Conference Event

Wednesday January 23, Napa Room 12pm-3pm

Workflow Demonstration

Presented by:

**FOTO MERCHANT HV™**

The intelligent internet ordering system.
With Automated Behavioral Marketing™ technology.

**PLI™**

**PLIC**
by PhotoLynx®

**flow**

Come and see how your studio can **increase revenue** per head and **reduce workflow complexity** from capture to online sales using Fotomerchant and the Photolynx product suite.

Plus see how Fotomerchant's Automated Behavioral Marketing™ technology will increase the revenue you earn per head without creating extra work for your studio. This session will begin with a Keynote showcasing a **streamlined workflow** from pre-order to capture to publishing online, followed by questions and 1-on-1 demos.

Fotomerchant HV
For studios that like to make money
fotomERCHANTHV.com

Photolynx
Software to automate the photography industry
photolynx.com

School & Sports Photographers
SPAC
Annual Conference
Engage • Educate • Enrich
2019

Wednesday, January 23, 2019

12:00--3:00pm- Fotomerchant HV & PhotoLynx Workflow Demonstration

Come and see how your studio can increase revenue per head and reduce workflow complexity from capture to online sales using Fotomerchant and the Photolynx product suite. Plus see how Fotomerchant's Automated Behavioral Marketing™ (ABM) technology will increase the revenue you earn per head without creating extra work for your studio. This session will begin with a Keynote showcasing a streamlined workflow from pre-order to capture to publishing online, followed by questions and 1-on-1 demos available.

Thursday, January 24, 2019

8:00-10:00am: Richmond Pro Lab's Software Workflow Roundtable Sessions: Blueprint, FLOW, & CaptureLife (Room: Monarch)

8:00-9:00am: ImageQuix's Blueprint: Learn the basics of the new full-featured studio solution from ImageQuix and get answers to any of your specific questions about BluePrint.

9:00-10:00am: PhotoLynx's FLOW & CaptureLife: An open forum for all your FLOW questions, and everything you need to know about using CaptureLife's digital delivery services.

Gain valuable insights from our top software support technician and successful Richmond studio partners in a roundtable discussion, and then participate in general Q&A sessions with other attendees. Space is limited - everyone is welcome!

8:30am- 12:30pm ImageQuix- Hands-On Demos & Studio Testimonials (Room: Huntington)

Visit us Thursday morning in the Huntington Room for a special hands-on workshop with ImageQuix's new studio workflow suite, Blueprint. Joined by Cherished Memories' very own Mike Norkin and Alex Ela, you'll hear valuable feedback and live testimonials from a Fall season using Blueprint. Ask them any questions you'd like!

The ImageQuix team will be standing by to help you evaluate the ins and outs of your own workflow and how Blueprint can eliminate unnecessary tasks, replace expensive software, and automate everything. Open door policy... come and go as you please!

10:30am- 12:30pm- Private Pixami User Group Meeting. (Room: Monarch)

1:00-2:00pm -Green screen extraction has never been simpler with 36Pix (Room: Laguna)

With years of experience training both internal and external technicians, Kathy Comeau will be sharing her secret techniques to successful keying.

Green screen photo setups aren't always perfect. But you don't have to worry about that with 36Pix's Green Screen Software. In this session, we will show you how quickly and easily green screens can be extracted.

1:00- 3:00pm- United Portraits-Creating Market Disruption using Technology, Rapid Accelerated Client Growth, Taking Your Business to The Next Level. (Room Monarch)

How do you please the "I want it now" generation? Take their photo and get it to them within 15 minutes or less. Scaling from 5 to 50 accounts and beyond, and how to handle the challenges that come along with adding accounts.

Speaker: Dan Serfilippi, United Portraits

3:30- 5:00pm- Is Accreditation right for you? Become a V.I.P. – A Volume Imaging Professional™! (Room: Monarch)

With the rise and popularity of internet learning, almost anyone can buy a pro-level DSLR camera and call themselves a "professional" photographer. Even the Professional Photographers of America (PPA) have been willing to sacrifice competency standards just to increase their membership. The baseline now is that groups hiring photographers have no way of knowing how qualified their high-volume school, sports, dance or event photo provider really is. The Volume Imaging Professionals™ Accreditation program is poised to change all that. Attend this session to learn how to be the first in your area to get the professional credit you deserve from your experience, your specialized training and your commitment to quality and service excellence by becoming a Volume Imaging Professional™.

Presented by Mitchell Moore and Chris Wunder, Co-Directors, Volume Imaging Professionals™

Friday, January 25, 2019

8:30-10:30am- Forever Connected (Room: Laguna)

8:30 - 9:30 - Adding Digital Yearbooks to Your Print Offering

Learn how the Forever Connected interactive yearbook can be an add-on revenue source regardless of where you print yearbooks. Find out how easy it is to add a profitable format that

students and parents love with no extra work from you! Includes Q&A.

9:30 - 10:30 New Revenue from Digital Add-on Products

We'll look at the Forever Connected mobile Yearbook, Church Directory, Student Directory as well as Sports & Club Directories as add-on sales for your business. You've got the photos, now add interactive & mobile books that your customers will love. It's easy. Includes Q&A

8:30- 10:30am- PRIMERA & FOTO CLUB (Room: Monarch)

Primera & FotoClub will be presenting how to make profits with PRIMERA printers and products.

10:15- 11:45pm- REVOLUTIONIZE YOUR WORKFLOW WITH TEMPO, NEXT GEN AND CAPTURELIFE (Room: Huntington)

Learn how to streamline your workflow, create astounding new products and drive customer interaction on smartphones.

Tempo Solutions, Next Gen Photo Solutions and CaptureLife digital content delivery has enabled Impact Images, Dallas' leading high volume sports & school photographer to eliminate data entry and re-excite leagues and parents with stunning new images and processes. Walt Smith, owner of Impact Images, will be on-hand to discuss in detail how and why he made the decision to go with the Tempo-Next Gen-CaptureLife workflow and the impact it has had on his business (hint: saved money, decreased turnaround time, increased revenue, and added new sales opportunities). Leaders from Tempo, Next Gen and CaptureLife will show you exactly how their respective technologies & services work independently and together to transform your photography business.

Industry leaders available for questions during this session:

Walt Smith, owner, Impact Images.

Blair Fraser, Founder, Tempo Solutions, Inc.

Wes Kroninger, Founder, Next Gen Photo Solutions

TW Woodward, Customer Success Manager, CaptureLife

11:00am- Noon- United Portraits- My First Steps in School & Sports Photography (Your First Few Picture Days) (Room: Monarch)

From initial Sales & Marketing, Picture Day, Production and Delivery. Learn more about the steps required to actually be in the school and sports photography business.

Speaker: Dan Serfilippi, United Portraits

11:00am-Noon- Geskus- GPIXtrack! (Room: Laguna)

Discussion and demo of our data capture system. Demonstration of capturing subject, prepaid envelope and writing a sequence to csv or exif. Workflow will include multiple workflows including stand alone and cloud based system. GPIXtrack! This system allows the photographer to shoot on traditional backgrounds, but still offer background replacement. for a cost much less than green screen.

Saturday, January 26, 2019

8:45-9:45am- United Portraits- Is franchising right for me? Your next steps. (Room: Monarch)

Want to learn more about United Portraits? Learn about the pros, cons, and selection criteria for becoming part of the United Portraits family.

Speaker: Dan Serfilippi, United Portraits

9:00am- Noon- Fotomerchant HV: The Smarter Shopping Cart (Room: Laguna)

Come and take a look at how Fotomerchant HV can help your studio increase revenue per child using our Next Generation Internet Ordering System and our Automated Behavioral Marketing™ technology. Millennials buy differently and it's important your studio can be relevant to all generations of parents. Spaces are limited so get there early if you can!

10:45- 11:45am- How to Build Your Business with Fujifilm Printing Solutions (Room: Huntington)

Simple solutions that allow you to grow to be your best!