



Adviser Academy Registration

To reserve your spot in a highly rewarding education experience, complete the form below and return to the address below by Friday, May 21.

Please complete a registration form for each person attending.

First Name: _____ Last Name: _____

School Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Email Address: _____ School Phone Number: _____

Years advising: _____

Book Name: _____

Book Size (check one): 9" x 12" 8 ½" x 11" 7 ¾" x 10 ½"

Number of pages: _____

Summer Contact Information

Phone Number: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Current Publisher (check one)

Walsworth Herff Jones Jostens Taylor Lifetouch Other _____

Course Selection

Please enroll me in the following classes.

Choose one.

Track One — recommended for advisers with little or no experience who wish to develop their advising skills.

Track Two — recommended for experienced advisers wishing to improve their yearbook program.

Seminar Day Selections — Tuesday

Choose one.

I will participate in the tours of Walsworth's Prepress and Printing and Bindery facilities in Brookfield and Marceline, Mo.

I will attend the seminars in Kansas City as indicated below. Select one each from the morning and afternoon sessions.

Tuesday Morning

Introduction to Online Design — Learn how to create and manage staff accounts, assign pages and permissions to different staff members, set up your yearbook ladder, and upload and organize your images using Walsworth's Online Design. (Requires a computer capable of connecting to the internet.)

- Introduction to InDesign** — Learn the essentials of building yearbook pages using the tools in Adobe InDesign, combined with the Enhancements developed exclusively by Walsworth. Session will cover palettes, menus and windows. (Participants must bring a computer loaded with at least InDesign CS2 and the Walsworth Enhancements.)
- Roundtable Yearbook Critiques** — Benefit from the varied experiences of your peers. Get a critique of your most recent yearbook while contributing to group discussions of other books. (Participants should bring two to three books.)
- Photojournalism** — Learn to use cameras effectively to capture the storytelling moments that define the year. Participants will study camera handling, composition techniques, as well as discuss teaching strategies. (Participants must bring digital cameras and cards.)

Tuesday Afternoon

- Mastering Online Design** — This session will focus on the process of page creation, editing and submission with Walsworth’s Online Design. Learn how to create simple to complex yearbook pages using the Page Editor tools and learn the methods for reviewing, proofing, and submitting spreads. (Participants must bring a computer capable of connecting to the internet.)
- Advance Design** — Participants in this hands-on class will explore advance design techniques found in yearbooks and professional magazines. (Participants must bring a computer loaded with at least InDesign CS2 and experience using InDesign.)
- Yearbook Marketing** — Examine successful marketing strategies which have passed the school house test. Attendees will learn how to develop marketing plans that will help increase book and ad sales by merging traditional methods with emerging technologies and out-of-the box thinking.

Accommodations

With the exception of those participating in the tour of the production facilities, all instruction will take place at the Kansas City Marriott Country Club Plaza, 4445 Main St., Kansas City, MO.

Walsworth has reserved a block of rooms at the discounted rate of \$122.71 each night; three-night stay: \$368.13. Attendees pay the hotel fees directly to the Marriott upon check out.

To make a reservation at the Marriott, please provide the following information.

Arrival date: _____ Departure date: _____

Please let us know if you have any special needs. _____

Payment

Tuition for the three-day workshop is \$375 and includes tuition and breakfast and lunch meals. Please provide the following information and mail this registration form and payment to the address below.

Amount enclosed: _____

Payment method (check one):

Personal Check School Check Money Order Other: _____

Mail registration form and payment to:

Adviser Academy
Walsworth Publishing Company
c/o Angela Meissen
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Kansas City, MO 64131