

Join us  
July 27 - 29  
Anaheim, CA

Balfour's 2023  
Summer Training Series  
provides the ultimate  
Field Guide  
to begin your  
2024 yearbook journey.

Your team will build  
their own roadmap  
to success with  
a strong foundation in  
page design,  
coverage, trends  
theme development,  
photography,  
writing, and more!

Let's navigate the  
course to create a  
fantastic yearbook.



# The Definitive Yearbook FIELD GUIDE

*Let the journey begin*



## WHEN

July 27 - 29  
Thursday, 1 pm to 6 pm  
Friday, 8 am to 5 pm  
Saturday, 8 am to Noon



## WHERE

DoubleTree Suites  
2085 South Harbor Blvd.  
Anaheim, CA 92802

Optional, Hotel Room  
\$225 per night

Parking  
\$15 per day



## WHO

High School or Middle School  
New/returning Staffs  
New/returning Advisers



## REGISTRATION

\$299 per person  
Deadline: July 15\*

Registration includes  
breakfast and lunch.  
Dinners are on your own.

Registrations after July 15 accepted  
if space is available and incur a \$35  
late fee.

**REGISTER ONLINE:**  
<https://tinyurl.com/23-anaheim-training>  
Deadline July 15



## TRAINING HIGHLIGHTS

- ✕ dynamic classroom interaction
- ✕ breakfast & lunch included
- ✕ appointment with cover artist
- ✕ close to dining/entertainment
- ✕ nationally recognized trainers
- ✕ networking with other staffs
- ✕ one-on-one time with trainers
- ✕ downloadable resources
- ✕ Encore or BalfourTools training



## WHAT TO BRING

- ✕ Copy of the 2023 yearbook
- ✕ Ladder page plan
- ✕ Magazines/design samples
- ✕ Ideas for 2024 theme
- ✕ Laptops and power cords\*
- ✕ Cameras and memory cards\*
- ✕ Pack casual clothes
- ✕ Include a light jacket

\*Optional, but recommended

## HAVE QUESTIONS?

CONTACT:

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