

*Join us*  
**July 21 - 22**  
**Houston, TX**

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,  
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**

9 am to 5 pm  
Friday, July 21 and  
Saturday, July 22



## **WHERE**

University of Houston-  
Alumni Center  
3204 Cullen Blvd, Houston, TX

Parking and lunch provided  
each day for commuters.

Limited hotel accommodations  
available for \$210 per night  
Hilton University  
4800 Calhoun Rd, Houston, TX



## **WHO**

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



## **REGISTRATION**

\$99 per person  
Deadline: June 30

Advisers attend free with two  
or more student registrations.

Registrations after June 30 accepted,  
if space is available, and incur a \$35  
late fee.

## **REGISTER ONLINE:**

<https://tinyurl.com/23-houston-training>  
**Deadline June 30**



## **TRAINING HIGHLIGHTS**

- ✕ dynamic classroom interaction
- ✕ lunch included
- ✕ appointment with cover artist
- ✕ 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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