

2021 SPAC AGENDA

Wednesday, Jan 27 - Saturday, Jan 30



Schedule provided by PhotoDay • photoday.com

SPAC AGENDA - WEDNESDAY, JAN 27

TIMES SHOWN ARE PACIFIC STANDARD TIME
This is a working draft, please understand possible changes if conditions arise.

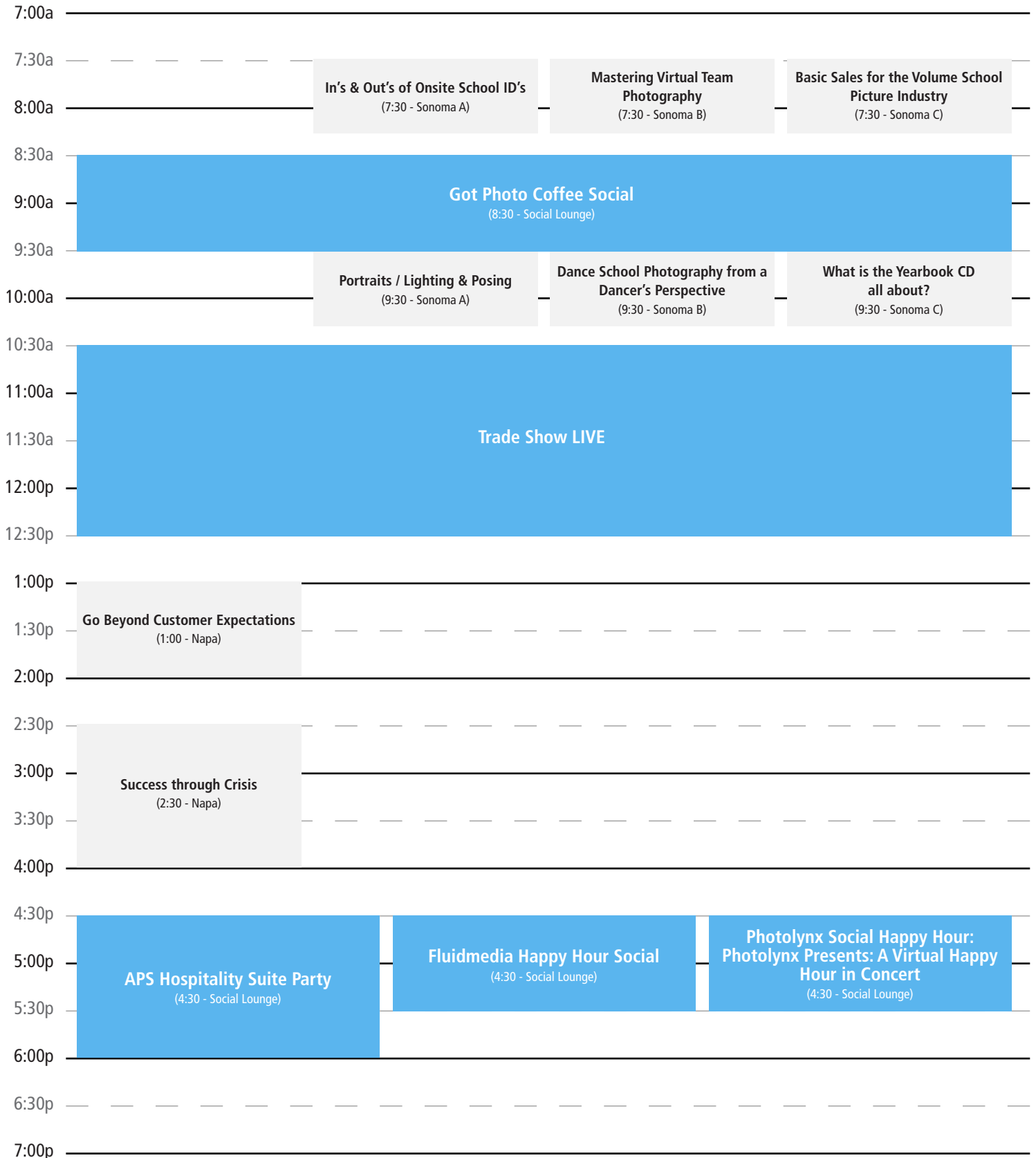
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|--------|--|---|---|--|
| 7:00a | | | | |
| 7:30a | | | | |
| 8:00a | | | | |
| 8:30a | | | | |
| 9:00a | | | | |
| 9:30a | | | | |
| 10:00a | SPAC Welcome! (9:30 - Napa) | | | |
| 10:30a | | 10 BIG mistakes volume photography start-ups often make – And how to avoid them. (10:00 - Sonoma A) | SPORTS 101: Part 1 Setting up your Youth Sports Photography Business for Beginners (10:00 - Sonoma B) | So, You want to Become a Volume Photographer- Now What? (10:00 - Sonoma C) |
| 11:00a | | | SPORTS 101: Part 2: Sales and Marketing to Acquire New Leagues (11:00 - Sonoma B) | Your Brand Image - Branding Your Business, Target Marketing & More (11:00 - Sonoma C) |
| 11:30a | | | | |
| 12:00p | | Schools 101 (12:00 - Sonoma A) | SPORTS 101: Part 3 Photography & Post Processing for Efficient Lab Production (12:00 - Sonoma B) | Making the most out of your current clients. It's not just about T&I's. (12:00 - Sonoma C) |
| 12:30p | | | | |
| 1:00p | Intro to Schools (12:45 - Napa) | | Same Old Dog But the Tricks are New (1:00 - Sonoma B) | Hiring Employees.. How To and WHY (1:00 - Sonoma C) |
| 1:30p | | | | |
| 2:00p | | | | |
| 2:30p | Sales Trends and Data Analysis in Volume Photography (2:00 - Napa) | | | |
| 3:00p | | | | |
| 3:30p | Kick Off Social co-hosted with Candid Color Systems | | | |
| 4:00p | Kick Off Social co-hosted with Candid Color Systems | | | |
| 4:30p | Kick Off Social co-hosted with Candid Color Systems | | | |
| 5:00p | Kick Off Social co-hosted with Candid Color Systems | | | |
| 5:30p | | | | |
| 6:00p | | | | |
| 6:30p | | | | |
| 7:00p | | | | |

SEE THE FULL 2020 SPAC SCHEDULE ONLINE!

WWW.SPAC-USA.ORG

SPAC AGENDA - THURSDAY, JAN 28

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SPAC AGENDA - FRIDAY, JAN 29

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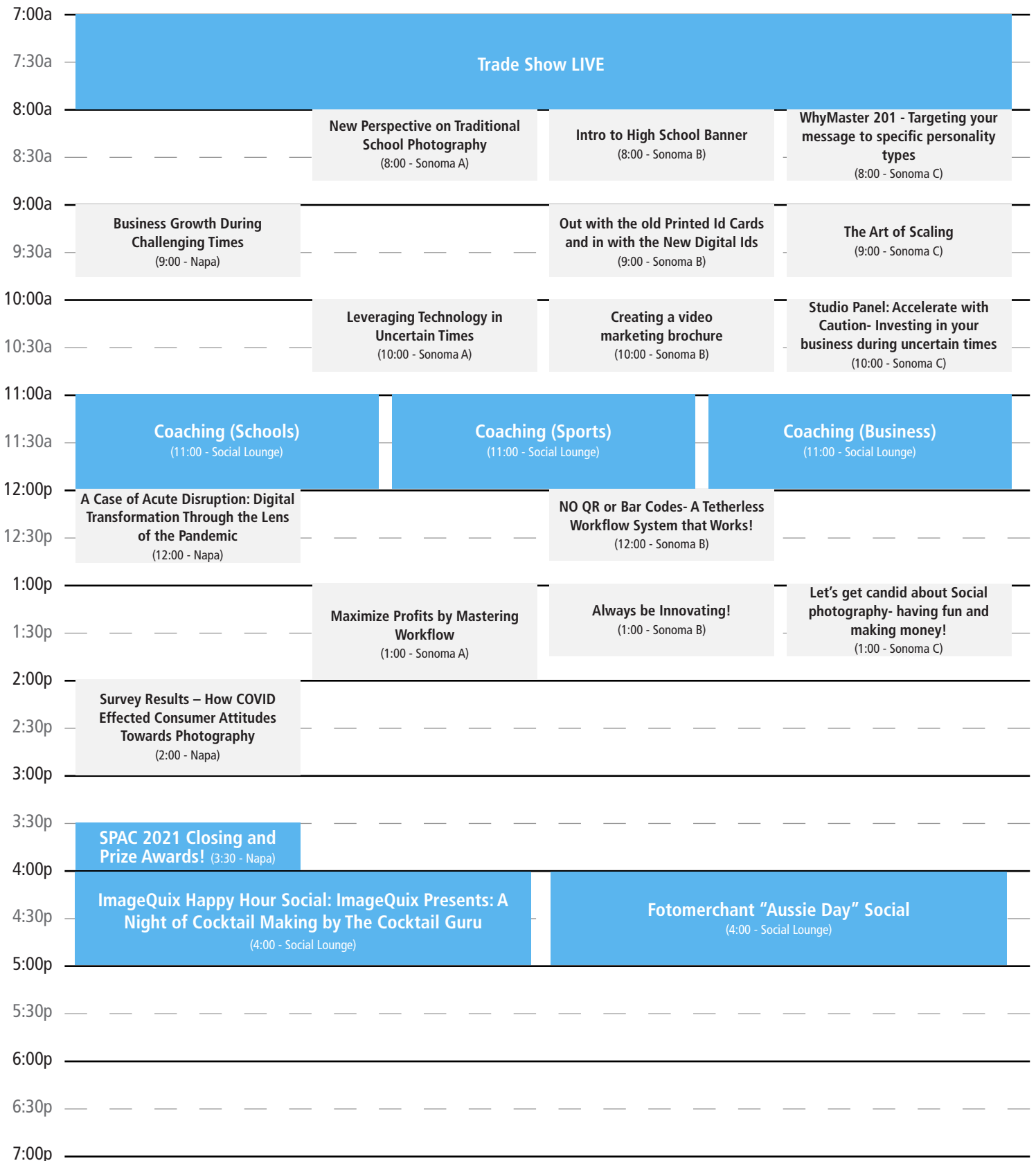
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|--------|--|---|---|
| 7:00a | | | |
| 7:30a | | | |
| 8:00a | Getting Started in School Photography (7:30 - Sonoma A) | Selling Online: Image is Everything (7:30 - Sonoma B) | Interviewing and Hiring employees, Training and Managing Employees (7:30 - Sonoma C) |
| 8:30a | | | |
| 9:00a | Getting more accounts, Taking your business to the next level! (8:45 - Sonoma A) | How to Shoot, Sell and Grow Your Volume Dance Photography Business (8:45 - Sonoma B) | Staying Top of Mind in a Crowded Marketplace (8:45 - Sonoma C) |
| 9:30a | | | |
| 10:00a | Getting Past the Gatekeeper (9:45 - Sonoma A) | Indoor and Outdoor Lighting Techniques (9:45 - Sonoma B) | Maximizing Online Sales for Prepay Schools (9:45 - Sonoma C) |
| 10:30a | Trade Show LIVE | | |
| 11:00a | | | |
| 11:30a | | | |
| 12:00p | Protect your Business from Digital Pirates: Best Practices for Data Security (12:00 - Napa) | Specializing Sales Funnels for Volume Photographers (12:00 - Sonoma C) | |
| 12:30p | | | |
| 1:00p | Hands off PreSchools: Being a Volume Photographer during Covid. (1:00 - Sonoma A) | Easter Bunny and Santa Portraits at a Garden Center (1:00 - Sonoma B) | Hard lessons. What can we learn from Lifetouch's 2020 debacle? (1:00 - Sonoma C) |
| 1:30p | | | |
| 2:00p | High Volume Portraits and the benefits of Tethering. (2:00 - Sonoma A) | Grad Ceremonies- from Traditional to Virtual (2:00 - Sonoma B) | Marketing Automation - A practical how-to program to automate your marketing (2:00 - Sonoma C) |
| 2:30p | | | |
| 3:00p | The current state of the Industry. (3:00 - Napa) | The "Class Carts" (3:00 - Sonoma C) | |
| 3:30p | | | |
| 4:00p | Trade Show LIVE | | |
| 4:30p | | | |
| 5:00p | | | |
| 5:30p | | | |
| 6:00p | | | |
| 6:30p | | | |
| 7:00p | | | |

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SPAC AGENDA - SATURDAY, JAN 30

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