



color lab

# SCHOOL PHOTOGRAPHY

## PLANNING CALENDAR

### JULY

|                            |  |
|----------------------------|--|
| <b>SALES</b>               | <ul style="list-style-type: none"> <li>Set goals &amp; measurements toward goals for following year</li> <li>Organize your sales binder and order new sales samples a necessary</li> <li>Create your list of prospect schools to call</li> <li>Visit competitors schools to do your market research</li> </ul>   |
| <b>MARKETING</b>           | <ul style="list-style-type: none"> <li>Design and setup Proof Plans with H&amp;H</li> <li>Receive prepay flyers from H&amp;H</li> <li>Order prepay sports flyers from H&amp;H</li> <li>Prepare any registration day packets with photography marketing and prepay flyers for beginning of August</li> <li>Verify package contents, color, etc in all packages against your sales flyer</li> </ul>  |
| <b>READINESS</b>           | <ul style="list-style-type: none"> <li>Back up all hhschools projects and delete all events &gt; 2 months old</li> <li>Interview &amp; Hire employees for fall</li> <li>Train employees on fall programs and systems</li> <li>Test all photography and computer equipment</li> <li>Verify all camera settings - file type, file size, color space, etc</li> <li>Organize camera setups and organize backup equipment plan</li> <li>Order camera cards needed</li> <li>Design and setup ID Cards with H&amp;H</li> <li>Update studio paperwork</li> <li>Get final data from schools for August shoots</li> <li>Make up a file folder for each school and fill with data you have for school</li> <li>Setup packages in hhschools, photograph marketing subject, and order sales samples from H&amp;H.</li> <li>Pickup supplies needed for fall season</li> <li>Prepare for August sports photography</li> <li>Review picture day dates</li> </ul> |
| <b>ACCOUNT MAINTENANCE</b> | <ul style="list-style-type: none"> <li>Make calls to fill in any information you are missing</li> <li>Confirm picture day dates with schools</li> <li>Call to schedule groups &amp; fall leagues</li> </ul>  |

### AUGUST

|                            |  |
|----------------------------|--|
| <b>SALES</b>               | <ul style="list-style-type: none"> <li>Call on competitors schools to ask for a presentation appt. before they rebook with current provider</li> <li>Call on competiors schools to do market reasearch</li> <li>Call on new fall accounts, YMCAs, Book School dances &amp; Proms</li> </ul>  |
| <b>MARKETING</b>           | <ul style="list-style-type: none"> <li>Setup your HHImageHost account and price lists</li> </ul>   |
| <b>READINESS</b>           | <ul style="list-style-type: none"> <li>Update to latest version of hhschools</li> <li>Final hiring &amp; training</li> <li>Final test equipment and verify setups - see equipment test checklist</li> <li>Final picture day preparation - verify kits &amp; equipment, slates, training, rehearsal etc</li> <li>Get final data from schools for September shoots</li> <li>Take your sample ID cards to schools to verify they work with latest school systems</li> <li>Confirm your packages in hhschools</li> </ul> |
| <b>ACCOUNT MAINTENANCE</b> | <ul style="list-style-type: none"> <li>Distribute prepay flyers to all schools</li> <li>Distribute prepay sports flyers to all schools</li> </ul>  |
| <b>PHOTOGRAPHY</b>         | <ul style="list-style-type: none"> <li>Begin School Sports photography</li> <li>Photograph your August school photography</li> </ul>   |
| <b>FAMILY</b>              | <ul style="list-style-type: none"> <li>Take your wife and kids out for last supper</li> </ul>  |



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### SEPTEMBER

|                            |   |
|----------------------------|---|
| <b>SALES</b>               | Call on schools you don't have when their pictures are delivered to get school feedback on how packages, prices and picture day went<br>Call on schools you don't have to solicit yearbook business for the current school year |
| <b>ACCOUNT MAINTENANCE</b> | Confirm final dates for homecoming, fall sports, makeup sports, winter dances, school programs, etc.<br>Confirm winter sports dates<br>Deliver yearbook CD  |
| <b>PHOTOGRAPHY</b>         | Photograph sports teams and activities<br>Underclass photography  |

### OCTOBER

|                    |   |
|--------------------|---|
| <b>SALES</b>       | Call on schools you don't have when their pictures are delivered to get school feedback on how packages, prices and picture day went<br>Call on schools you don't have to solicit yearbook business for the current school year |
| <b>READINESS</b>   | Call H&H and make yearbook printing reservation   |
| <b>PHOTOGRAPHY</b> | Underclass photography<br>Photograph activity pictures  |
| <b>YEARBOOK</b>    | Decide how yearbook will be designed and get software   |

### NOVEMBER

|                            |  |
|----------------------------|--|
| <b>SALES</b>               | Call on schools you don't have when their pictures are delivered to get school feedback on how packages, prices and picture day went<br>Call on schools you don't have to solicit yearbook business for the current school year<br>Call on schools you don't have to solicit spring business for the current school year |
| <b>MARKETING</b>           | Turn on HHImageHost for Holiday resale of fall pictures  |
| <b>ACCOUNT MAINTENANCE</b> | Order composites and get proofs confirmed<br>Pay commissions due for fall underclass and/or sports<br>Book business for spring and rebook for following fall   |
| <b>PHOTOGRAPHY</b>         | Underclass photography first time and second chance day<br>Photograph winter sports<br>Photograph activity pictures if not done in October   |



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### DECEMBER

|                            |  |
|----------------------------|--|
| <b>SALES</b>               | <ul style="list-style-type: none"> <li>Call on schools you don't have when their pictures are delivered to get school feedback on how packages, prices and picture day went</li> <li>Call on schools you don't have to solicit spring business for the current school year</li> </ul>  |
| <b>READINESS</b>           | <ul style="list-style-type: none"> <li>Plan Spring picture day backgrounds, lighting, props</li> <li>Green Screen Set up and Test if using green screen for spring</li> <li>Choose your backgrounds and portrait programs for the upcoming season</li> <li>Design Spring Portrait flyers &amp; Proof Plans</li> <li>Order Spring Market Materials</li> <li>Verify all camera settings - file type, file size, color space, etc.</li> </ul> |
| <b>ACCOUNT MAINTENANCE</b> | <ul style="list-style-type: none"> <li>Deliver class and school composites</li> <li>Confirm delivery of all yearbook images</li> <li>Pay commissions due for fall underclass and/or sports</li> <li>Book business for spring and following fall</li> <li>Confirm Spring picture day dates</li> </ul>   |
| <b>PHOTOGRAPHY</b>         | <ul style="list-style-type: none"> <li>Winter dances &amp; winter sports</li> <li>Underclass photography first time and second chance day</li> <li>Photograph winter sports</li> </ul>   |
| <b>YEARBOOK</b>            | <ul style="list-style-type: none"> <li>Confirm at least 1/4 yearbook is designed</li> </ul>  |

### JANUARY

|                            |   |
|----------------------------|---|
| <b>SALES</b>               | <ul style="list-style-type: none"> <li>Call on schools you don't have when their pictures are delivered to get school feedback on how packages, prices and picture day went</li> <li>Call on schools you don't have to solicit spring business for the current school year</li> </ul> |
| <b>READINESS</b>           | <ul style="list-style-type: none"> <li>Archive summer jobs and clean up hard disks</li> <li>Download latest version of H&amp;H software</li> </ul>  |
| <b>ACCOUNT MAINTENANCE</b> | <ul style="list-style-type: none"> <li>Deliver winter sports pictures</li> <li>Confirm Spring sports dates</li> </ul>   |
| <b>PHOTOGRAPHY</b>         | <ul style="list-style-type: none"> <li>Photograph winter sports</li> </ul>  |
| <b>YEARBOOK</b>            | <ul style="list-style-type: none"> <li>Confirm at least 1/2 yearbook is designed</li> </ul>   |



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### FEBRUARY

|                            |   |
|----------------------------|---|
| <b>SALES</b>               | Call on schools you don't have when their pictures are delivered to get school feedback on how packages, prices and picture day went<br>Call on schools you don't have to solicit spring business for the current school year |
| <b>MARKETING</b>           | Deliver spring sports flyers  |
| <b>READINESS</b>           | Train photography and office staff on Spring photography<br>Test equipment and photography setups<br>Confirm prom and graduation photography dates  |
| <b>ACCOUNT MAINTENANCE</b> | Deliver dance pictures<br>Find out when School will plan next year's school calendar  |
| <b>PHOTOGRAPHY</b>         | Valentine's Day / Sadie Hawkins / WPA dances<br>Photograph classroom groups   |
| <b>YEARBOOK</b>            | Confirm cutoff dates and check design status of yearbook<br>Confirm at least 3/4 yearbook is designed<br>Review yearbook designs for progress, canvas size, trim and safety.  |

### MARCH

|                            |  |
|----------------------------|--|
| <b>SALES</b>               | Call on schools you don't have when their spring pictures are delivered to get school feedback on how packages, prices and spring sales & picture day went |
| <b>MARKETING</b>           | Deliver Prom Marketing flyer   |
| <b>ACCOUNT MAINTENANCE</b> | Deliver classroom groups pictures<br>Be involved with next year's School Calendar planning   |
| <b>PHOTOGRAPHY</b>         | Photograph Spring Portraits<br>Photograph Spring sports<br>Photograph classroom groups   |
| <b>YEARBOOK</b>            | Deliver final images to yearbook advisor<br>Be prepared to resupply images to yearbook staff as needed   |



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### APRIL

|                            |  |
|----------------------------|--|
| <b>SALES</b>               | Call on schools you don't have when their spring pictures are delivered to get school feedback on how packages, prices and spring sales & picture day went |
| <b>MARKETING</b>           | Work on fall Pre-pay envelopes and Marketing Flyers  |
| <b>ACCOUNT MAINTENANCE</b> | Proms & Sports   |
| <b>PHOTOGRAPHY</b>         | Proms<br>Spring Sports   |
| <b>YEARBOOK</b>            | Receive final yearbook designs and submit order to H&H   |

### MAY

|                            |   |
|----------------------------|---|
| <b>SALES</b>               | Call on schools you don't have when their spring pictures, yearbooks, graduation photos are delivered to get school feedback on how packages, prices & sales picture day went<br>Meet with each school to review previous year - final sign contracts if not signed yet<br>Analyze school accounts' costs and sales and profit<br>Decide what changes to make to each school to increase service and profit<br>Ensure all commissions owed are paid |
| <b>MARKETING</b>           | Order Marketing Flyers  |
| <b>READINESS</b>           | Get initial fall data from school<br>Choose your backgrounds and portrait programs for the upcoming season  |
| <b>ACCOUNT MAINTENANCE</b> | Sports, Proms & Graduations<br>Yearbooks<br>Order Custom ID Cards From Lab to test at schools for next fall's business<br>Set fall picture day and makeup day dates   |
| <b>PHOTOGRAPHY</b>         | Proms<br>Graduations  |



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### JUNE

|                            |   |
|----------------------------|---|
| <b>SALES</b>               | Call on schools you don't have when their spring pictures, yearbooks, graduation photos are delivered to get school feedback on how packages, prices and sales picture day went   |
| <b>MARKETING</b>           | Design & Order prepay envelopes for fall<br>Organize Fall Underclass Sale   |
| <b>READINESS</b>           | Final backup all projects from hhschools and store on external hard drive<br>Review year with key employees<br>Decide initial staffing needs for fall<br>Equipment, data, employees, growth and sales, computer, storage, software, storage<br>Contact H&H to learn latest products, marketing support, software, and workflows<br>Greenscreen test images submitted to lab<br>Send cameras in for cleaning and service for the coming year |
| <b>ACCOUNT MAINTENANCE</b> | Each school - review what service items they needed last year and outline what is needed this coming fall<br>If contracts open, get final contract with school before admin leaves<br>Decide initial fall photography schedule  |
| <b>YEARBOOK</b>            | Yearbook wrap up - follow up to get customer feedback, if summer yearbook, finalize yearbook  |