



# ADVISORS UNIVERSITY COURSE OFFERINGS

## 8:00 AM • BREAKFAST/MEET AND GREET

LOCATION: Stony Brook

---

## 9:00 AM • WELCOME/ACCESSING FEATURES

LOCATION: Stony Brook

PRESENTER: Cory Tomcek

*An introduction and overview of this year's Advisors Conference schedule of events. Also how to install the mobile Link app and signing into the Yearbook of Yearbooks.*



• Cell Phone



• Lap Top



• Camera

## 10:00 AM • FUTURE OF YEARBOOKS

LOCATION: Stony Brook

PRESENTER: Elias Jo

*Entourage had made 4 major predictions about the Future of Yearbooks back in 2015. Hear about how those predictions have worked out for 2018 and what we expect to be the future of yearbooks for the near future. Learn about new technologies, regulations and teaching trends that we've seen that has been affecting how yearbooks are made across the country.*

---

## 11:00 AM • ADVISORS COUNCIL PANEL

LOCATION: Stony Brook

MODERATOR: Nicole Ford

PRESENTERS: 2018 Yearbook Advisors Council

- Advisors Council Introduction/Transition
  - Nominations/Invitation to New Advisors Council Members
  - Advice from the Trenches
  - How to make a Next Generation Yearbook
- 

## 12:00 PM • LUNCH

LOCATION: Solomon

---

## 1:00 PM • HP REVEAL

LOCATION: Stony Brook

PRESENTERS: Aaron Langley/Stephanie Hill/Carla Marques



*Learn how to incorporate HP Reveal into your yearbook. Hear from an HP rep about the latest in yearbook printing and technology.*

### SESSIONS ARE INTERACTIVE!

*To get the most out of the different sessions, we recommend bringing the following when the session is marked:*

## 2:00 PM • WHAT'S NEW FOR 2018

LOCATION: Stony Brook

PRESENTERS: Nicole Lipnitz

Description:

- Walk through
- LINK
- Personalized Yearbooks
- iPhone App



## 3:00 PM • PHOTOGRAPHY

LOCATION: Stony Brook

PRESENTERS: Jerry Holm



How to take award winning photos, including sports and action shots. Topics include ISO, Aperture, shutter speed, and flash photography. Should you invest more in the latest equipment?

## 4:30 PM • STUDENT CENTER

LOCATION: Stony Brook

PRESENTERS: Nicole Lipnitz/Ellen Dobro/

Billy Goodheart/Aly Robertson

Description:

Get insights from experienced advisors. Explore kiosks set up for different topics such as theme building, cover design, and more!



## EVENING EVENTS

5:30 - 7:30 PM

### DINNER AT THE NASSAU INN

LOCATION: Nassau Inn, Princeton



SIGN UP DURING STUDENT CENTER  
FOR FUN OPTIONS AFTER DINNER!

- PRINCETON BOOKSTORE/MINI TOUR
- DRINKS @ TRIUMPH BREWERY
- ICE CREAM @ THE BENT SPOON

# ADVISORS UNIVERSITY COURSE OFFERINGS

## 9:00 AM • ACCOUNT MANAGER PANEL

LOCATION: Stony Brook

MODERATOR: Cory Tomcek

PRESENTERS: Senior Account Managers

- *Best Practices for success*
- *Dos & Dont of the yearbook process*
- *Production Highlights*
- *Selling your yearbook*



## 10:00 AM

### ORGANIZING RESOURCES

LOCATION: Stony Brook

PRESENTERS: Lynn Keen Greenberg/Ellen Dobro

*Building yearbooks can be time-consuming and lonely. Learn how to leverage the support for your staff and school community.*



### PHOTO SCAVENGER HUNT

LOCATION: Solomon

PRESENTERS: Jerry Holm/Entourage Photography Team

*Stretch out your legs and join a scavenger hunt! This fun activity will teach you new camera skills and techniques!*



## 11:00 AM

### LADDER

LOCATION: Stony Brook

PRESENTERS: Susan McCoy/Billy Goodheart

*Organization tips for building your yearbook ladder.*



### PHOTOSHOP

LOCATION: Solomon

PRESENTERS: Jerry Holm/Ellen Dobro

*Use your photos from the scavenger hunt while you learn tips and tricks for how to best utilize Photoshop in your yearbook!*



## 12:00 PM • LUNCH

LOCATION: Solomon



1:00 PM

### NEW ADVISOR ORIENTTION

LOCATION: Stony Brook

PRESENTERS: Shaun Stapleton/Larry Johnson

*A hands-on workshop about getting started with a rubric, how to organize your staff, and how to come up with a lesson plan for the first six weeks.*

### JOURNALISTIC WRITING

LOCATION: Solomon

PRESENTERS: Nicole Ford/Judy Jo

*Enhance your listening and speaking skills with lessons about effective interview techniques. Hone your writing skills with lessons and activities in writing copy and headlines. Deepen their understanding of language arts with easy-to-use tutorials on editing and review*

2:00 PM

### ENTOURAGE DESIGN ONLINE (EDO) WORKSHOP

LOCATION: Stony Brook

PRESENTERS: Nicole Lipnitz/Aaron Langley

*Learn Etourage Design Online with Entourage Web Team Manager Nicole. Take your yearbooks to the next level by learning about the latest tools and features that will make your yearbook process easy and fun!*



### INDESIGN WORKSHOP

LOCATION: Solomon

PRESENTERS: Jennifer Raynor/Ian

*InDesign Workshop delivered by experts Jenny Raynor & Ian P. Learn design trends, & how to implement them in your yearbook while making a functional collage spread.*



### 3:30 PM • THEME

LOCATION: Stony Brook

PRESENTERS: Nicole Ford

XXX



6:00 PM

### DINNER AT THE CHAUNCEY

LOCATION: Solomon, Chauncey

PRESENTER: Elias Jo

- ADVISORS COUNCIL  
RECOGNITION CEREMONY
- NICOLE MAYHEW SCHOLARSHIP

### 5:00 PM • YEARBOOK OF YEARBOOKS PRESENTATION

LOCATION: Stony Brook

PRESENTERS: Elias Jo/Nicole Lipnitz

*A special surprise prepared for you by the Entourage Yearbooks team!*



# ADVISORS UNIVERSITY COURSE OFFERINGS

**9:00 AM • TRANSPORTATION TO  
ENTOURAGE FACILITIES**

LOCATION: Chauncey Lobby



**9:30 AM • MEET AND GREET WITH ENTOURAGE STAFF/BREAKFAST**

*Get to know the Entourage staff by meeting them in person!*

**10:00 AM - 12:00 PM**

## **TOUR OF ENTOURAGE FACILITIES**

**PRESENTER: Edward Jo &**

**Entourage Production Staff**

*Learn about all of the production facilities that are located from east coast to west coast that enable Entourage to provide one of the fastest turnarounds in the industry. Meet our Production Manager and tour one of our production facilities. See how the yearbooks are made from the covers to the final binding. Q&A session with our Production Manager.*

**10:00 AM • WORKING WITH ENTOURAGE**

LOCATION: Solomon

PRESENTERS: Elias Jo

*Join this session about opportunities to continue to work with Entourage. We are looking for people to help with providing service, templates, lesson plans, and we are always looking for new schools. This session will go over some of our current opportunities that Entourage has for our Veteran yearbook advisors.*

**10:00 AM - 12:00 PM**

## **MEET YOUR ACCOUNT MANAGERS**

*Get to know your Account Manager by meeting them in person. Communicate important details and features that you would like to see in your 2019 project. Put a face to the emails and voice you have corresponded with all year.*

**11:00 AM • CSPA**

LOCATION: Solomon

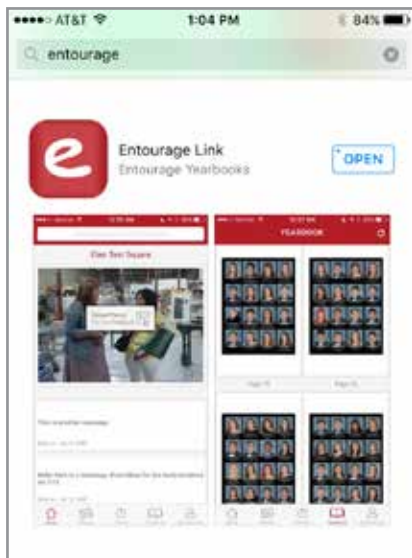
PRESENTERS: Jenny/Ellen Dobro

*The Columbia Scholastic Press Association is an organization that unites student journalists and faculty advisors at places of learning in order to exchange ideas and give recognition to schools and individuals. Learn what the industry standard is for excellence in journalism and how Entourage can support your school to enter into the competition.*

**12:00 PM • LUNCH, CRITIQUES & CLOSING REMARKS**

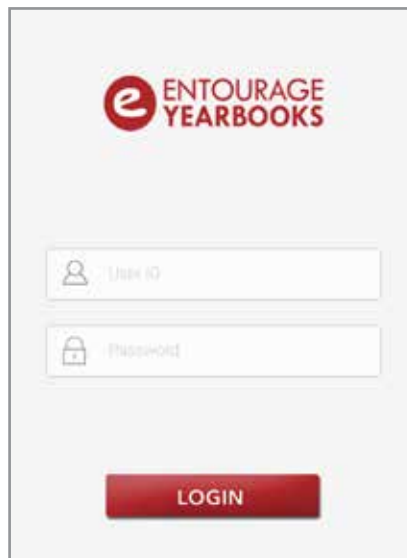
# 2018 **LiNK** & **MOBILE APP** BY ENTOURAGE YEARBOOKS INSTRUCTIONS

## Installation and Access



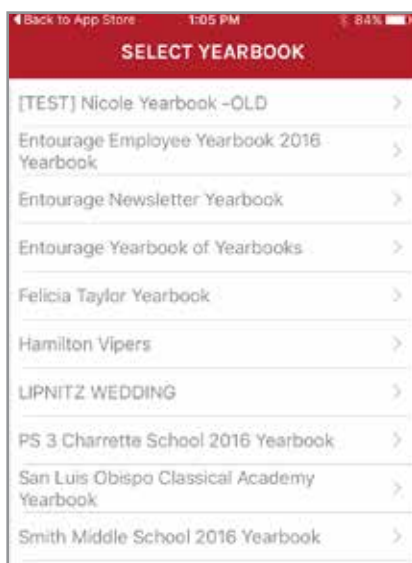
### Step 1:

Go to the App Store & search for "Entourage".



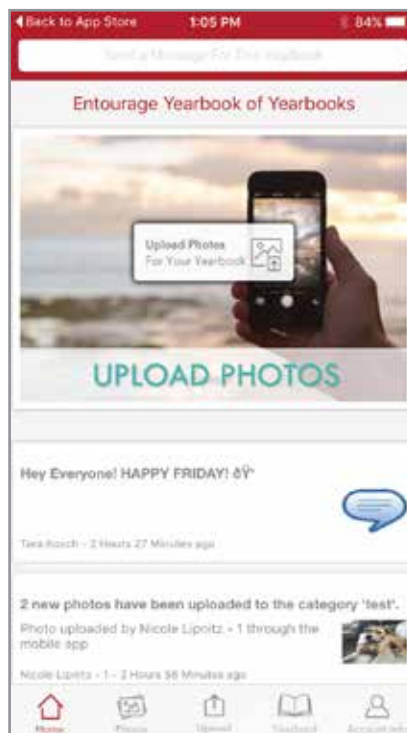
### Step 2:

Login with your user name and password.  
(There is one provided in your welcome folder)



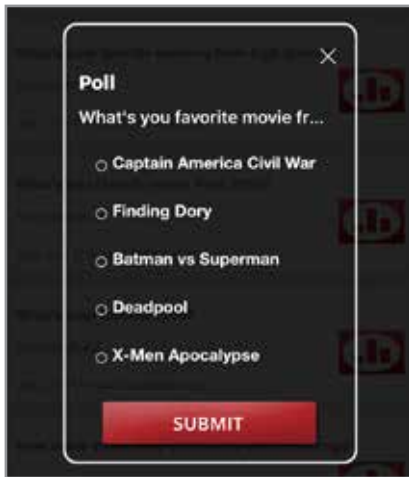
### Step 3:

Select school; for the conference please use  
"Yearbook of Yearbooks 2016" account.



### Step 4:

When you first login, you will see the new  
NewsFeed, filled with messages, polls, and  
recent photos uploaded to the account.



### Step 5:

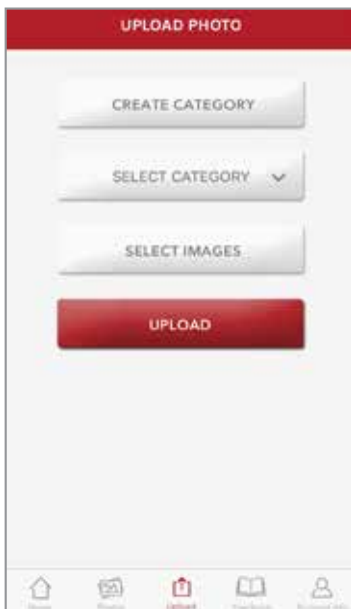
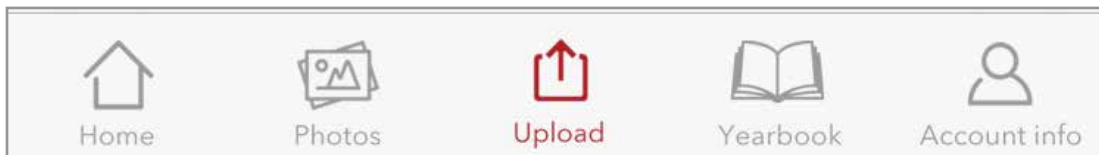
Click on the poll icon  
to take the poll questions.



### Step 6:

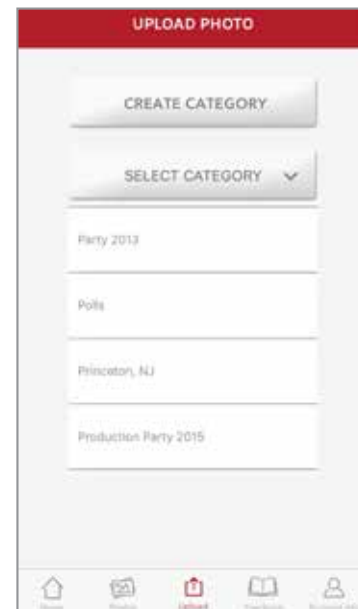
Answer poll, and click submit.

## Uploading Photos to the App



### Step 1:

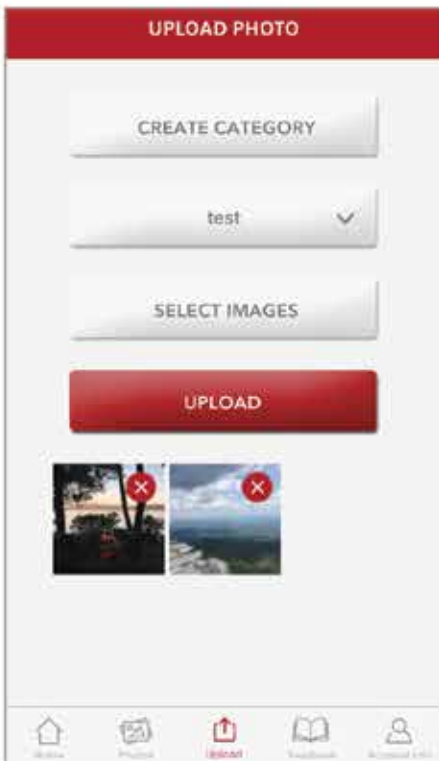
Click on the upload icon at the bottom.



### Step 2:

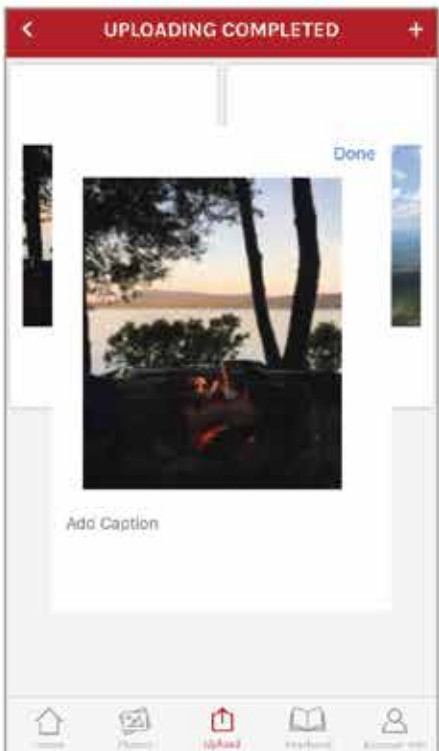
Select a category. There are pre-existing  
categories for all of your names.





### Step 3:

Select photos from your phone. The selected images will show below the upload button. Click on 'upload,' to upload the photos to the selected category.



### Step 4:

Once the photos completely upload you will see previews of your photos. Click on the photos to add captions.

**Shaun Stapleton - 630.234.4142 (staying at Crown Plaza)**

**Jared Weisblat - 732.512.7880**

Handwriting practice lines consisting of alternating light gray and white horizontal bands. The lines are evenly spaced and extend across the width of the page, providing a guide for letter height and placement.



