

Are you energized by **fresh ideas**? Curious about what's **trending with yearbooks** and what's **current in today's print industry**? Want to start off strong with a **highly-motivating** training event?



# IMAGINE Lab

Different = Interesting = Memorable = Engaged

Open to all schools regardless of yearbook printer. | Sat. Aug. 26, 8:00 AM - 5 PM  
Best Western Thunderbird Suites - Meeting Room | 7515 E Butherus Dr. Scottsdale, AZ  
#YearbookImagineLab

→ **STIMULATE** your yearbook planning process with exciting and refreshing possibilities for theme, design, photography, content, and structure. + Learn how these visual and verbal **ELEMENTS** make up the same **FORMULA** for a product's brand in real-world business.

We will ① **TEST HYPOTHESES** for the **STIMULI** that persuade students to want a yearbook. ② Test a variety of different and interesting **ELEMENTS** that are proven to engage your readers. ③ **CONCOCT THE PERFECT FORMULA** for your yearbook's brand.

To channel your creative **ENERGY**, we also analyze what inspires creativity ○ how to stay creative ○ and how to apply creativity to meet buyer expectations.

No idea is off limits. Rules, standards, and traditions are not enforced.  
You are required to → **LET YOUR IMAGINATION EXPLODE.**

This workshop is ideal for yearbook decision makers (**editors/managers**) that want to experiment with ideas before making final decisions for this year's book. It's designed for all grade levels; there's no intense projects or technical training—just guided idea generation from professionals.

### Cost = SO AFFORDABLE!

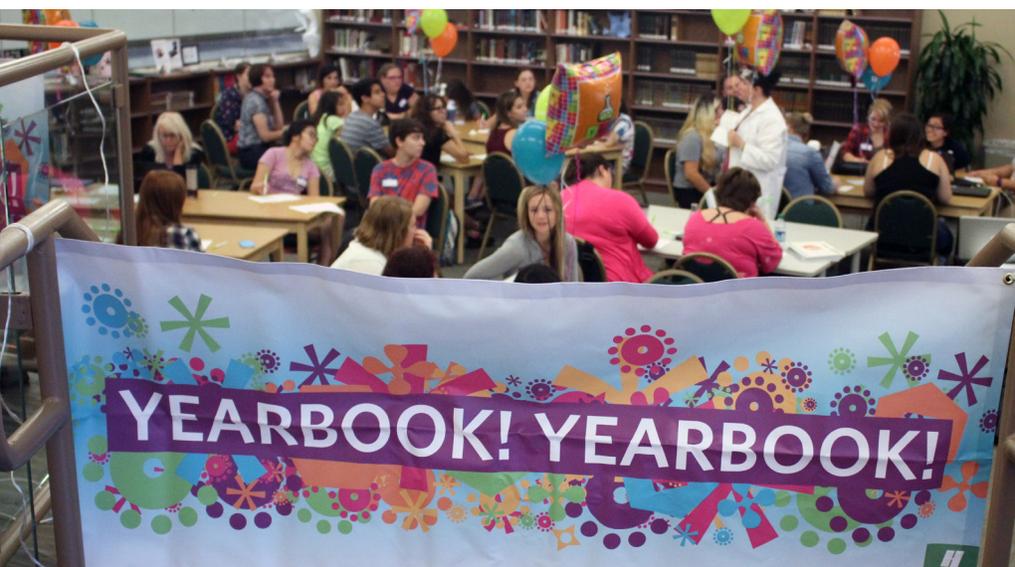
+ FREE for up to 5 people  
+ \$20 for each additional person  
Due to space limitations, attendance per school is limited to 8 people ○ Cost includes instruction, materials, snacks, and drinks ○ Bring your own sack lunch.

### REGISTRATION DEADLINE → AUGUST 12

Register now at [www.sarahikard.com/training](http://www.sarahikard.com/training)

Payment Due: (If applicable) Within 30 days of invoice - which is sent after registration form is submitted.

**SPACE IS LIMITED!** Schools will be booked on a first-come, first-served basis.



INSIGHTS FROM TODAY'S BUSINESS & PRINT INDUSTRIES ♦ COLLEGE & CAREER CONNECTIONS  
SEE FULL LINE OF COVER MATERIALS & SPECIAL TREATMENT OPTIONS ♦ PERSONAL CONSULTATIONS  
TEAM BUILDING ♦ GROUP WORK ♦ BRAIN TRAINING  
SHARK TANK-STYLE THEME COMPETITION  
VALUABLE PRIZES ♦ FREE CUSTOM COVER DESIGN FROM A PROFESSIONAL ♦ SNACKS & DRINKS



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Representing Herff Jones