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SCHOOL PHOTOGRAPHY PLANNING CALENDAR

JULY

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

AUGUST

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



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SEPTEMBER

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

OCTOBER

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

NOVEMBER

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



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DECEMBER

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

JANUARY

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



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FEBRUARY

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

MARCH

SALES	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
MARKETING	Deliver Prom Marketing flyer
ACCOUNT MAINTENANCE	Deliver classroom groups pictures Be involved with next year's School Calendar planning
PHOTOGRAPHY	Photograph Spring Portraits Photograph Spring sports Photograph classroom groups
YEARBOOK	Deliver final images to yearbook advisor Be prepared to resupply images to yearbook staff as needed



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APRIL

SALES	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
MARKETING	Work on fall Pre-pay envelopes and Marketing Flyers
ACCOUNT MAINTENANCE	Proms & Sports
PHOTOGRAPHY	Proms Spring Sports
YEARBOOK	Receive final yearbook designs and submit order to H&H

MAY

SALES	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 Meet with each school to review previous year - final sign contracts if not signed yet Analyze school accounts' costs and sales and profit Decide what changes to make to each school to increase service and profit Ensure all commissions owed are paid
MARKETING	Order Marketing Flyers
READINESS	Get initial fall data from school Choose your backgrounds and portrait programs for the upcoming season
ACCOUNT MAINTENANCE	Sports, Proms & Graduations Yearbooks Order Custom ID Cards From Lab to test at schools for next fall's business Set fall picture day and makeup day dates
PHOTOGRAPHY	Proms Graduations



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JUNE

SALES	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
MARKETING	Design & Order prepay envelopes for fall Organize Fall Underclass Sale
READINESS	Final backup all projects from hhschools and store on external hard drive Review year with key employees Decide initial staffing needs for fall Equipment, data, employees, growth and sales, computer, storage, software, storage Contact H&H to learn latest products, marketing support, software, and workflows Greenscreen test images submitted to lab Send cameras in for cleaning and service for the coming year
ACCOUNT MAINTENANCE	Each school - review what service items they needed last year and outline what is needed this coming fall If contracts open, get final contract with school before admin leaves Decide initial fall photography schedule
YEARBOOK	Yearbook wrap up - follow up to get customer feedback, if summer yearbook, finalize yearbook