



Think differently.

We'll teach you how at the Spring Theme Planning Workshop!

Saturday, May 4, 2019

43234 Business Park Drive • Temecula, Ca

THE DETAILS

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| Who: | Advisers and up to five students |
| When: | Saturday, May 4, 2019 from 9:00 am until 4 pm. |
| Where: | The yb-squared office in Temecula, Ca |
| How much: | \$150 per school, includes a light breakfast and full lunch. |

THE AGENDA

- 9:00 to 9:30 am Check-in and breakfast
- 9:30 to 10:30 am Elements of theme
- 10:30 to 12:00 pm Beginning the process
 - Identifying the story/stories you want to tell
 - Establishing your tone
- 12:00 to 12:30 pm • Putting it into words, verbal spin-offs
- 12:30-1:00 pm • Lunch from Vince's Spaghetti
- 1:00-1:30 pm • Finding graphics from Adobe Stock
- 1:30-3:00 pm • Finalizing your theme and graphic strategies
- 3:00-4:00 pm • Cover and theme page design

SPACE IS LIMITED!*

Only the first nine schools who register will be allowed to attend. In order to reserve your space, you must pay the \$150 non-refundable fee in full.

QUESTIONS?

Contact your service representative or call Bret Barrett at 909-319-9798.

*if demand significantly exceeds the available space, we may offer a second theme workshop on Saturday, May 11, 2019. Please inform your service representative if you would like to attend that second session if it is offered.