

# THE PHOTO MANAGERS

15th Year Anniversary Celebration



Columbus, OH April 4-6

# Conference Schedule

WEDNESDAY	THURSDAY MORNING	THURSDAY AFTERNOON	FRIDAY	SATURDAY
<b>8:00 AM - 12:00 PM</b> <b>REGISTRATION OPEN</b> Visit the registration desk.	<b>7:00 AM - 9:00 AM</b> <b>REGISTRATION OPEN</b> Visit the registration desk.	<b>12:30 PM - 3:00 PM</b> <b>BOXED LUNCH &amp; MEET WITH EXHIBITORS</b>	<b>7:00 AM - 9:00 AM</b> <b>REGISTRATION OPEN</b> Visit the registration desk.	<b>8:00 AM - 9:00 AM</b> <b>BREAKFAST BUFFET</b>
<b>8:30 AM - 12:00 PM</b> <b>MASTERCLASS '24</b>	<b>7:00 AM - 8:45 AM</b> <b>BREAKFAST BUFFET</b>	<b>3:00 PM - 4:30 PM</b> <b>BREAKOUTS</b> Attend the breakout of your choice.	<b>7:00 AM - 9:00 AM</b> <b>BREAKFAST BUFFET</b>	<b>9:00 AM - 10:30 AM</b> <b>BREAKOUTS</b> Attend the breakout of your choice.
<b>9:00 AM - 12:00 PM</b> <b>DIGITAL MARKETING BOOTCAMP</b>	<b>8:00 AM - 8:45 AM</b> <b>MEET &amp; GREET</b>	<b>5:00 PM - 6:00 PM</b> <b>CASH BAR &amp; MEET WITH EXHIBITORS</b>	<b>9:00 AM - 10:30 AM</b> <b>BREAKOUTS</b> Attend the breakout of your choice.	<b>10:30 AM - 11:30 AM</b> <b>GENERAL SESSION</b> Keynote with David Staley: The Future of the Photograph
<b>12:00 PM - 1:00 PM</b> <b>MASTERCLASS &amp; BOOTCAMP LUNCH</b>	<b>8:45 AM - 10:30 AM</b> <b>GENERAL SESSION</b> Keynote with Pat Brown: Reimagining a Chaotic Life with Stories, Photos, and Of Course, Humor	<b>6:00 PM - 7:00 PM</b> <b>PLATED DINNER</b>	<b>10:45 AM - 11:45 AM</b> <b>BREAKOUTS</b> Attend the breakout of your choice.	<b>11:30 AM - 12:30 PM</b> <b>RISING TIDE AWARD</b> Award ceremony & conference wrap-up
<b>1:00 PM - 4:30 PM</b> <b>MASTERCLASS '24</b>	<b>10:30 AM - 11:30 AM</b> <b>BREAKOUTS</b> Attend the breakout of your choice.	<b>7:00 PM - 8:15 PM</b> <b>GENERAL SESSION</b> Vendor spotlights & Cathi Nelson's keynote (plus a tribute for Sharon Wunder)	<b>12:00 PM - 1:30 PM</b> <b>LUNCH AND LEARN WITH PROJECTOR</b> RSVP Only	
<b>1:00 PM - 5:00 PM</b> <b>DIGITAL MARKETING BOOTCAMP</b>	<b>11:45 AM - 12:30 PM</b> <b>GENERAL SESSION</b> Vendor spotlights & group photo with all attendees & exhibitors	<b>8:15 PM - 9:30 PM</b> <b>MINGLE WITH EXHIBITORS</b>	<b>1:30 PM - 2:00 PM</b> <b>GENERAL SESSION</b>	
<b>1:00 PM - 4:30 PM</b> <b>FREE WORKSHOP</b> Ignite Your Career: A Workshop on Entrepreneurial Thinking			<b>2:00 PM - 3:15 PM</b> <b>SPEED DATING FOCUS GROUPS</b>	
<b>5:00 PM - 7:00 PM</b> <b>VENDOR SHOW</b> Connect with exhibitors and enjoy a turkey carving station and hors d'oeuvres			<b>3:30 PM - 4:30 PM</b> <b>FACILITATED SMALL GROUP DISCUSSIONS</b>	
			<b>6:00 PM - 9:00 PM</b> <b>DINNER &amp; DANCE PARTY</b>	

PRE-CONFERENCE

MAIN CONFERENCE & VENDORS

BREAKS & MEALS

\*Schedule subject to change.  
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# Breakout Schedule

## THURSDAY, 10:30 - 11:30 AM

- Preserving the Narrative: Using Archival Principles for Family Media Collections with Marci Brennan
- Working with Schools, Non-Profits and Businesses with Peter Krogh
- Using a CRM to Generate Sales, Build Loyal Fans, and Grow Your Business with Allison Freedman
- It's All About the Pixels: Understanding Resolution When Scanning and Printing Photos with Cheryl DiFrank

## THURSDAY, 3:00 - 4:30 PM

- The Art of Designing a Workshop with Ellen Massaro & Teresa Townsend
- Leveraging AI to Scale Your Business with Deanna Hinsz
- Photo Management in a Post-Folder World - The Database Era is Coming with Paul Einarsen
- Which is Best? Photo Organizing Platform Survey with Darla DeMorrow

## FRIDAY, 9:00 - 10:30 AM

- Training Your Eyes to See with Isabelle Dervaux
- The Art of the Consultation with Courtney Plaster
- Grow While Remaining a Solopreneur with Amanda Littlecott & Rhoda Gordon
- 11 Tips and Settings to Help You Take Control of Your Lightroom Catalog with Peter Bennett

## FRIDAY, 10:45 - 11:45 AM

- Creative Ways to Celebrate A Person's Life Before and After They Die with Bonnie Hillman Shay
- Grow Your Local Service Business Without Breaking The Bank! with Melissa Draving
- It's in the Bag: What to Anticipate on Your First Visit with a Client with Jodi Bondy
- Mylio: Who is the Ideal Client and the Practicalities of Client Setup with Allison Freedman

## SATURDAY, 9:00 - 10:30 AM

- Cyber Security & Compliance: My Business is So Small, Do I REALLY Need to Worry About This Too? with Bill Wright
- The Power of Business Development with Lida Bunting
- The Future of Film Scanning and Archiving with AJ Holmes from Negative Supply
- Apple Photos in 2024 - The 30,000 Foot View with Paul Einarsen

NICHE & DIVERSE PRACTICES

SALES & MARKETING

SYSTEMS & OPERATIONS

TECHNOLOGY