

ADVISER TIMELINE CHECKLIST

October 2024

General

- Make sure the items from your September checklist are complete.
 - National Yearbook Week is Oct. 7-11. Celebrate with your staff and tuned for a big announcement during the week!
 - Use Walsworth's [Social Media Calendar](#) for inspiration. New theme days and posts will help market your yearbook.
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Sales

- Create extra sales incentives during National Yearbook Week Oct. 7-11. It's a great way to generate awareness for the yearbook.
 - Think about special promotions you can offer for Halloween this month and Cyber Monday next month.
 - Sign up for the PEP Ads email going out the week of Oct. 28.
 - Set up a sales table during homecoming events, especially ones where your photographers are visible and parents are likely to attend. Download our eBook, [Using Sales Tables](#) for tips.
 - [Market to businesses](#) to increase your ad revenue. Our scripts, templates and surveys can help!
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Training & Organization

- Watch the latest training video on [Caption Writing](#).
 - Listen to the newest episode of [That Yearbook Podcast](#) on the importance of captions.
 - Read the latest issue of [Idea File](#) magazine online now.
 - Create lesson plans and train your staff using the [Yearbook Suite](#) curriculum.
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Creation

- It's a great time to train your editors. Download this handy [Yearbook Spread Checklist](#) so editors can be prepared.
 - Talk to your rep about a virtual cover artist session to start your cover and endsheet designs.
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Photography

- Confirm your retake date and when you'll receive your portraits back from your photography company.
- Continue to promote [Yearbook Snap](#) to crowdsource photos from your school and community.
- Take pictures with your phone camera wherever you go, to make sure you're capturing all aspects of school life. Review the [Using Your Smartphone to Capture Great Photos](#) eBook for tips and find inspiration from our [Photo Contest Gallery](#).