

The best theme is the theme that tells the story only you can tell about your school community, your audience and your year.

The back story of concept lies in what you tell and how you tell it. At this workshop, we will give you story lines and you will build your 2018 story board as the foundation of your new theme.

WHO:

Editors & Advisers

WHEN:

Wednesday, May 24th
Registration is 8:00-8:30, instruction is 8:30-noon with a lunch break from noon to 1:00
Jeff will be available from 1:00 to 3:00 for individual school consultations.

WHERE:

St. John's Cathedral, Great Hall
127 E 12th Ave • Spokane

REGISTRATION INFO:

Deadline to register is May 9. The cost for the workshop is \$35 per attendee. If you register by April 23, and pay in full by the date of the workshop, receive a ten dollar discount, and pay \$25.

Plan on bringing a lunch or going to one of the many neighborhood establishments nearby.

I'M TELLING YOU:

"Build the character of your 2018 book with ideas, words, photos and graphic details that give your theme concept a one-of-a-kind personality."

• Jeff Moffitt



"the story only
you can tell"

Find it at...

Jostens Spring Workshop

[CLICK HERE](#) to register now!

www.jostenswashington.com/workshops

"I love yearbook work nights."

"I can't believe we made our deadline."

and with only two returners."

"I'll never forget our spring break trip."

"I'll never forget my sunburn."