



Picture Perfect Profits

APPO National Conference | Chicago April 11-13, 2013

Guaranteed to take your business to the next level, APPO brings Picture Perfect Profits to Chicago on Thursday, Friday and Saturday, April 11-13, 2013. Join us for a jam-packed, high-energy conference to help your business soar in 2013!

The APPO conference will be lively, engaging, creative and personal. Industry experts and successful APPO members can't wait to give you the confidence, tools and expert tips you need to achieve Picture Perfect Profits.

Here is a sneak peek of what you can expect:

- **Complete access to the experts!** Our speaker lineup is amazing and continues to grow each week. From celebrity organizer, Justin Klosky, to top event planner, Heather Schertz, featured in *Special Events* magazine's "Top 30 Event Planners Under 40," we are excited to have our speakers inspire, challenge and motivate you to reach for new heights in your business.
- **Overwhelmed with changing technology?** You will love the **APPO Genius Bar!** Specialists in the areas you need help with will be available at various stations to answer your questions and give you valuable hands-on learning opportunities. Learn best practices dealing with digital photos on a PC or Mac, scanning, photo restoration, best backup practices and more!
- **Are you charging what you are worth?** Because we are pioneers in a new industry, we'll talk openly about the challenges you face with fees including how to increase your profits and charge what you are worth.
- **Need more clients?** Building your client base is critical to success! Without clients you aren't successful. You will learn from fellow APPO members how they have attracted clients and grown their businesses with simple techniques you can implement when you return home.

- **Have you created a portfolio to WOW your clients?** Creating unique, beautiful, meaningful photo books, video slideshows and creative photo displays is fun, but how can you be sure you are creating a professional, unique product? We'll teach you the elements of design, color theory and more.
- **Still developing your niche?** Everyone needs help with their photos, but you can set yourself apart by specializing in different markets. Learn from your fellow APPO members how they have built successful businesses targeting: seniors, genealogists, divorce attorneys, busy moms, the sports market and more.
- **Want to earn more money?** Did you know that you can add significant income by working with our product partners? We have worked hard at APPO to provide you with access to the products your clients need at wholesale prices so you can earn more money. You will love meeting our partners at the Business Expo.

And there is more...

- **We are investing in YOU!** Going to a conference is a commitment of your resources. We have worked hard to keep the costs down. We've cut these costs by including: a location that provides a free shuttle to/from Chicago O'Hare if you are a hotel guest; room rates of just \$79 a night; an exclusive launch party with hors d'oeuvres Thursday evening, as well as full breakfasts, lunches and snacks for the remainder of the conference.
- **Lots of time to network:** Getting to know your peers, forming new friendships, laughing, learning and challenging one another are what make a conference FUN. We have included free time so you can network with your peers.
- **You'll get *this* as well:** Expert training covering: social media dos and don'ts, delivering effective presentations, best organizing systems and products, branding your business, photo tips and managing your clients!

Everyone is invited! Including current and future APPO members, as well as professionals from other organizations such as professional organizers, direct sellers, senior move managers, professional photographers, retail store owners and more.

Register before February 15, 2013 and only pay \$250!

Regular price is \$350.

Or... try our Picture Perfect Pair* - Bring a friend and save money!

We guarantee that every entrepreneurial business owner will gain valuable training that will help them achieve profits and success in their business. Bring someone who is not an APPO member; a friend, business partner, fellow entrepreneur or collaborator and purchase 2 tickets to **save \$50 each.**

Register for the pair before February 15, 2013 and only pay \$400!

Regular Perfect Pair price is \$600.

**Picture Perfect Pair cannot be used with another APPO member. However, if they join APPO after registration but prior to the conference they will still be included as a perfect pair.*

Don't delay, this event can and will sell out!!!

