

# CCSA 2023 CONVENTION SCHEDULE

## FRIDAY, AUGUST 25

### PRE-CONS 9 AM -12 PM

- Takeover My Makeover: It's Time to Re-invent Your Retail Space  
*Tuscan 3*
- Studio Bootcamp: Efficiency Overhaul with Operations and Technical  
*Tuscan 4*
- Add Glass Fusing to Your Studio and Create Engagement and Profits  
*Tuscan 5*

### PRE-CON Lunch 12 PM-1 PM (for attendees taking both AM and PM classes)

Tuscan Ballroom C

### PRE-CONS 1 PM-4 PM

- Pinch Pot Pottery  
*Tuscan 3*
- Studio Bootcamp: Overhaul Your Sales, Marketing, and Leadership Skills to Take Your Business to the Next Level  
*Tuscan 4*
- *Shine Online and Create Your Social Selling System*  
*Tuscan 5*
- Instagram 101: The Beginner's Guide  
*Tuscan 6*

### New Member Mixer 5 PM-6 PM

Tuscan Ballroom C

### New Member Mixer Meet & Greet

6 PM-6:30 PM

*Exhibit Hall*

### Exhibit Hall Open 6:30 PM-8 PM

### Manager Meet, Greet, & Match 8 PM

Tuscan Ballroom C

# CCSA 2023 CONVENTION SCHEDULE

## SATURDAY, AUGUST 26

### Class Session 1 - 8:30 AM-10 AM

- Hand-Building Help: Furry Friends with Air-Dry Clay - *Tuscan 4*
- Stealth Marketing Strategies to Grow Your Business - *Tuscan 5*
- All About Brushes - *Tuscan 6*
- Reels Mean Deals - *Tuscan 9*
- Rockin' Jukebox Vase - *Tuscan 10*

### Break - 10 AM - 10:15 AM

### Class Session 2 - 10:15 AM - 11:45 AM

- Hand-Building Help: Goofy Garden Gnomes with Low-Fire Clay  
*Tuscan 4*
- Understanding Financial Statements and Your Studio's Numbers! *Tuscan 5*
- *Audit Your Instagram* - *Tuscan 6*
- Hooking Big Fish: The Art of Lucrative Connections - *Tuscan 9*
- Retro Mushroom Plate - *Tuscan 10*

### Lunch & Learn - 11:45 AM-1 PM

Tuscan Ballrooms C&D

### Exhibit Hall Open - 1 PM-6PM

### Make-and-Take Jam Sessions in Exhibit Hall - 2 PM

### Make-and-Take Jam Sessions in Exhibit Hall - 3:30 PM

### Make-and-Take Jam Sessions in Exhibit Hall - 5 PM

### Magazine Meeting - 4 PM-5 PM

Tuscan 11

### Mayco Cocktail Hour- 6 PM-7:30 PM

Tuscan Ballroom E&F

### Roundtable Discussions - 7:30-8:30 PM

Tuscan Ballroom C&D

# CCSA 2023 CONVENTION SCHEDULE

## SUNDAY, AUGUST 27

**Supplier Meeting - 7:30 AM-8 AM**

Tuscan 11

**Exhibit Hall Open - 8 AM-1:30 PM**

**Make-and-Take Jam Sessions in Exhibit Hall - 8:30 AM**

**Make-and-Take Jam Sessions in Exhibit Hall - 10 AM**

**Make-and-Take Jam Sessions in Exhibit Hall - 11:30 AM**

**International Meeting - 9:30-10 AM**

Tuscan 11

**Mobile Studio Meeting - 10:30-11 AM**

Tuscan 11

**Lunch - 12 PM-1 PM**

Tuscan Ballroom C&D

**Auction closes - 1:30 PM**

Tuscan 3

**Class Session 3 - 2:15 PM-3:45 PM**

- Maximize Your Marketing Using Canva Pro - *Tuscan 4*
- It's Elementary! Making Money in After-School Programs (A Panel Discussion) - *Tuscan 5*
- Snow Globe Tumblers in Your Studio - *Tuscan 6*
- Managing Your Kilns: From Purchase to Repair - *Tuscan 9*
- Nutcracker Face It Mug - *Tuscan 10*

**Break - 3:45 PM-4 PM**

**Class Session 4 - 4 PM-5:30 PM**

- Tons of Techniques - *Tuscan 4*
- Know Your Studio's Worth & What to Do With It! - *Tuscan 5*
- Creatipreneurs: Creative Business Models to Fit Your Needs  
*Tuscan 6*
- Adding Value to Your Events - *Tuscan 9*
- Barro-Inspired Mexican Mug - *Tuscan 10*

**Gala at The Edge 7 PM-11 PM**

# CCSA 2023 CONVENTION SCHEDULE

## MONDAY AUGUST 28

### Class Session 5 - 9 AM-10:30 AM

- Cartoon-Inspired Drip Mug  
*Tuscan 3*
- Oval Clay Dish  
*Tuscan 4*
- Five Things Your Studio Website Needs  
*Tuscan 5*
- Impulse Sales: How to Bulk Up Profits at the Cash Wrap  
*Tuscan 6*
- Displays - Kick It up a Notch to Bring in Sales  
*Tuscan 9*
- Getting Ahead with Girl Scouts  
*Tuscan 10*

### Break - 10:30 AM-10:45 AM

### Class Session 6 - 10:45 AM-12:15 PM

- Julie's Retro Ornament Class  
*Tuscan 3*
- Engaging Staff & Customers with Clay  
*Tuscan 4*
- Massive Profits with Canvas Painting  
*Tuscan 5*
- Pricing Bisque for Profit  
*Tuscan 6*
- Grow Your Business with Large-Scale Offsite Events: Marketing Changes in a Post-Pandemic World  
*Tuscan 9*

### Studio Bus Tour 2 PM-6 PM

Registered attendees will meet near the valet desk. Buses leave at 2 pm sharp.