



RISE & SHINE



OPEN & COMMUNICATE!

Do you love talking about flowers and floral design? Do you present programs to garden clubs or other professionals? Come talk shop with experts from Professional Floral Communicators – International (PFCI).

Share ideas, gather insight and pick up practical tips to improve your presentations as you rotate through four discussions during the 90-minute roundtable session. After a few minutes, we'll switch tables and discussion topics.

WHEN

Thursday, July 7, 2016
7:30 - 9:00 a.m.

WHERE

In conjunction with the AIFD National Symposium 2016
Anaheim Marriott
Room: Grand C&D
700 West Convention Way
Anaheim, CA 92802

Featuring:

- ▶ **Go Local. Be a Star.** Find out how to become the "go-to" celebrity expert on flowers and floral design in your area.
- ▶ **Pack A Powerful Program.** Pick up practical tips to help you engage audiences through rich, relevant programs they won't forget.
- ▶ **Hot Topics for Garden Clubs.** Learn which subjects draw the biggest garden club audiences and build your repertoire of popular presentations.
- ▶ **Being PFCI.** Find out how to earn PFCI credentials and become a member of the floral industry's premier speakers organization. Discuss the application process and learn what to include on your audition video.

MORE INFORMATION

www.safnow.org/pfciataifd

800-336-4743 (Ext. 216)

PFCI@safnow.org



PFCI Rise & Shine in the OC: Open & Communicate! | Registration Form

RETURN REGISTRATION FORM WITH PAYMENT

MAIL SAF c/o PFCI 1001 N Fairfax St., Suite 201, Alexandria, VA 22314

TEL (800) 336-4743, ext. 216 | **FAX** (703) 836-8705 | **EMAIL** pfci@safnow.org



NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TEL _____ EMAIL _____

FEE INFORMATION

AIFD Symposium registration does not include registration for "PFCI Rise & Shine in the OC: Open & Communicate!" AIFD symposium registration is not required to attend "PFCI Rise & Shine in the OC: Open & Communicate!"

- PFCI Member fee: Complimentary
- Seminar fee before June 23: \$50
- Seminar fee after June 23: \$75

PAYMENT OPTIONS

- Check Payable to SAF
- AMEX MasterCard Visa
- Call for my Credit Card Number

NAME ON CARD _____

CC # _____

EXPIRATION DATE _____ CVC CODE _____

SIGNATURE _____