

## SCHEDULE AT A GLANCE

Learning Track Key: ■ Strategic/Operational ■ Growth/Profitability ■ Talent/Staffing ■ Trends

### TUESDAY, SEPTEMBER 6

4:00 p.m. - 6:00 p.m.	<b>Funding The Future of Floriculture &amp; AFE Reception</b> (open to all attendees)
5:30 p.m. - 6:00 p.m.	<b>First-Timers Reception</b>
6:00 p.m. - 8:00 p.m.	<b>SAF President's Welcome Party</b>

### WEDNESDAY, SEPTEMBER 7

7:00 a.m. - 8:45 a.m.	<span style="color: #0070C0;">■</span> <b>Kick Off Breakfast: State of the Industry</b>
9:00 a.m. - 5:00 p.m.	<span style="color: #E67E22;">■</span> <b>Outstanding Varieties Competition Opens</b>
9:00 a.m. - 11:00 a.m.	<span style="color: #E67E22;">■</span> <b>Sylvia Cup Competition</b>
9:15 a.m. - 10:15 a.m.	<b>Three Concurrent Educational Sessions</b>
	<span style="color: #70AD47;">■</span> <b>Digital Marketing Do-Over</b>
	<span style="color: #0070C0;">■</span> <b>Operational Tools that Sustain Your Business</b>
	<span style="color: #70AD47;">■</span> <b>Customer Service in the Post-COVID World</b> (Repeats Thursday at 9:15 a.m.)
10:15 a.m. - 10:45 a.m.	<b>Refreshment Break</b>
10:15 a.m. - 10:45 a.m.	<b>Experience Zone</b>
10:45 a.m. - 11:45 a.m.	<span style="color: #0070C0;">■</span> <b>All Industry Session: Great Expectations: Attracting and Retaining Today's Flower and Plant Buyers</b>
12:00 p.m. - 3:00 p.m.	<b>Supplier Expo &amp; Lunch</b>
3:00 p.m. - 4:00 p.m.	<b>Three Concurrent Educational Sessions</b>
	<span style="color: #70AD47;">■</span> <b>Driving Revenue with Reviews</b>
	<span style="color: #70AD47;">■</span> <b>Lean Retailing</b>
	<span style="color: #E67E22;">■</span> <b>Creating a Pipeline of Talent Through Schools</b>
4:15 p.m. - 5:15 p.m.	<b>Two Concurrent Educational Sessions</b>
	<span style="color: #70AD47;">■</span> <b>Idea Swap: Marketing Hacks</b>
	<span style="color: #E67E22;">■</span> <b>Wedding Trends</b>
5:30 p.m. - 6:00 p.m.	<b>Next Gen Reception</b>
6:00 p.m. - 7:30 p.m.	<b>SAFPAC Party</b>

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**THURSDAY, SEPTEMBER 8**

7:00 a.m. - 8:45 a.m.	■ <b>Business Session and Keynote Breakfast: Gen Z to Boomers - Working Together for Success</b>
9:00 a.m. - 4:00 p.m.	■ <b>Outstanding Varieties Competition</b>
9:15 a.m. - 10:15 a.m.	<b>Three Concurrent Educational Sessions</b>
	■ <b>Attracting New Talent</b>
	■ <b>Re-Thinking Your “Why”</b>
	■ <b>Customer Service in the Post-COVID World</b> (Repeat)
10:15 a.m. - 10:45 a.m.	<b>Refreshment Break</b>
10:15 a.m. - 10:45 a.m.	■ <b>Experience Zone: 5 Profitable Designs Recipes to Make Quickly</b>
10:45 a.m. - 11:45 a.m.	■ <b>All Industry Session: 2023 Flower Trends Forecast</b>
12:00 p.m. - 1:15 p.m.	<b>Lunch - BYO Lunch with National Marketing Discussion</b>
1:30 p.m. - 2:30 p.m.	<b>Four Concurrent Educational Sessions</b>
	■ <b>Bring Out The Best In Your Team</b>
	■ <b>Empowering Tomorrow’s Leaders</b>
	■ <b>Floral Installations That Increase Sales</b> ( <i>Limited Space and Extra Fee to Participate</i> )
	■ <b>Wellness and Mindfulness for Teams</b> (Repeats at 3:15 p.m.)
2:30 p.m. - 3:00 p.m.	<b>Refreshment Break</b>
2:30 p.m. - 3:00 p.m.	<b>Experience Zone</b>
3:00 p.m. - 4:00 p.m.	<b>Three Concurrent Educational Sessions</b>
	■ <b>Wellness and Mindfulness for Teams</b> (Repeat)
	■ <b>Win-Win Vendor-Buyer Partnerships</b>
	■ <b>Profitable, Trend-Forward Everyday Designs</b>
4:15 p.m. - 5:15 p.m.	<b>Two Concurrent Educational Sessions</b>
	■ <b>Idea Swap: Staff Incentive and Retention Hacks</b>
	■ Repeated program TBD
6:00 p.m. - 9:00 p.m.	<b>Stars of the Industry Awards Dinner</b>
9:00 p.m. - 11:00 p.m.	<b>After Glow Party</b>