



NEXT GEN LIVE!

Schedule at a Glance

Sunday, February 25

12:00 PM

Registration Opens

1:00 - 2:00 PM

Opening Comments & "Get To Know You" Activity

2:00 - 3:15 PM

Birth of a Blossom: The Art and Science of Flower Breeding

3:15 - 3:30 PM

Networking Break

3:30 - 5:00 PM

Industry Trends and Challenges (Cross-Segment Discussion)

5:00 - 7:00 PM

Visit the Supplier & Product Showcase

7:00 - 9:00 PM

Dinner & Team Design Competition

Monday, February 26

7:30 - 8:30 AM

Early Morning Wellness

8:30 - 9:00 AM

Continental Breakfast

9:00 - 10:15 AM

Cultivating Harmony: Navigating Workplace Conflicts

10:15 - 10:45 AM

Networking Break

10:45 AM - 12:00 PM

Productivity Unleashed: Embracing Tech for Success

12:00 – 1:00 PM Lunch & Networking

1:00 – 2:00 PM **2 Concurrent Educational Sessions:**

- ***Retail Focused: Seasonal Splendor: Guide to Year-Round Product Development***
 - ***Wholesale/Supplier Focused: Data-Driven Decision Making***
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2:00 – 2:30 PM Networking Break

2:30 – 3:30 PM **Pitch-Perfect: How to Propose a New Idea**

3:30 – 4:00 PM Networking Break

4:00 – 5:00 PM **Grower Tour Insights**

6:00 – 9:00 PM Off-Site Evening Event in San Diego

Tuesday, February 27

6:30 – 7:00 AM Continental breakfast

7:00 AM – 4:00 PM San Diego Area Farm Tours (*additional fee to attend, lunch & transportation provided*)

4:00 PM Departures
