

Schedule at a Glance

+ Trends & New Products
 * Profitable Design
 ★ Attracting Talent
 ☁ Digital Marketing
 ● Best Practices
 ☐☐ Networking
 ↻ Session repeats

Wednesday, September 12

7 a.m. - 8 p.m.	SAF Registration Desk & Resource Center
5 - 5:45 p.m.	☐☐ First-Timers Reception
6 - 8:00 p.m.	☐☐ SAF President's Welcome Party

Thursday, September 13

7 a.m. - 5 p.m.	SAF Registration Desk & Resource Center
7 - 8:45 a.m.	★● Kick-Off Breakfast: Create a Culture to Attract Top Talent <i>Doors open at 7 a.m. Program starts at 7:30 a.m.</i>
9 a.m. - 5 p.m.	+ Outstanding Varieties
9:15 - 10:30 a.m.	★● Preparing Millennials for Leadership
Three Concurrent Sessions	☁ One of a Kind: How to Stand Out on Social Media
	+* Weddings that WOW
10:30 - 11 a.m.	Refreshment Break
10:35 - 10:55 a.m.	+* Experience Zone: OV Extravaganza
11 a.m. - 12:15 p.m.	+☁● The Future of the Retail Florist
	● Are You Selling Yourself Short?
	● Your Flower Shop Can Earn 20% More This Year. Really! ↻ Repeats on Friday at 3:15 p.m.
12:15 - 1:15 p.m.	☐☐ Networking Lunch on Your Own
1:15 - 2:30 p.m.	+☐☐ Premier Products Showcase: In Living Color
	★● HR Hacks that Win Loyalty ↻ Repeats on Friday at 3:15 p.m.
Two Concurrent Sessions	
2:30 - 5 p.m.	+☐☐ Supplier Expo
Two Concurrent Sessions	● One-on-One Tech Help Desk
6 - 9 p.m.	☐☐ American Floral Endowment Annual Fundraising Reception and Dinner*

Friday, September 14

6 - 6:30 a.m.	☐☐ Sunrise Yoga
7 a.m. - 2 p.m.	SAF Registration Desk & Resource Center
7 a.m. - 5 p.m.	+ Outstanding Varieties
7 a.m. - Noon	Voting
7 - 8:45 a.m.	☁● Marketing Breakfast & Floral Management's 25th Annual Marketer of the Year Award <i>Doors open at 7 a.m. Program starts at 7:30 a.m.</i>
9:15 - 10:30 a.m.	★● Internship Programs that Deliver
	☁ Using Video to Boost Engagement
	+* Rejuvenate Your Yuletide Business
10:30 - 11 a.m.	Refreshment Break
10:35 - 10:55 a.m.	☁ Experience Zone: Social Media Madness
11 a.m. - 12:15 p.m.	★● Breeding Future Floriculturists
12:15 - 1:30 p.m.	☐☐ Networking Lunch on Your Own

1 - 5:30 p.m.	☐☐ 27th Annual SAF PAC Golf Tournament*
1:30 - 2:45 p.m.	+● Down and Dirty: Nitty Gritty Hacks to Extend Vaselife
Three Concurrent Sessions	★● I Feel Ya: Why Emotional IQ Matters at Work
	★● Defending Your Online Brand
2:45 - 3:15 p.m.	Refreshment Break
2:50 - 3:10 p.m.	●☐☐ Experience Zone: Health and Wellness
3:15 - 4:30 p.m.	+* HANDS-ON WORKSHOP: Holiday Designs*
Three Concurrent Sessions	★● ↻ HR Hacks that Win Loyalty
	↻ Your Flower Shop Can Earn 20% More This Year. Really!
4:30 - 5 p.m.	★● Steps to PFCI Membership
5 - 6 p.m.	☐☐ Next-Gen Reception
6 - 8 p.m.	☐☐ Field to Vase Networking Dinner

Saturday, September 15

6 - 6:30 a.m.	☐☐ Sunrise Yoga
7 a.m. - 2 p.m.	SAF Registration Desk & Resource Center
7 a.m. - Noon	+ Outstanding Varieties
7 - 9:15 a.m.	Keynote Breakfast and Business Session <i>Doors open at 7 a.m.; program starts at 7:30 a.m.</i>
	+* Age-Appropriate Allure: Fashion Your Flowers to Fit Four Generations
9 - 11 a.m.	+*☐☐ 50th Annual Sylvia Cup Design Competition
9:15 - 9:45 a.m.	Refreshment Break
9:45 - 11 a.m.	☁ Sales Jolt! Photos that Sell
	● Holiday Playbook
Three Concurrent Sessions	● How to Overcome Transportation Challenges
11 - 11:30 a.m.	Refreshment Break
11:05 - 11:25 a.m.	+*☐☐ Experience Zone: Terrarium Mania
11:30 a.m. - 12:45 p.m.	★● Recruitment Renovation
	● Disarm the Disgruntled
Three Concurrent Sessions	☁ Managing Online Reviews
12:45 - 2 p.m.	☐☐ Networking Lunch on Your Own
2 - 3:15 p.m.	● HANDS-ON WORKSHOP: QuickBooks
	● Smarter Buying Strategies
Three Concurrent Sessions	+ Between the Petals: What Research Tells Us About Floral Consumers
3:30 - 4:30 p.m.	+●☐☐ Tech SOS: Ask the I.T. Pros
Two Concurrent Sessions	+* Advanced Design Techniques
6 - 6:30 p.m.	☐☐ Corsage & Boutonnière Bar & Reception
6:30 - 10 p.m.	☐☐ Stars of the Industry Awards Dinner
10:00 p.m. - Midnight	☐☐ After Glow Party

*Separate registration required