

SCHEDULE AT A GLANCE

Wednesday, September 18

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

Thursday, September 19

7:00 a.m. - 5:00 p.m.	SAF Registration Desk & Resource Center
7:00 a.m. - 8:45 a.m.	<i>Doors open and breakfast starts at 7 a.m.; Program starts at 7:30 a.m.</i> Kick-Off Breakfast: State of the Floral Industry - and SAF Floral Management's 26th Annual Marketer of the Year Award
9:00 a.m. - 5:00 p.m.	Outstanding Varieties
9:15 a.m. - 10:30 a.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none"> ■ Company Culture: Walk the Talk ■ Be the Business Worth Buying ■ Social Savvy: Instagram Tips to Build Your Brand, Increase Engagement and Generate Sales
10:30 a.m. - 11:00 a.m.	Refreshment Break
10:35 a.m. - 10:55 a.m.	Experience Zone: Time-Management Tools
11:00 a.m. - 12:15 p.m.	All Industry Session: Forecasting Amidst Expansion, Trade Wars and a Looming Downturn
1:15 p.m. - 2:30 p.m.	Let It Go: Leadership Skills to Empower Your Team and Free Up Your Time Repeats Friday at 3:15 p.m.
1:30 p.m. - 2:30 p.m.	New Products Showcase
2:30 p.m. - 5:00 p.m.	Supplier Expo
6:00 p.m. - 9:00 p.m.	American Floral Endowment Annual Fundraising Reception and Dinner*

Friday, September 20

6:00 a.m. - 6:30 a.m.	Sunrise Yoga
7:00 a.m. - 5:00 p.m.	Outstanding Varieties
7:00 a.m. - 8:45 a.m.	<i>Doors open and breakfast starts at 7 a.m.; Program starts at 7:30 a.m.</i> Innovation Breakfast: The Experience Revolution
9:15 a.m. - 10:30 a.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none"> ■ Relational Leadership (Repeats at 11 a.m.) ■ Monday Morning Quarterbacking: 20 Years from a Retailer's Playbook ■ Experiential Retailing
10:30 a.m. - 11:00 a.m.	Refreshment Break
10:35 a.m. - 10:55 a.m.	Experience Zone: Photo Editing Tips & Tricks

11:00 a.m. – 12:15 p.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none"> ■ What Consumers REALLY Want (Repeats at 3:15 p.m.) ■ Protect Your Brand with Proactive Customer Service (Repeats Saturday at 11 a.m.) ■ Relational Leadership (Repeat)
1:00 p.m. – 5:00 p.m.	28th Annual SAFFAC Golf Tournament*
1:30 p.m. – 2:45 p.m.	All Industry Session: 2020 Floral Trends Forecast, What Consumers Crave: Trend Translations for 2020
2:45 p.m. – 3:15 p.m.	Refreshment Break
2:50 p.m. – 3:10 p.m.	Experience Zone
3:15 p.m. – 4:30 p.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none"> ■ Advanced Design Techniques ■ What Consumers REALLY Want (Repeat) ■ Let It Go: Leadership Skills to Empower Your Team and Free Up Your Time (Repeat)
5:00 p.m. – 5:45 p.m.	Next-Gen Reception
6:00 p.m. – 8:00 p.m.	Networking Reception

Saturday, September 21

6:00 a.m. – 6:30 a.m.	Sunrise Yoga
7:00 a.m. – Noon	Outstanding Varieties
7:00 a.m. – 8:45 a.m.	<i>Doors open and breakfast starts at 7 a.m.; Program starts at 7:30 a.m.</i> Business Session Keynote Address: How I Did It
9:00 a.m. – 11:00 a.m.	51st Annual Sylvia Cup Competition
9:15 a.m. – 10:30 a.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none"> ■ Online Shopping Through Your Customers' Eyes ■ Onboarding Best Practices ■ Translating Trends into Everyday Designs
10:30 a.m. – 11:00 a.m.	Refreshment Break
10:35 a.m. – 10:55 a.m.	Experience Zone: Up your Packaging Game
11:00 a.m. – 12:15 p.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none"> ■ High-Volume Fulfillment ■ Boosting Social Media ROI ■ Protect Your Brand with Proactive Customer Service (Repeat)
1:30 p.m. – 2:45 p.m.	Three Concurrent Sessions <ul style="list-style-type: none"> ■ New Revenue Streams ■ The Price is Right: Or is It? ■ Steps to PFCI Membership
2:45 p.m. – 3:15 p.m.	Refreshment Break
2:50 p.m. – 3:10 p.m.	Experience Zone
3:15 p.m. – 4:30 p.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none"> ■ Book Club: "Lean In – Women, Work and the Will to Lead" by Sheryl Sandberg ■ Book Club: To Be Announced ■ Steps to Membership with the American Institute of Floral Designers
6:00 p.m. – 9:00 p.m.	Stars of the Industry Awards Reception and Dinner
9:00 p.m. – 11:00 p.m.	Afterglow Party

*Separate registration required