



# COVID19 Webinar Series: Strategies to Recover and Rebuild Wedding & Event Work

March 24, 2020

# COVID-19 Resources

## COVID-19 Updates for the Floral Industry

Stay updated on the latest industry news related to the coronavirus disease (COVID-19):

- Visit our [Industry News page](#) for timely updates.
- Make sure you are receiving SAF's newsletter, [SAF NOW](#), every Wednesday. Not getting the newsletter? Email [Sheila Santiago](#).
- Listen to the latest [webinars on COVID-19 best practices](#).
- [Industry Events Calendar](#)

### Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

### FAQs

As we get questions from the industry, we will post them, along with answers recommended by industry peers and other experts.

### HR Advice and Best Practices

Insight and advice on how to work with your team and keep your staff motivated and informed.

- [4 Coronavirus Considerations for Your Business](#)
- [Implementing VoIP technology for remote workers](#)

### Government Resources

Get updates on state and federal grants and loans, tax relief and other financial assistance.

- [U.S. Small Business Administration \(SBA\) Disaster Loans](#)
- [U.S. Chamber of Commerce Tool Kit](#)
- [IRS Coronavirus Tax Relief Website](#)
- [Small Business Administration Guidance and Loan Resources](#)

### Communicating with Customers

Communication with customers is key right now. Some advice follows:

- [Shop Safety and Sanitation](#)
- [Why We're Staying Open](#)
- [Safety of Floral Industry Shipments](#)

### Ongoing Education

[Put unexpected staff downtime to use with SAF training and webinars, including:](#)

- [Tim's Calling...Live \(customer service\)](#)
- [Book More Weddings On the Spot \(weddings\)](#)
- [How I Did It: Cultivating the Next Generation \(family business dynamics\)](#)
- [Small Web Fixes, Big Results \(Part I and II\)](#)

# COVID-19 State Resources

## State Resources

SAF is working hard to provide you with the most up-to-date information on how your state is handling Covid19-related issues such as unemployment, aid, small business assistance, and essential business guidelines. In the event that you are unable to locate the resources you need under your listed state (below), SAF suggests you visit your state government page for further information. Your government page can be found by [yourstatename.gov](#) or [yourstateabbreviation.gov](#). Most pages have a dedicated link for COVID19 where these resources are located.

## Navigating Requests for Exemptions from State and Local Jurisdictions

Decisions at the state and local level regarding directives on closures and shelter in place are being made very quickly, with little notice. Provisions for requesting exemptions vary from jurisdiction to jurisdiction. Check out your state or local jurisdiction's guidance, in the links below.

In the absence of a specific reference to floriculture, if the provisions allow for any of the following, there is a chance that e-commerce fulfillment and touch free deliveries could continue, but please consult with your attorney:

- Shipping, courier and delivery services
- funeral and other death services
- electronic shopping
- Crop agriculture

Some draft language for requesting or confirming an exemption:

*We have complied with the (elected official's) order and closed our retail store and offices. Some staff are working from home, others have been laid off. In accordance with the order, shipping and delivery services (or fulfillment of funeral related orders) continue at our facility, executed by a small crew which is following strict social distancing practices and other mitigation measures defined by the CDC to protect workers.*

---

### Alabama

- [Alabama Public Health Information](#)
- [Alabama State of Emergency Proclamation](#)

### Alaska

- [Alaska Public Health Information](#)
- [Alaska Small Business Development Center](#)

### Louisiana

- [COVID Response Site for Businesses](#)
- [COVID Economic Development Site for Businesses](#)

### Maryland

- [Stay At Home Order](#)
  - [Guidance on Essential Services](#)
-

# COVID-19 FAQ

HOME » COVID-19 UPDATES » FAQs

## FAQs

As we get questions from the industry, we will post them, along with answers recommended by industry peers and other experts.

### Q: Are we able to deliver flowers?

A: On the federal side we've seen no announcement that would prohibit floral or similar product deliveries yet, and there have been no restrictions put on FedEx, UPS or USPS. These are state-by-state and municipality-driven, however, so be sure to keep an eye out for announcements at that level. In the meantime, be sure to emphasize your ability to provide "touch-free" deliveries, and let your customers know about your sanitation practices.

### Q: Can the virus spread through flowers?

A: According to the Centers for Disease Control and Prevention, "there is likely very low risk of spread from products or packaging that are shipped over a period of days or weeks at ambient temperatures. Coronaviruses are generally thought to be spread most often by respiratory droplets. Currently there is no evidence to support transmission of COVID-19 associated with imported goods and there have not been any cases of COVID-19 in the United States associated with imported goods. Information will be provided on the Coronavirus Disease 2019 (COVID-19) website as it becomes available." Find out more. <https://www.cdc.gov/coronavirus/2019-ncov/faq.html#spreads>.

### Q: What are some creative solutions for work hours for employees?

A: Chris Drummond: Don't forget to ask your employees if they *want* to reduce hours. Communicate with them. They should know the situation you'll be in with cash flow. Go to employees who volunteer to take a day off first. Have that

### Q: Should we offer free delivery?

A: Chris Drummond: You can consider it! [I suggest that you start by] looking at your analytics on the past emails you've sent. You can see which of your coupons or promo orders in the past have generated a good response. If you do offer free delivery, just recognize that if your delivery is \$12.95, that's a \$12,95 discount you're giving. Most email programs also allow you to test different subject lines—I recommend trying that to see how response changes.

### Q: What should I say when consumers ask why my retail store is still open?

A: In times like this, when people are isolated, our industry's product can play an important role in connecting people who are otherwise physically disconnected due to the virus. We are remaining open with great caution, strictly following all recommendations for social distancing, offering touch-free deliveries. Also, as a small business owner with limited cash reserves, we want to do what we can to ensure our employees get a paycheck for as long as possible. So, while we're not forcing anyone to come in, we are trying to maintain shifts for healthy employees who still want to work.

### Q: Should I offer some sort of incentive to nursing homes?

A: Chris Drummond: It's OK to ask them, but some nursing homes will be sensitive to the idea that they are perceived as giving kickbacks. You can start the conversation as, "I want to be your go-to florist, what would it take?" Maybe there's some way you can get your foot in the door. I have gotten push back

# Questions?

- Click on the question tab and type in your question
- Questions answered at end of session

# Panelists

Kate Delaney, AAF, SAF Director of Career Development,  
former general manager, Matlack Florist, West Chester, PA

Cheryl Denham, AAF, AzMF, Lux Florist/Arizona Family  
Florist, Phoenix, AZ

Cynthia Linzy, Lux Florist/Arizona Family Florist, Phoenix, AZ

Zoë Gallina, AAF, Botanica International Design Studio,  
Tampa, FL

# Cancellations and Re-Bookings

- Communication
- Policies and procedures
- Financial and planning considerations

# New Inquiries

- Communicating with brides remotely
- Adapting consultations for “social distancing”
- Contract language to review/cash flow considerations



# Marketing for Future Weddings

- Putting downtime to use
- Developing a marketing plan
- Managing your calendar

# Questions?