Monday, July 27 | 2 pm – 5 pm EST

**KEYNOTE**
**Consumer Behavior in a COVID and Post-COVID World**

*Speaker: Jim Dion, Dion Co.*

How will consumer behavior continue to evolve in a time of physical distancing? In what ways will the pandemic reshape where, when, why — and how — consumers buy goods and services? For business owners who want to survive, answering such questions is key, and hope alone is not a strategy, says author, speaker and retail consultant Jim Dion of Dion Co. During this dynamic, thought-provoking presentation, Dion will leverage his research in human psychology and experience advising legacy brands through periods of intense change — including The Ritz-Carlton Company, Harley-Davidson Motor Company and Hummer — to share insight on the important lessons the current crisis already has taught retailers and how business owners can position their operations to be on the leading edge of changes in consumer spending and habits. Dion, a speaker at past SAF conventions, brings both a deep understanding of the unique challenges facing the floral industry within the context of the overall crisis — and fresh perspective on how to see some of those obstacles in a new and empowering light.

**PANEL DEBRIEF**
**Strategies in Adapting Operations**

Jim Dion laid out some of the biggest changes in consumer behavior, now learn how major players in the floral industry project how floral industry entrepreneurs will need to adapt their playbooks and how they plan to keep moving forward in new ways in the near- and longer term. Walk away with practical ideas and inspiration on how to take concrete steps immediately that will make your business more agile, resilient and successful.

**Panelists**
- **Chris Drummond**, AAF, PFCI
  Penny’s by Plaza Flowers
  Moderator
- **Anna Ball**
  President & CEO, Ball Horticultural
- **Sarah Bagle**
  Creative director, Accent Decor
- **Charlie Cole**
  CEO, FTD
- **Lindsay Squires**
  Community development manager & events coordinator, Tagawa Gardens

**ROUNDTABLES:**

After the panel debrief, engage with your peers on some of the key topics addressed in breakout rooms and virtual roundtables. These small, informal sessions are an ideal way to discuss ideas more fully and share and connect with other industry members.

**SPEAKER BIOS**

https://safnow.org/events-education/reinvention-summit/#MONDAY-SPEAKERS
Tuesday, July 28 | 2 pm – 5 pm EST

KEYNOTE
How Will COVID Impact Consumer Flower Buying?

Speaker: Charlie Hall, PhD., Texas A&M University

The Society of American Florists and the Floral Marketing Research Fund recently commissioned a consumer poll to determine how consumer floral buying behavior may change in the wake of the pandemic. Will flower budgets shrink? Will consumers purchase less frequently — or more frequently — than in the past? What are the top factors that will influence flower-buying in the next six months? Safety protocols? Budget? Be among the first to hear the results of this survey — and what they mean to floral businesses moving forward — from industry economist Charlie Hall, Ph.D., of Texas A&M University.

PANEL DEBRIEF
Responding to the New Realities of Consumer Flower Buying

Following Dr. Charlie Hall’s keynote presentation, a panel of industry experts will explore the practical implications of key findings and share how they are thinking through opportunities and challenges presented by some of these shifts in behavior. Attendees will have the chance to engage more deeply with key points made during Dr. Hall’s session, through the lens of decision makers representing different industry segments.

Panelists

David Boulton, AAF, PFCI
Flowers by George
Moderator

Tim Farrell, AAF, AIFD, PFCI
Farrell’s Florist

Gustavo Gilchrist
President, Kennicott Brothers Company

Seth Goldman
CEO, UrbanStems

Holly Heider Chapple
The Chapel Designers

Debora Steier
V.P. of Floral, Albertsons Companies

ROUNDTABLES:

After the panel debrief, engage with your peers on some of the key topics addressed in breakout rooms and virtual roundtables. These small, informal sessions are an ideal way to discuss ideas more fully and share and connect with other industry members.

SPEAKER BIOS

https://safnow.org/events-education/reinvention-summit/#TUESDAY-SPEAKERS
Wednesday, July 29 | 11 am – 5 pm EST

Online Strategies: Leverage Your Web Toolbox

The COVID-19 pandemic turned millions of consumers into more regular online shoppers almost overnight. Most experts say that, even as restrictions ease and retailers reopen physical spaces, the habits shoppers have learned over the past few months (picking out groceries via an app, grabbing dinner curbside, ordering birthday gifts with a quick tap on their laptop or phone) likely are here to stay. What does that mean for florists looking to attract more people online, improve user experience and convert more sales? Some of the industry’s top website providers will review lessons learned from the crisis, share strategies florists can implement and discuss some of the newest tools available to drive online business.

11 am - BloomNet
Maximize Social Media to Increase Engagement, Reach and Website Clicks

Renato Sogueco, AAF, PFCI, vice president digital strategy and education

Social media marketing is a must-do which requires quality staff time to do it right. Because of the time investment, be sure you are maximizing your posting processes to ensure you get the most reach and engagement. In this session, learn proven posting methods for reaching more potential customers on Facebook and Instagram. You’ll also hear strategies on how to generate more relevant clicks back to your website from Facebook and Instagram Advertising.

12 pm - Flower Shop Network
Digital Techniques & Storytelling

Jamie Adams, Director of Marketing & SEO

Digital storytelling is about making connections, having conversations and becoming a relatable personality instead of a business entity. This session will cover the storytelling tools all florists have at their disposal, including website content, images, video, social media platforms and physical storefronts, to compel more customers to buy more flowers.

1 pm - Ball Cut Flowers
The Blind Flower Design Challenge

Sarah Campbell and Jordan Marx, Intrigue Designs and Intrigue Teaches; Bron Hansboro, The Flower Guy Bron

Fresh off their semi-final finish on Netflix’s “The Big Flower Fight,” Sarah Campbell and Jordan Marx will demonstrate some of the creative concepts, advanced techniques and quick thinking they honed while competing on the international reality show. In this captivating presentation, watch the talented duo create a stunning floral installation while on the clock — with an extra challenge: every 10 minutes, they will receive additional buckets featuring some of Ball’s newest varieties to incorporate into their design. Bron Hansboro, owner of The Flower Guy Bron in Richmond, Virginia, and one of the event industry’s most sought-after speakers, will provide lively commentary during the fun, flowery chaos, followed by a Q&A with the plucky participants.

continued on next page
Wednesday, July 29 - continued from previous page

1:40 pm - Teleflora  
**Tactics for Leveraging High Traffic**

Kirby Ryan, Senior Director of eFlorist

With so many shoppers online, now is the time to focus your energy on attracting new customers and defining an online retention strategy. Participants will hear about tactics to help boost organic and paid traffic online, drive new customers to their sites, and encourage repeat purchases. The session will cover the role of SEO optimization, paid search, social channels, and customer outreach in driving traffic to your site.

2:40 pm - Got Flowers  
**Stop Neglecting Your Online Presence!**

Sundaram Natarajan, CEO

In this session, learn why it’s more important than ever to take a proactive approach on the Internet, keeping your online profile up to date and fully understanding what your customers see on your digital space — and how they interact with the content there. Find out how and why you can stand apart from competitors and learn tactics on how to compete more effectively for online business.

3:45 pm - Lovingly  
**Streamlining the Online Buying Experience**

Joe Vega, co-founder

The floral industry doesn’t adhere to the practice of simply pushing product. It is an emotional industry, present in every important milestone a human being could have. As a florist, you have a valuable talent for translating emotion into art. Every interaction is an opportunity to make a connection between two people and strengthen relationships. The key to a successful, profitable website is to provide visitors with great user experience. Users must feel comfortable, secure and free of frustration throughout their experience, from start to finish. This session will share strategies on how you can make that happen.

SPEAKER BIOS

https://safnow.org/events-education/reinvention-summit/#WEDNESDAY-SPEAKERS
Thursday, July 30 | 2 pm – 5 pm EST

KEYNOTE
Leveraging the “Localvore” Movement


Since the onset of the pandemic, the “buy local” movement appears to be growing stronger and even more relevant among consumers who care about their communities and want to support area small businesses. For decades, Lee’s Flower and Card Shop has been at the center of its community in Washington, D.C.’s historic U Street corridor. Join sisters and co-owners Stacie Lee Banks, AAF, and Kristie Lee as they share some of their experiences so far from the pandemic and social upheaval — and talk about how they are drawing on the foundation of their brand as a community-oriented local business to push through the chaos.

PANEL DEBRIEF
Building Community and Connections for Your Business

Industry members who have created strong bonds with their local communities will expand on the keynote session with a conversation about how floral businesses can better cultivate partnerships and networks among area businesses, civic groups, individuals and more. They’ll share insight on why those connections are even more important today and give advice on how tools such as great storytelling can help business owners find new pathways to stand apart, finance projects and build toward the future.

Panelists

Susan Bachman West
President,
Bachman’s Inc.
Moderator

John Burk
Digital marketing manager,
DVFlora

Sally Kobylniski
Owner & vice-president,
In Bloom Florist

Valerie Lee Ow
Co-owner, J. Miller Flowers

Sandy Schroeck, AIFD, PFCI

ROUNDTABLES:

After the panel debrief, engage with your peers on some of the key topics addressed in breakout rooms and virtual roundtables. These small, informal sessions are an ideal way to discuss ideas more fully and share and connect with other industry members.

SPEAKER BIOS
https://safnow.org/events-education/reinvention-summit/#THURSDAY-SPEAKERS
Friday, July 31 | 2 pm – 5 pm EST

KEYNOTE
Leadership in Times of Crisis

Speakers: Joe Don Zetzsche and Kate Penn

How do you lead your business through this unprecedented time and move from reacting to trauma and crisis to creating more strategic, meaningful and ultimately productive relationships with your team? How do you create a new framework and find ways to let go, move on and reimagine who you and your business might become? What do you do as a leader when you just don’t have all the answers? Join Joe Don Zetzsche, director of H-E-B’s BLOOMS Flower Shops, and Kate Penn, CEO of the Society of American Florists, for a conversation about what strong leadership looks like today and why it matters.

PANEL DEBRIEF
Leading Your Business through Change

After the conversation with Joe Don Zetzsche and Kate Penn, floral industry leaders will dig into the resources and perspective they tapped into as they made some of the hardest decisions of their careers. They’ll talk candidly about missteps, lessons learned and the key indicators they rely on now — and they’ll share some of the habits and strategies they’ve adopted or adapted over the last few months to become more effective leaders for their teams.

Panelists

Laura Shinall
President,
Syndicate Sales
Moderator

Cheryl Denham, AAF,
AzMF
CEO, Arizona Family Florist

Michelle Castellano
Keeler, AAF
Mellano & Company

Brad Levy
Allen’s Flowers & Plants

Liza Roeser
FiftyFlowers

ROUNDTABLES:

After the panel debrief, engage with your peers on some of the key topics addressed in breakout rooms and virtual roundtables. These small, informal sessions are an ideal way to discuss ideas more fully and share and connect with other industry members.

SPEAKER BIOS
https://safnow.org/events-education/reinvention-summit/#FRIDAY-SPEAKERS