

SCHEDULE AT A GLANCE

Learning Track Key:



E-Commerce and Social Media



Labor/Talent



Trends



Design

Tuesday, September 21

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

Wednesday, September 22

7:00 a.m. – 5:00 p.m. SAF Registration Desk & Resource Center

7:00 a.m. – 9:00 a.m. **■ Kick Off Breakfast: Searching for the End of Uncertainty**
Doors open and breakfast starts at 7:00 a.m.; Program starts at 7:30 a.m.

9:00 a.m. – 5:00 p.m. **■ ■ Outstanding Varieties Opens**

9:00 a.m. – 11:00 a.m. **■ Sylvia Cup Competition**

9:15 a.m. – 10:30 a.m. **Four Concurrent Educational Sessions**

■ ■ Designs Worth Sharing

■ Panel & Roundtable Reaction: Searching for the End of Uncertainty

■ Recruiting in a Post Pandemic World (Repeats Thursday at 3:15 p.m.)

■ Post Pandemic Remarketing: Turning New Customers into Repeat Buyers (Repeats at 3:15 p.m.)

10:30 a.m. – 11:00 a.m. Refreshment Break

10:35 a.m. – 10:55 a.m. **■ Experience Zone**

11:00 a.m. – 12:15 p.m. **■ ■ All Industry Session: Milestones and Wonders of Ornamental Plant Breeding**

12:30 p.m. – 3:00 p.m. Supplier Expo

3:15 p.m. – 4:30 p.m. **Four Concurrent Educational Sessions**

■ Advanced Social Media Skills Builder

■ Post Pandemic Remarketing: Turning New Customers into Repeat Buyers (Repeat)

■ Incentive Plans that Motivate and Retain Teams

■ Website Overhaul (Repeats Thursday at 3:15 p.m.)

5:00 p.m. – 5:30 p.m. Next Gen Reception

6:00 p.m. – 7:30 p.m. SAFFAC Party

Learning Track Key:

- E-Commerce and Social Media ■ Labor/Talent ■ Trends ■ Design

Thursday, September 23

7:00 a.m. – 4:00 p.m.	SAF Registration Desk & Resource Center
7:00 a.m. – 4:00 p.m.	■ ■ Outstanding Varieties
7:00 a.m. – 9:00 a.m.	■ Business Session and Keynote Breakfast: Grow Your Business with Machine Learning Advertising <i>Doors open and breakfast starts at 7:00 a.m.; Program starts at 7:30 a.m.</i>
9:15 a.m. – 10:30 a.m.	Four Concurrent Educational Sessions ■ Panel Discussion: Best Practices for Online Advertising ■ The Business Case for Diversity and Inclusion ■ Talent Cheat Sheet: Put the Right People In the Right Seats (Repeats at 3:15 p.m.) ■ Reels Mean Deals: The Power of Short Form Content and How Retailers are Cashing In (Repeats at 1:30 p.m.)
10:30 a.m. – 11:00 a.m.	Refreshment Break
10:35 a.m. – 10:55 a.m.	■ Experience Zone
11:00 a.m. – 12:15 p.m.	All Industry Session – How I Did It: Profiles in Change, Grit and Perseverance
1:30 p.m. – 2:45 p.m.	Three Concurrent Educational Sessions ■ Seed Your Future program ■ Converting Browsers to Buyers ■ Reels Mean Deals: The Power of Short Form Content and How Retailers are Cashing In (Repeat)
2:50 p.m. – 3:10 p.m.	■ Experience Zone
3:15 p.m. – 4:30 p.m.	Three Concurrent Educational Sessions ■ Website Overhaul (Repeat) ■ Talent Cheat Sheet: Put the Right People In the Right Seats (Repeat) ■ Recruiting in a Post Pandemic World (Repeat)
6:00 p.m. – 9:00 p.m.	Stars of the Industry Awards Dinner
9:00 p.m. – 11:00 p.m.	After Glow Party