

NEXTGEN LIVE! SCHEDULE AT A GLANCE

Sunday, June 11, 2023

12:00 p.m.	Registration Open
12:00 p.m. – 3:00 p.m.	Informal Pool Party
12:00 p.m. – 3:00 p.m.	Exhibitor Showcase and Networking
3:00 p.m. – 3:45 p.m.	Welcome and Opening Comments
3:45 p.m. – 5:15 p.m.	Give Your Customers FOMO: How In Store Experiences Can Drive Sales
5:15 p.m. – 5:30 p.m.	Recharge Break
5:30 p.m. – 6:30 p.m.	How I Did It
7:00 p.m. – 9:00 p.m.	Welcome Reception & Floral Design Competition

Monday, June 12, 2023

7:00 a.m. – 7:30 a.m.	Early Morning Mindfulness/Wellness
7:30 a.m. – 8:00 a.m.	Continental Breakfast and Exhibitor Showcase
8:00 a.m. – 12:00 p.m.	Your choice between two tour options that let you experience the floriculture epicenter of Miami.
	Option 1) Behind the Scenes Tour of Miami Airport
	Option 2) Tour of Progressive Retail Operations
12:00 p.m. – 1:00 p.m.	Boxed Lunch and Networking
1:00 – 2:00 p.m.	From Conception to Customer: The Journey of Floral Hard Goods
2:00 p.m. – 2:30 p.m.	Exhibitor Showcase and Networking Break
2:30 p.m. – 3:30 p.m.	5-Star Customer Experience
3:30 p.m. – 4:00 p.m.	Exhibitor Showcase and Networking Break
4:00 p.m. – 5:00 p.m.	Choose 1 of 2 Concurrent Digital Marketing Workshop Sessions
	Social Media Savvy: Content Strategy, Planning, and Posting
	Social Media Savvy: Short-Form Video Filming & Editing
5:15 p.m. – 6:15 p.m.	Communicate Like A Pro
7:00 p.m. – 9:00 p.m.	Surprise Evening Event!

Tuesday, June 13, 2023

8:00 a.m. – 8:30 a.m.	Early Morning Mindfulness/Wellness
8:00 a.m. – 8:30 a.m.	Continental Breakfast and Exhibitor Showcase
8:30 a.m. – 9:30 a.m.	Foundations for Building Healthy Relationships
9:30 a.m. – 10:00 a.m.	Exhibitor Showcase and Networking Break
10:00 a.m. – 11:00 a.m.	Choose 1 of 2 Concurrent Digital Marketing Workshop Sessions
	Social Media Savvy: Content Strategy, Planning & Posting (Repeat)
	Social Media Savvy: Influencers & Community Connections
11:00 a.m. – 11:30 a.m.	Exhibitor Showcase and Networking Break
11:30 a.m. – 12:30 p.m.	AI Primer
12:30 p.m.	Departures