

# NEXT GEN LIVE! 2023 SCHEDULE

See  
Education  
Session  
Overviews



Meet the  
Presenters  
and  
Panelists



## Sunday, June 11, 2023

12:00 p.m.	<b>Registration Open</b>	International Foyer
12:00 p.m. – 3:00 p.m.	<b>Informal Pool Party</b>	Pool Area
12:00 p.m. – 3:00 p.m.	<b>Exhibitor Showcase and Networking</b>	Salon 1-2
3:00 p.m. – 3:45 p.m.	<b>Welcome and Opening Comments</b>	Salon 1-2
3:45 p.m. – 5:15 p.m.	<b>Give Your Customers FOMO: How In Store Experiences Can Drive Sales</b>	Salon 1-2
5:15 p.m. – 5:30 p.m.	<b>Recharge Break</b>	International Foyer & Salon 1-2
5:30 p.m. – 6:30 p.m.	<b>How I Did It</b>	Salon 1-2
7:00 p.m. – 9:00 p.m.	<b>Welcome Reception &amp; Team Floral Design Competition</b>	Pool Area

## Monday, June 12, 2023

7:00 a.m. – 7:30 a.m.	<b>Early Morning Mindfulness/Wellness</b>	Salon 1-2
7:30 a.m. – 8:00 a.m.	<b>Continental Breakfast and Exhibitor Showcase</b>	Salon 1-2 and Foyer
8:00 a.m.	<b>Board buses for either: Behind the Scenes Tour of Miami Airport OR Tour of Progressive Retail Operations</b>	International Foyer
12:00 p.m. – 1:00 p.m.	<b>Boxed Lunch and Networking</b>	Salon 4
1:00 p.m. – 2:00 p.m.	<b>From Conception to Customer: The Journey of Floral Hard Goods</b>	Salon 1-2
2:00 p.m. – 2:30 p.m.	<b>Exhibitor Showcase and Networking Break</b>	Salon 1-2 and Foyer
2:30 p.m. – 3:30 p.m.	<b>5-Star Customer Experience</b>	Salon 1-2
3:30 p.m. – 4:00 p.m.	<b>Exhibitor Showcase and Networking Break</b>	Salon 1-2 and Foyer
	<b>Choose 1 of 2 Concurrent Digital Marketing Workshop Sessions</b>	
4:00 p.m. – 5:00 p.m.	<b>Social Media Savvy: Content Strategy, Planning, and Posting</b>	Salon 3
	<b>Social Media Savvy: Short-Form Video Filming &amp; Editing</b>	Salon 4
5:15 p.m. – 6:15 p.m.	<b>Communicate Like A Pro</b>	Salon 1-2
6:45 p.m.	<b>Board buses for The Doral Yard</b>	International Foyer
7:00 p.m.	<b>Networking Dinner at The Doral Yard</b>	
8:45 p.m.	<b>Board buses to return to the hotel</b>	

## Tuesday, June 13, 2023

7:30 a.m. – 8:00 a.m.	<b>Continental Breakfast and Exhibitor Showcase</b>	International Foyer & Salon 1-2
8:00 a.m. – 8:30 a.m.	<b>Early Morning Mindfulness/Wellness</b>	Salon 1-2
8:30 a.m. – 9:30 a.m.	<b>Foundations for Building Healthy Relationships</b>	Salon 1-2
9:30 a.m. – 10:00 a.m.	<b>Exhibitor Showcase and Networking Break</b>	Salon 1-2 and Foyer
10:00 a.m. – 11:00 a.m.	<b>Choose 1 of 2 Concurrent Digital Marketing Workshop Sessions</b>	
	<b>Social Media Savvy: Content Strategy, Planning &amp; Posting (Repeat)</b>	Salon 3
	<b>Social Media Savvy: Influencers &amp; Community Connections</b>	Salon 4
11:00 a.m. – 11:30 a.m.	<b>Exhibitor Showcase and Networking Break</b>	Salon 1-2 and Foyer
11:30 a.m. – 12:30 p.m.	<b>AI Primer</b>	Salon 1-2
12:30 p.m.	<b>Closing Comments</b>	Salon 1-2
12:45 p.m.	<b>Departures</b>	



# NEXT GEN LIVE!

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