



# MIAMI 2024

August 6-9

**139TH ANNUAL CONVENTION**  
JW Marriott Miami Turnberry Resort & Spa

## Learning Track Key

Strategic/Operational

Growth/Profitability

Team Development

Trends

## Tuesday, August 6

5:15 p.m. – 5:45 p.m. First Timers Reception

6:00 p.m. – 8:00 p.m. Presidents Welcome Party

## Wednesday, August 7

7:00 a.m. – 9:00 a.m. Kick Off Breakfast: State of the Industry & Consumer Buying Trends

9:00 a.m. – 5:00 p.m. Outstanding Varieties Competition open for viewing

9:00 a.m. – 5:00 p.m. Breeders Alley open for viewing

9:00 a.m. – 9:30 a.m. Tour of Outstanding Varieties with PFCI

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

- Secrets of a Growth Oriented Culture
- Profitable Designs: Maximize Margin, Minimize Waste
- Gear Up For Growth: Economic Insights to Guide Your Business Decisions

10:00 a.m. – 11:00 a.m. 55th Annual Sylvia Cup Design Competition open for Viewing

10:30 a.m. – 11:00 a.m. Networking Time | Experience Zone

11:15 a.m. – 12:30 p.m. All Industry Session: 2025 Flower Trends Forecast

12:30 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 4:00 p.m. Supplier Expo

4:00 p.m. – 5:00 p.m. **Two Concurrent Educational Sessions**

- Modern Day Ways to Drive Sympathy Sales
- Under the Microscope: Unlocking the Key to Double-Digit Growth

5:00 p.m. – 6:00 p.m. Next Gen Reception

6:00 p.m. – 7:30 p.m. SAFPAC Reception

## Thursday, August 8

7:00 a.m. – 9:00 a.m. SAF Business Meeting & Keynote Address: The Tip Jar Culture

9:00 a.m. – 3:00 p.m. Outstanding Varieties Competition open for viewing

9:00 a.m. – 3:00 p.m. Breeders Alley open for viewing

9:00 a.m. – 9:30 a.m. Tour of Outstanding Varieties with PFCI

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

- Cutting-Edge Customer Service Online and Off

- Unlocking Hidden Potential: Training New Leaders

- Passing the Torch Without Burning Bridges: Navigating Emotions for Family Business Succession

10:30 a.m. – 11:00 a.m. Networking Time | Experience Zone

11:15 a.m. – 12:30 p.m. All Industry Session: Top Industry Trends and Challenges Roundtable

12:30 p.m. – 1:30 p.m. Open Time for Networking and Lunch

1:30 p.m. – 2:30 p.m. **Three Concurrent Educational Sessions**

- Giving Back Strategies for Effective Community Engagement

- Reel It In: Boost Social Engagement with Video

- Mapping Out Your Sustainability Plan

2:30 p.m. – 3:00 p.m. Networking Time | Experience Zone

3:00 p.m. – 4:00 p.m. **Two Concurrent Educational Sessions**

- Building Profitable B2B Business Partnerships

- Idea Swap: Marketing & Growth

5:30 p.m. – 10:00 p.m. Stars of the Industry Awards Experience

## Friday, August 9

7:00 a.m. – 3:00 p.m. Tour of Miami Floral Operations (additional fee to attend)