



# AMELIA 26

# ISLAND 26

141st Annual Convention  
August 18-20, 2026

## EDUCATIONAL SESSION CATEGORIES

**OPERATIONAL STRATEGIES**

**INSIGHTS FOR GROWTH AND PROFITABILITY**

**BUILD STRONGER TEAMS**

**FLORAL TRENDS AND INSPIRATION**

**NETWORKING, RECEPTIONS, AND OPEN TIME**

### TUESDAY, AUGUST 18

|                        |                               |   |
|------------------------|-------------------------------|---|
| 7:00 a.m. – 8:00 p.m.  |                               | SAF Registration Desk & Resource Center                             |
| 12:00 p.m. – 2:00 p.m. | Floral Trends and Inspiration | Kick Off Lunch and 2027 Flower Trends Forecast Keynote Presentation |
| 2:15 p.m. – 5:15 p.m.  | Floral Trends and Inspiration | Supplier Expo   |
| 5:30 p.m. – 6:00 p.m.  |                               | First Time Attendee Reception                                       |
| 6:00 p.m. – 8:00 p.m.  |                               | Presidents Welcome Party  |

### WEDNESDAY, AUGUST 19

|                         |  |   |
|-------------------------|--|---|
| 7:00 a.m. – 5:00 p.m.   |  | SAF Registration Desk & Resource Center   |
| 7:00 a.m. – 9:00 a.m.   | Insights for Growth and Profitability                                | State of the Industry Keynote Breakfast & 32 <sup>nd</sup> Annual Marketer of the Year Announcement |
| 9:00 a.m. – 5:00 p.m.   | Floral Trends and Inspiration  | Outstanding Varieties Competition open for viewing  |
| 9:30 a.m. – 10:30 a.m.  |  | <b>Three Concurrent Educational Sessions (Choose 1 of 3 to attend)</b>                              |
|                         | Insights for Growth and Profitability                                | • Dominate Your Local Flower Market Online  |
|                         | Operational Strategies   | • Build Your Shops AI Brain   |
|                         | Build Stronger Teams   | • Stuck in the Middle: Turn Managers into Confident Leaders   |
| 10:35 a.m. – 11:05 a.m. | Insights for Growth and Profitability, Floral Trends and Inspiration | Networking Break & Experience Zone & Tour of Outstanding Varieties Competition with PFCI            |
| 11:15 a.m. – 12:30 p.m. | Operational Strategies   | Keynote Presentation: Economic Reality Check: Leading Through Uncertainty                           |
| 12:30 p.m. – 2:00 p.m.  |  | Open Time for Networking and Lunch  |
| 2:05 p.m. – 3:05 p.m.   |  | <b>Three Concurrent Educational Sessions (Choose 1 of 3 to attend)</b>                              |
|                         | Floral Trends and Inspiration  | • Bringing Wedding Trends to Life   |
|                         | Operational Strategies, Build Stronger Teams                         | • Faster, Better, Smarter: A Modern Approach to Training  |
|                         | Insights for Growth and Profitability                                | • Cash Flow Confidence  |
| 3:15 p.m. – 3:45 p.m.   | Insights for Growth and Profitability, Floral Trends and Inspiration | Networking Break & Experience Zone  |

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|                       |  | <b>Two Concurrent Educational Sessions (Chose 1 of 2 to attend)</b>   |
| 3:50 p.m. – 4:50 p.m. |  | <ul style="list-style-type: none"> <li>Your Next Employee Might Be in Your Backyard</li> </ul>                |
|                       |  | <ul style="list-style-type: none"> <li>Growth Through Acquisitions: When to Buy, When to Walk Away</li> </ul> |
| 5:00 p.m. – 6:00 p.m. |  | Next Gen Reception  |
| 6:00 p.m. – 7:00 p.m. |  | SAFPAC Reception  |

**THURSDAY, AUGUST 20**

|                         |  |  |
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| 7:00 a.m. – 3:00 p.m.   |  | SAF Registration Desk & Resource Center  |
| 7:00 a.m. – 8:15 a.m.   |  | Sylvia Cup Pre-Competition Meeting (For competitors only)  |
| 7:00 a.m. – 9:00 a.m.   |  | SAF Business Session Breakfast & Keynote Presentation  |
| 9:00 a.m. – 10:00 a.m.  |  | 57 <sup>th</sup> Annual Sylvia Cup Design Competition begins for competitors only  |
| 9:00 a.m. – 3:00 p.m.   |  | Outstanding Varieties Competition open for viewing   |
|                         |  | <b>Three Concurrent Educational Sessions (Choose 1 of 3 to attend)</b>   |
| 9:30 a.m. – 10:30 a.m.  |  | <ul style="list-style-type: none"> <li>Data Without Drowning: Turning Numbers into Better Decisions</li> </ul>           |
|                         |  | <ul style="list-style-type: none"> <li>Are You Getting What You Pay For? A Guide to Digital Marketing Metrics</li> </ul> |
|                         |  | <ul style="list-style-type: none"> <li>The Conversation You're Not Having (But Should Be)</li> </ul>                     |
| 10:00 a.m. – 11:00 a.m. |  | Sylvia Cup Design Competition Open to Viewers  |
| 10:35 a.m. – 11:05 a.m. |  | Networking Break & Experience Zone & Tour of Outstanding Varieties Competition with PFCI                                 |
| 11:15 a.m. – 12:30 p.m. |  | All Industry Session: TBD  |
| 12:30 p.m. – 2:00 p.m.  |  | Open Time for Networking and Lunch   |
|                         |  | <b>Three Concurrent Educational Sessions (Choose 1 of 3 to attend)</b>   |
| 2:15 p.m. – 3:15 p.m.   |  | <ul style="list-style-type: none"> <li>When Customers Want It Now: Systems that Make it Work</li> </ul>                  |
|                         |  | <ul style="list-style-type: none"> <li>Everyday Stems, New Possibilities</li> </ul>                                      |
|                         |  | <ul style="list-style-type: none"> <li>Managing Ownership Transition</li> </ul>  |
| 3:15 p.m. – 3:45 p.m.   |  | Wrap Up Roundtable: Top Takeaways from SAF Amelia Island   |
| 5:30 p.m. – 10:00 p.m.  |  | Stars of the Industry Awards Experience  |

**FRIDAY, AUGUST 21**

|                       |  |  |
|-----------------------|--|--|
| 6:15 a.m. – 4:00 p.m. |  | Behind the Scenes: A Rare Look Inside Two Premier Foliage Growers (Off-site Tour, Additional Fee Required) |
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