

GROW YOUR BUSINESS *with* FTD® UNIVERSITY

"I would strongly recommend FTD Boot Camp to anyone, regardless of experience. It was refreshing and exciting. I left there ready to conquer the world!"

– Colleen Sanders of Bokay Florist, Indianapolis, IN



FTD® BOOT CAMP

#1 Rated Course

At FTD Boot Camp, you'll sharpen your business and design skills and discover strategies for growing your local business. Fine-tune your design techniques and learn branding and marketing essentials during this fun, informative three-day workshop led by FTD Education Consultant Ann Jordan AIFD.

FTD Boot Camp is held in a small classroom setting to facilitate open discussion and idea generation.

DATES: August 1-3, 2016
LOCATION: FTD Headquarters, Downers Grove, IL
COST: \$699 per person



Register for FTD Boot Camp by June 20 and receive a \$100 early bird discount!



FTD® RE-BOOT

This advanced workshop is designed to help FTD Boot Camp "veterans" take their businesses to the next level. It includes three days of courses including holiday planning, intermediate social media marketing, advanced design techniques and more. FTD Re-Boot is led by FTD Education Consultant Ann Jordan AIFD.

DATES: October 3-5, 2016
LOCATION: FTD Headquarters, Downers Grove, IL
COST: \$699 per person
PREREQUISITE: FTD Boot Camp



Register for FTD Re-Boot by August 3 and receive a \$100 early bird discount!

To register for FTD Boot Camp and FTD Re-Boot and review agendas, visit FTDi.com/FTDUniversity.



FTD TAKE YOUR BUSINESS FURTHER™

2016 FTD UNIVERSITY EDUCATION CALENDAR

FTD WEBINAR SERIES

FREE!

The FTD webinar series is a collection of **FREE** online presentations on valuable business topics that can help you increase your sales and profits. The webinars are presented by FTD Education Team members and leading industry professionals.

BUILDING AN INTEGRATED MARKETING PLAN

Featuring Tina Coker AIFD

FTD Education Consultant

June 21, 2016 at 5 pm ET/2 pm PT

MAXIMIZE YOUR MERCHANDISING POTENTIAL

Featuring J. Keith White AIFD

FTD Education Consultant

August 16, 2016 at 5 pm ET/2 pm PT



Must watch Maximize Your Merchandising Potential live to be eligible for Makeover Magic.

TRIMMING YOUR COST OF GOODS

Featuring Skip Paal AAF

President, Rutland Beard Floral Group

October 18, 2016 at 5 pm ET/2 pm PT

HIRE EMPLOYEES EVERY DAY OF THEIR CAREER!

Featuring Glenna Hecht

President and Founder, Humanistic Consulting

December 6, 2016 at 5 pm ET/2 pm PT

To register for webinars, visit FTDi.com/FTDUniversity

DON'T MISS YOUR CHANCE

Makeover
MAGIC
BY FTD

You must watch

Maximize Your Merchandising Potential live to be eligible for our popular Makeover Magic contest. Don't miss your chance to win a free shop makeover!

Visit FTDi.com/Makeover for more details and to register.



FTD HOW-TO VIDEO SERIES

Expand your skills and train employees with these **FREE** two-minute videos. FTD Education Consultants share valuable business and design tips with you and your staff from the comfort and convenience of your shop or home.

Access the videos at
FTDi.com/FTDUniversity.



MISSED A WEBINAR?

Previous webinars can be viewed at any time on FTDUniversity.com.



FTD TAKE YOUR BUSINESS FURTHER™