



2018 FTD® UNIVERSITY

Course Calendar



FTD University provides you access to world-renowned business and design experts through a variety of onsite and online education courses. FTD invests in these courses, and more specifically in our members, to help you **take your business further.**

WWW.FTDI.COM/FTDUNIVERSITY



FTD® BOOT CAMP

Sharpen your business and design skills to help grow your local business at FTD Boot Camp. This fun and informative three-day workshop, led by Ann Jordan AIFD, is packed with information designed to drive local business to your shop, fine-tune your design techniques and market your business.

DATES: August 6-8, 2018
 October 1-3, 2018
LOCATION: Downers Grove, IL - FTD Headquarters
COST: \$699/person*



EARLY BIRD SPECIAL:

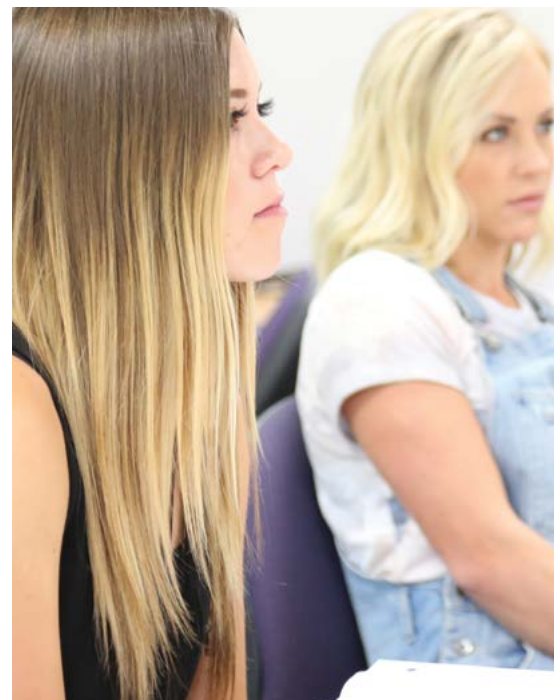
~~\$699/person~~ \$599/person if registered by June 6, 2018 for August session and August 1, 2018 for October session.

*This great value is inclusive of all education sessions, flowers, design tools and materials. Refreshment breaks, daily lunch and a networking dinner on the Monday night of the session are also included.

FTD® MERCURY POINT OF SALE TRAINING

Maximize your FTD Mercury Point of Sale (POS) system investment with **FREE*** training. Get the most out of your powerful system with the industry's most comprehensive classroom-based training, held at FTD Headquarters in Downers Grove, IL.

TRAINING DATES: July 10-12, 2018
 August 14-16, 2018
 October 9-11, 2018
 November 6-8, 2018



“Taking time to be out of my shop is always a challenge. I am so glad I ignored my excuses. I left FTD Boot Camp feeling enthused about this incredible industry and ready to challenge myself to reach higher levels of design and business practices.”

- Leah Van Ness, Montville Florist, Uncasville, CT

*This FREE training includes lunch and snacks on all session days and one night of hotel room and tax at the DoubleTree Suites Downers Grove (hot breakfast buffet and high-speed internet included).



View the full agenda at
www.FTDi.com/FTDUniversity

ONLINE OPTIONS

FTD® WEBINAR SERIES

NEW, MORE CONVENIENT TIME!

The FTD Webinar Series features **FREE** online presentations on valuable business topics that can help you **increase your sales and profits**. The webinars are presented live by one of FTD's leading education consultants or a seasoned business professional.

"Knowledge is power, and any one thing that you might take away from one of these webinars could be infinitely beneficial."

- Amber Raymond, Willow Blu, Richland, MS

AMERICAN FLORAL TRENDS FORECAST 2018-2019: TURNING TRENDS INTO TRAFFIC

Featuring J. Keith White AIFD

FTD Education Consultant

January 23, 2018 at 4 pm ET/1 pm PT

IS YOUR WEBSITE WORKING FOR YOU OR AGAINST YOU?

Featuring Krista Neher

CEO, Boot Camp Digital

March 13, 2018 at 4 pm ET/1 pm PT

FIVE ACTIONS TO TAKE TO IMPROVE YOUR SHOP'S CYBERSECURITY

Featuring Michael Boucher

FTD Senior Director of IT Risk Management

April 17, 2018 at 4 pm ET/1 pm PT

FLORAL CARE & HANDLING TIPS TO BOOST YOUR BOTTOM LINE

Featuring Steve Daum

Director of Superflor Technologies, Florallife®

May 22, 2018 at 4 pm ET/1 pm PT

PAYROLL: TARGETS, ANALYSIS AND INCENTIVES

Featuring Derrick Myers, CPA, CFP

President, Crockett, Myers & Associates

July 24, 2018 at 4 pm ET/1 pm PT

SEO 101: DRIVING NO-COST TRAFFIC TO YOUR WEBSITE

Featuring Timm McIntyre

FTD Product Manager - Ecommerce

September 18, 2018 at 4 pm ET/1 pm PT

PAYROLL: SCHEDULING FOR PROFIT

Featuring Derrick Myers, CPA, CFP

President, Crockett, Myers & Associates

November 13, 2018 at 4 pm ET/1 pm PT



Register for all webinars at www.FTDi.com/FTDUniversity

MISSED A WEBINAR?

All webinars are recorded and available for viewing on our florist YouTube channel, [YouTube.com/FTDMercuryNetwork](https://www.YouTube.com/FTDMercuryNetwork).



MERCURY NETWORK YOUTUBE CHANNEL

Got a minute or two? Brush up on your design skills or pick up new business-building tips on the Mercury Network YouTube page, [YouTube.com/FTDMercuryNetwork](https://www.YouTube.com/FTDMercuryNetwork). You'll find how-to videos devoted to both FTD exclusives and everyday arrangements, dozens of recorded webinars, two-minute business-boosting videos and more. Make sure to subscribe to the channel so you never miss a new posting!

FTD® MERCURY POS PERSONALIZED TRAINING

Get one-on-one training for your Mercury POS system on specific training topics of your choice for the low cost of \$99 per hour. Scheduled at your convenience, you will receive personalized training with your own data from your own POS. We simply set up a remote connection to share your screen and host the tutorial with an expert trainer.



EARN A \$1,000
Scholarship

CONTINUING EDUCATION IS KEY
TO LIFELONG LEARNING

FTD University is offering \$20,000 in scholarships to industry-leading business and design continuing education programs in 2018! FTD Scholarships are exclusively for FTD Florists and their employees who share our passion for continuing education in the floral industry.

To earn one of 20 scholarships, each worth \$1,000, applicants must fill out a short application and answer five short-answer essay questions at www.FTDi.com/FTDUniversity. **The application deadline is April 1, 2018.**

SCHOLARSHIP OPPORTUNITIES ARE AVAILABLE FOR:

- SAF Convention | Palm Springs, CA
- AIFD National Symposium | Washington, DC
- FTD Boot Camp | Downers Grove, IL