



FTD®

# Boot Camp

FTD University is excited to offer our member florists a fun-filled and informative three-day workshop combining business and design skills. The following schedule\* is a snapshot of the exciting opportunities to help enhance your skills. FTD Boot Camp's hands-on design classes are ideal for all skill levels.

Business and design sessions are led by FTD Education Consultant Ann Jordan AIFD unless otherwise noted in the schedule. Pete Samek AIFD, FTD Quality Services Representative, assists during the hands-on designs.

## Day 1

**8:00 a.m. CHECK-IN**

**8:15-10:15 a.m. BUSINESS SESSION CONSUMER TRENDS**  
*Andrea Ancei, CFD, FTD Lead Floral Designer*  
Understanding consumer trends is crucial to your success. We will review the influences and facets that pave the way to success.

**AMERICAN FLORAL TRENDS FORECAST**  
Knowing the current trends in color and floristry will help guide the way you design, purchase merchandise, create wedding styles and craft displays in your shop.

**10:30 a.m. - 12:15 p.m. BUSINESS SESSION TRAINING AND MOTIVATING EMPLOYEES**  
A key factor in employee retention is providing the opportunity for proper training and job skill enhancements. These important motivators benefit both your employees and your business.

**BRANDING**  
Profitable companies know image is their number one asset and that branding creates customer loyalty. This session will walk you through creating or fine-tuning your brand.

**12:15 p.m. LUNCH**

**1:00-3:00 p.m. DESIGN SESSION EVERYDAY DESIGNS**  
Challenge your abilities as you focus on arrangements that are trendy with vast consumer appeal.

The first session will introduce the elements of color and form as well as the principles of harmony and unity. Techniques including layering, veiling and the proper use of common floral tools will also be incorporated. (Design tools and *Florists' Review Design School* book provided.)

*Followed by design evaluation*

**3:15-5:15 p.m. DESIGN SESSION SYMPATHY DESIGNS**  
You'll learn graceful ways to express wishes of peace, strength and sympathy through flowers while remaining mindful of a budget.

The elements of form, line and space will be explored, along with the principles of proportion and balance. Techniques will include grouping, framing and basing.

*Followed by design evaluation.*

**6:00 p.m. NETWORKING DINNER**

## Day 2

**8:00 a.m. CHECK-IN**

**8:15-10:00 a.m. BUSINESS SESSION EFFECTIVE SALES TECHNIQUES AND CUSTOMER SERVICE**  
Our world is filled with competition. Mastering key selling skills is more important than ever, and will set your shop apart and boost your bottom line.

**WEDDING CONSULTATIONS**  
Successful wedding consultations are all about connecting with the bride-to-be. Learn strategies to gain her confidence and trust.

**10:15 a.m. - 12:30 p.m. BUSINESS SESSION MARKETING**  
Explore various marketing opportunities and craft a strategy to give you the greatest possible advantage for success.

**EMAIL MARKETING**  
*Aaron Csorba, FTD Sr. Web Operations Manager*  
Discover how email marketing can help you promote your shop, website and products. You'll gain valuable insight on who to contact, how to contact them and what to offer.

**SOCIAL MEDIA**  
*Emily Bucholz, FTD Director of Communications - Florist Division*  
Discover simple ways to utilize social media as an inexpensive, instantaneous marketing tool for connecting with your customers.

**12:30 p.m. LUNCH & FTD PRODUCT REVIEW**

**1:30-3:30 p.m. DESIGN SESSION DESIGNING FOR YOUNG PROFESSIONALS**  
This design session will challenge you to mix up your design style to appeal to a younger, trendier customer base.

You'll explore the elements of color and texture and principles of harmony and rhythm. Techniques used will include sheltering and zoning.

*Followed by design evaluation.*

**3:45 p.m. - 5:45 p.m. DESIGN SESSION WEDDING DESIGNS**  
Staying current is key to winning wedding business. You'll be encouraged to think outside the box to satisfy even the most particular of brides.

Incorporated elements will include color and balance, along with the principles of harmony and emphasis. A wide variety of techniques will be utilized, including hand-tied spiral, lacing, banding/binding, detailing and reflexing.

*Followed by design evaluation*

## Day 3

**8:00 a.m. CHECK-IN**

**8:15-11:45 a.m. BUSINESS SESSION PROFITABILITY AND COST OF GOODS**  
Surviving and thriving as a small business requires being focused on your bottom line. In this session, you'll explore strategies for being a profit-minded florist without sacrificing quality.

**QUALITY**  
Keith Harbison AIFD, FTD *Senior Manager of Quality Assurance*  
FTD recognizes and rewards florists who embrace industry best practices. In this session, you'll master quality, care and handling and proper substitution for FTD branded bouquets.

**12:00-12:30 p.m. DESIGN DEMONSTRATION BODY FLOWERS**  
Body flowers for weddings and proms have truly become works of art. The latest techniques to wow your customers will be demonstrated.

**12:30 p.m. LUNCH**

**1:15 p.m. TOUR OF FTD HEADQUARTERS**

**2:00 p.m. CONCLUSION OF FTD BOOT CAMP**

**2:00 p.m. OPTIONAL SESSION FLORISTS ONLINE TRAINING**  
*Briana Jones, Manager - FTD Agency*  
Learn tips and tricks for quickly setting up your own FTD Florists Online website.

SCHEDULE OF EVENTS

