



FTD® Re-Boot

FTD University is pleased to offer FTD Re-Boot, an advanced course designed to implement innovative business and floral design strategies to **help take your business to the next level**. The following schedule¹ is a snapshot of the exciting opportunities for business and design knowledge to help **enhance your skills**. 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 design classes.

**SIGN UP TODAY!
SPACE LIMITED**

SCHEDULE OF EVENTS

	DAY 1		DAY 2		DAY 3
8:00 AM	Check-in	8:00 AM	Check-in	8:00 AM	Check-in
8:15 AM-9:00 AM	FTD Boot Camp Review	8:15 AM-9:00 AM	Holiday Planning Getting through the holidays successfully takes plenty of planning. In this session, learn the survival skills needed to endure each holiday efficiently and profitably.	8:15 AM-9:30 AM	Profitability and Cost of Goods Sold 2 Profitability is at the core of running a successful business. In this session, we will build on the concepts discussed at FTD Boot Camp and explore advanced practices to help cut costs and maximize your profits.
9:00 AM-10:15 AM	Go Big! Explore big ticket items to generate greater revenue, such as commercial accounts, weddings, events, conventions, funerals and prom. Within a competitive market, each florist needs to find business niches that are unique to their demographic. We will explore opportunities to find new customers in these areas.	9:00 AM-9:45 AM	Training Employees – The Designer Today’s flower shops must have high performance people who work passionately, quickly and with profit in mind, to create designs that are trendy and innovative while streamlining productivity.	9:30 AM-10:00 AM	The Next Big Thing...What is Trending During this session we will review what is trending in key areas of the floral industry including business, marketing, product and design
10:30 AM-11:00 AM	Quality 2 <i>Keith Harbison AIFD, FTD Quality Manager,</i> FTD recognizes and rewards member florists that continually strive to achieve industry-best practices. A deeper dive into FTD quality-related initiatives will reveal opportunities for cost avoidance, increased profitability and improvement in consumer satisfaction.	9:45 AM-10:15 AM	Customer Service The single most important tool for business is excellent customer service. It is proven that this is the reason customers return and have loyalty to your business. Learn how to create a connection with clients while providing great product value from caring employees.	10:15 AM-11:00 AM	New Product Review <i>Pete Samek AIFD, FTD Quality Services Representative</i> View a showcase of trendy floral material from some of the industry’s leading suppliers. Find out what is new, hot and happening!
11:00 AM-12:00 PM	Round Table – Goal Planning <i>Nobody plans to fail; they just fail to plan.</i> Setting business goals will not only ensure success and give a broader perspective of business, it will also give you greater confidence in what lies ahead and how your shop can optimize it. We cannot predict the future, but we can plan for it.	10:30 AM-11:00 AM	Advanced Search Engine Optimization <i>Dan Boron, FTD Vice President e-Commerce</i> Do you know where your website ranks among potential clients? Learn advanced tips and ideas about search engine optimization to help position your website ahead of your competition.	11:00 AM-12:00 PM	Round Table – Goal Planning <i>Nobody plans to fail; they just fail to plan.</i> Setting business goals will not only ensure success and give a broader perspective of business, it will also give you greater confidence in what lies ahead and how your organization will be able to optimize it. We cannot predict the future, but we can plan for it.
12:00 PM	Lunch	11:00 AM-12:00 PM	Round Table – Goal Planning <i>Nobody plans to fail; they just fail to plan.</i> Setting business goals will not only ensure success and give a broader perspective of business, it will also give you greater confidence in what lies ahead and how your organization will be able to optimize it. We cannot predict the future, but we can plan for it.	12:00 PM	Lunch
1:00 PM-3:00 PM	Design Session – Hand-Tied in an Armature The design technique of an armature can show style and skill. In this design session, we will combine the technique of a hand-tied spiral with an armature to create a trendy bouquet. <i>Followed by design evaluation.</i>	12:00 PM	Lunch	1:00 PM-2:00 PM	Design Session – Designer’s Choice Using your knowledge of design from the FTD Boot Camp and FTD Re-Boot design sessions, create an arrangement that shows your understanding of trends and your shop’s brand. <i>Followed by design evaluation.</i>
3:15 PM-5:15 PM	Design Session – Kubari Kubari is a technique that is used in Oriental Design. It is a simple way to arrange flowers using bent or forked branches in a vase, creating an elegant and dramatic design. <i>Followed by design evaluation.</i>	1:00 PM-3:00 PM	Design Session – Vegetative Vegetative design evokes a place, time and season. Unity and harmony abound with the understanding of this design style, while mimicking nature’s growth patterns and habits. <i>Followed by design evaluation.</i>	2:00 PM	Conclusion of FTD Re-Boot
6:00 PM	Networking Dinner	3:15 PM-5:15 PM	Design Session – Formal Linear Sometimes referred to as high style design, understanding formal linear design with grouping plant material to showcase strong forms and lines separates the designer from the floral arranger. <i>Followed by design evaluation.</i>	2:00 PM-3:00 PM	Optional Session – Advanced Social Media <i>Emily Bucholz, FTD Director, Marketing and Events</i> <i>Aaron Csorba, FTD Web Operations Manager</i> Take your social platforms to the next level of consumer connection with practical and effective strategies. Learn how to build out a social media calendar and incorporate it into your overall marketing plan with smart goals and a road map for success.



THE FTD®
Beyond Brilliant™
Luxury Bouquet
LX158d

¹Schedule subject to change.

