
Cultivate'20 Planning Continues; Here's What You Need to Know Right Now



By **Brian D. Sparks** (<https://www.greenhousegrower.com/author/sparks/>)
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Since AmericanHort first **announced Cultivate’20 would become a completely virtual event this year** (<https://www.greenhousegrower.com/management/cultivate20-will-now-be-a-virtual-event/>), long-time attendees of the conference, which normally takes place in Columbus, OH, in July, have likely been wondering how such a version of the event would look.

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- Monday, July 13: State of the Industry Presentation
- Tuesday, July 14: Town Hall Discussion: Management Lessons from a Pandemic: What I Learned About Management, Leadership, and Myself
- Wednesday, July 15: Women in Horticulture: Strategic Networking and Mentorship; Accessing and Building Power through Relationships
- Thursday, July 16: Town Hall: What Lies Ahead: Charting an Industry Path Forward

The afternoon (between 2:00 p.m. and 5:00 p.m. EST) each day will include live educational sessions, along with roundtable discussions (specific information on the sessions and discussions will be coming soon).

“We’ve arranged a schedule that allows for daily gatherings of all attendees together, time for exhibitors to meet their customers, concurrent education sessions to share best practices, and opportunities for individual and small group networking,” says Ken Fisher, President and CEO of AmericanHort.

What about the popular trade show floor at Cultivate? Exhibitors will have 3D booths where customers can interact with booth personnel via live chat, watch product videos and demonstrations, download product information, and more. New plant varieties and new

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