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Authored By: Stephanie Brady on: July 22, 2020 In: Business Builder , Events & Education , Operations , Profitability No Comments

If you're not yet registered for the Society of American Florists' all-virtual Reinvention Summit taking place next week, from July 27-31, don't worry. There's still time to register! You won't want to miss out on these informative and interactive sessions. SAF has a host of registration options that make it easy for industry members to attend, including access to full programming for 30 days after the event for all registered attendees, one-day passes and deep discounts for additional team members from the same business.

The Best and Brightest Come Together

The event program offers five days packed with interactive sessions. Each day starts off with a keynote session brought to you by the top minds from inside and outside the industry to tackle important questions around what the new normal, or next normal, will look like. Then, listen to a panel discussion with industry leaders recapping big takeaways from the session, raising tough questions, and challenging traditional thinking. To end the day, engage with your peers and connect with other industry members on some of the key topics addressed in a breakout room and virtual roundtable setting.

Our Wednesday program looks a little bit different and is free for all paid Summit registrants. This day will focus on leveraging your web toolbox with some of the industry's top website providers reviewing lessons learned from the crisis, sharing strategies florists can implement and discussing some of the newest tools available to drive online business. (Plus, you won't want to miss an appearance and Q&A with two of the stars of Netflix's hit show "The Big Flower Fight." Check out the event schedule for more info.)

Customize Your Experience

If your schedule for next week is looking a bit full and you're unsure if you can attend the full week of virtual sessions, you can completely customize your own schedule by opting to register for a select few days or for the full week. And, if you are registered for a day but suddenly get busy and miss any part of it, you will have access to watch your registered sessions on-demand for 30 days after the Summit.

Check out the program details for each day and register for the event on the Reinvention Summit event page ! We can't wait to see you there (virtually)! Click here to connect with an SAF staff member for details on how to register additional attendees from the same business at a deep discount.

Stephanie Brady is the Project Coordinator for the Society of American Florists.

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