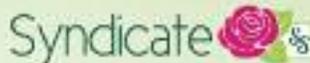




Returning by Popular Demand! AIFD Hands-On Design Classes

Classes are underwritten
and supported by
AIFD Elite Partners:



The AIFD National Symposium in Seattle again brings you amazing hands-on learning experiences. Designed for everyone, these interactive sessions are especially great for those seeking to gain more experience or perhaps looking to become CFD® or AIFD®.

About these AIFD Classes:

- These dynamic 90-minute classes are a combination of lecture/demonstration and hands-on application. Taught by leading floral artists, they have been especially created just for the AIFD audience.
- Pre-registration encouraged, and you must select classes, dates and times.
- Participants receive a certificate upon completion of each course.
- Flowers and materials are included in the cost of the class. Bring your own tools (knife, scissors, wire cutters, etc).
- The classes do not overlap the main stage programs of Symposium. You can attend the classes and attend Symposium.
- Each of the 4 design subjects will be repeated 3 times. Scheduling is on a first come-first serve basis.
- Class sizes are limited to 30 people to ensure a quality experience.
- Cost to attend one class is \$69 for Symposium registered attendees, and \$129 for those not registered for Symposium.

AIFD Hands-On Class #100

Subject: Rhythm, Repetition, Pattern

Title: *“Rock, Paper, Scissors, Flowers”*

Instructor: Ron Mulray AIFD, CFD



Think outside the box in this fun and Xtremely challenging workshop using Xquisite Flowers, Rocks, Paper and Scissors that will take your designs to the next level. Join instructor Ron as he Xcites you to think outside the box using paper to showcase several trending styles of arrangement from the honeycomb structure to a freeform armature and even beautiful Xquisite jewelry made with paper and adorned with flowers. Participants will learn how to construct a complex paper honeycomb structure that will conclude in the creation of a unique and Xcellent table arrangement. Receive one on one instruction and open your mind to new concepts that will boost your confidence and skills while thinking outside the box. Take the ordinary to Xtraordinary to add that unexpected and signature element to your floral design work that will set your designs apart from the competition.

Additional Tuition Required

Each Hands-On class earns 2 CEUs for AIFD/CFD

AIFD Hands-On Class #200

Subject: Jewelry

Title: *“Botanical Jewelry with Fresh Flowers and Textures”*

Instructor: Francoise Weeks



Botanical materials have all the sparkle, movement and gesture of gems and metals. Learn to innovate jewelry design using wire as a base for rings, necklaces, bracelets and earrings. Piece together the tiny and often overlooked bits of texture occurring in seedpods, tendrils and succulents with small blossoms or deconstructed flowers. These adornments stun at galas, weddings and on the catwalk.

AIFD Hands-On Class # 300

Subject: Social Media

Title: *“Xceptional Social Media Management for Florists”*

Instructor: Cathy Hillen-Rulloda AIFD, CFD, PFCI



Learn how to prioritize your time and resources to create and enhance an effective, Xceptional online presence for your flower shop, design studio and/or your personal brand as a premier floral designer. You'll get the latest dos and don'ts, and whens and wheres to take advantage of the free and low-cost opportunities to communicate your unique messages to the flower-buying public.

This class requires that you bring a smart phone, tablet, notebook, or laptop to connect to the internet and take advantage of the information provided. WiFi will be available.

AIFD Hands-On Class #400

Subject: Wire Work

Title: *“Xacting in Detail – Floral Jewelry from Decorative Wire”*

Instructor: Doug Bates AIFD, CFD



Does working with decorative wire Xcite you? If not, it should! And after this hands-on class, you'll be left anxious with anticipation to Xperiment with this fun medium. Join Doug as he shares tips and techniques to create the foundations for unique floral jewelry, perfect for weddings, special events, and Prom. Xplore your creativity, Xpand your sales and increase your profits!