



AIFD National Symposium | St. Louis, Missouri | July 7-15, 2027

Call for Proposals | Suggestions

The AIFD Symposium is filled with many different educational sessions. While we are NOT limiting our selections to only the topics listed here, we are seeking speakers who can speak to these or similar topics. Please feel free to propose other topic ideas for consideration.

Wedding and Events: Beginner to Advanced education

We're looking to include programs that will help current wedding and event professionals expand their design skills and help them grow their businesses. We understand that weddings and events are an expanding segment of the floral industry, and we're looking for experts in this field to share their experiences and successes.

Out With the Old...In With the New: We are looking for professionals who are known for breaking the barrier between cookie-cutter trends and unique, individually curated wedding and event décor. We want to see how you manage to break away from the same old Pinterest ideas and discover how you put your own unique brand into the events you create.

Meeting and Tempering Expectations: Are you an expert at negotiations? Do you know how to build relationships, trust, and understanding with your wedding and event clients? We're looking for someone who knows how to set themselves up to always exceed and, when needed, temper the expectations of wedding couples. If you want to share your experience on building trust and realistic expectations, we'd love to hear from you.

Destination Weddings: Are destination weddings your niche? If so, why not share how you've become successful in this growing wedding segment?

Profitable Pricing: Pricing events is always a topic of conversation at conventions and meetings. We'd love for you to share your expertise on how to price out events of every size. Please share your tips and processes to help others become more profitable and confident in their businesses.

Success is in The Details: Do you have experience to share in the areas of logistics, organization, and implementation? As creatives, it's easy to concept floral-filled displays, but the execution can be overwhelming. We're looking for professionals who can share their knowledge on how to build large installation pieces, tips for ease in transportation of equipment, and plans for on-site designing and staffing. Does this sound like you?

Retail, Grocery and Production: [Beginner to Intermediate education](#)

Everyone can use instruction and inspiration. While AIFD is known for its artistry, it is also recognized for its practical mastery of design skills. In our Retail, Grocery, and Production Tracks, we aim to offer sessions that cater to everyone, regardless of their years of experience in the business. These sessions will be geared toward improving skills, understanding processes, increasing confidence, and helping attendees gain a better understanding of how to be a more effective floral professional.

Micro Holidays: How to use more minor, lesser-known holidays to generate 365 business revenue. Are you a floral professional who is using Micro Holidays as a way to increase your business? If so, we'd love for you to share your ideas and successes both in business and design so that others can benefit from this growing retail trend.

The Art of Packaging: Customers want the whole experience when purchasing flowers and gifts. How you use packaging not only raises the value of your creations, but it also reinforces your brand. Do you have ideas and successes in using unique packaging in your business that you can share with others?

Displays on a Dime: We're looking for someone to share practical yet impactful display ideas. First impressions are everything. The way your products are displayed impacts a buyer's decision. We're looking for an expert who can explain the principles and elements of display and provide ideas and tips on how to use merchandising to increase sales. Someone who understands the importance of creating a retail atmosphere that keeps customers coming back. Does that sound like you?

Holiday Preparations: Creating in-store specials that reflect your creative brand while being profitable. Have you mastered the art of holiday preparations? Have you experienced success with your uniquely designed holiday design? If so, then we want you to share how you've turned holiday preparations from tedious to spectacular and profitable.

Reviving your Sympathy business: We are looking for a floral professional who has seen growth in their sympathy business in recent years. Please share your ideas on sympathy design trends and tips for making creative sympathy designs that stand out from the others. If you have ideas to help others increase and revive their sympathy business, let us know.

Designing with Tropical Flowers: Are you an expert in using Tropical flowers in your design work? If so, why not share how you have mastered the skills of incorporating Tropical flowers into sellable and profitable floral designs?

Upscale Plants: As green and blooming plants remain to see steady popularity, offering unique plant designs can make all the difference in what sells and what stays planted in your shop. We're looking for someone to share ideas on how to dress up green and blooming plants artistically.

Sustainable Floral Designs: Is sustainability in your craft of utmost importance? Have you made the switch to sustainable design practices? If so, we'd love for you to share your experiences and ideas that will help others transition to a more sustainable business model.

Floral Artistry: *Intermediate to Advanced education*

Our FLORAL ARTISTRY track will focus on honing advanced techniques and skills. The focus will be on learning to create the artistic floral pieces seen in magazines and on the stages during global floral shows and competitions. We are looking to offer our attendees the opportunity to experience the beyond the imagination, over-the-top floral art and discover floral innovation through our FLORAL ARTISTRY TRACK.

Floral Structures: Are you a floral engineer who has mastered the art of building structures both large and small? Creating structures that are both mechanically sound and visually appealing requires discipline and a unique understanding of balance, form, scale, and advanced knowledge of materials. We're seeking floral artists who can share their expertise in building innovative floral structures.

Advanced Techniques: Our attendees are always looking to advance their skills, especially in mechanics and techniques. We're looking for presentations that focus on building knowledge and expanding one's understanding of unique applications and processes that enable designers to elevate their design skills beyond the everyday practice of floral art creation.

Large Floral Installations: Do you have experience in creating large floral installations for public awareness and exhibitions? We know that a special skill set is needed to understand the process and logistics of creating large-scale floral installations for the sake of art, beyond practicality. We're looking for an expert to share their knowledge and techniques with our attendees.

Designing for Competition: Are you a professional floral competitor? Are you interested in sharing what you've learned in the world of competitive floral design? We know people are interested in learning how to enter floral competitions. Designers want to learn how to prepare for a competition and how to navigate the world of competitive floral design. Are you brave enough to teach and coach your next competitor? If so, here is your opportunity.

Business, Marketing, Technology: *Beginner to Advance*

To be successful in any segment of the floral industry, it takes both creative and business skills. We are searching for professionals who excel in building and maintaining the “business” of flowers.

How to Ensure Your Message Resonates with your Ideal Customer: Building a brand takes more than a pretty logo and a beautiful portfolio. We’re looking for marketing professionals who can share ideas for capturing new business and reviving old business through content and engagement.

Tech Made Easy: We know that there are those in the industry who shy away from modern technology; yet, we all agree that to succeed in a technology-driven world, we at least need to understand how this impacts our business. Do you have the skills and knowledge to share technology insight with those who may be intimidated by it or who are looking to understand better how to integrate technology into their business? We’d love to hear your ideas.

What’s New in Social Media: We’re looking for Social Media wizards and influencers who can share tips and tricks on what’s currently trending hot and what’s not in the world of Social Media.

Technology for Sustainability

Have you been able to move towards sustainability in your business by integrating technology into your processes? If so, we’d love for you to share what steps you took, what products you’re using, and what the results have been.