



GreatLakesFloral
ASSOCIATION

Keeping you at the forefront of the floral industry with Professional Development!



GLFA Education Center Presents

Visual Merchandising & Display!

WHEN: Sunday, October 3, 2021
TIME: 8:30am - 5:00pm
WHERE: Monarch Garden & Floral 317 East Mitchell St. Petoskey, Michigan 49770
INSTRUCTOR: William Santos

If your shop needs a little sprucing up or a total re-do this is the class for you. Learn the basics of Visual Merchandising. Optimize the presentation of your products. Showcase the services you offer. Make your store an experience your customers will love. The purpose of this class is to give you the tools to attract, engage, and motivate the customer towards making a purchase. Let your store do the selling for you! 8:30am-9:00am Coffee and social time, 9:00am-10:30am Basics of Visual Merchandising, 10:30am-12:00pm Setting the mood and creating an experience, 12:00pm-1:00 pm Lunch, 1:00pm-2:00pm Functional Workspace, 2:00pm-3:00pm Display to Impress, 3:00pm-3:15pm Coffee Break, 3:15pm - 4:15pm, Sources and tips to make it happen, 4:15pm-5:00pm Open Discussion and Q&A

COST: \$125.00 member \$200.00 non-member (Includes Refreshments and Materials)

Please fill out one form per person. Class enrollment limited to 15. Call (517) 575-0110 for availability.

REGISTRATION FEES ARE NON - REFUNDABLE!

Register Online: <https://greatlakesfloralassociation.org/education-center/>

Email to: cindy@greatlakesfloralassociation.org **Mail to:** GLFA - PO BOX 67, HASLETT, MI. 48840

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

email _____

Payment Method: Check# _____ Amount \$ _____ Date _____

Credit Card # _____ Exp.Date _____ Security Code _____

(Visa, MasterCard, American Express, Discover, circle one)



ABOUT THE INSTRUCTOR: William Santos, Interior Designer, Florist and Event Designer at Monarch Garden & Floral. He has 25 years of experience in the retail and floral industry. Have work for large retail corporations and small shops in the United States and Puerto Rico. Also have been co-owner and lead designer at Monarch for 14 years.