The American Floral Endowment (AFE) has announced two upcoming webinars! These 40-minute webinars are free and include Q&A. Sign up today!

- **“Making the Most of Your Tradeshow Experience”** was developed for AFE’s Young Professionals Council, but is open to anyone wanting tips and advice on preparing for industry trade shows or events.

- **“Marketing Tactics: Maximizing Millennial Floral Purchases”** reveals results from the AFE and Floral Marketing Research Fund (FMRF) 2016 Millennial Study and provides practical tips and tactics to market and sell to Gen Y consumers.

**Thursday, June 29th at 2:00 p.m. EST**

**Making the Most of Your Tradeshow Experience**

Mackenzie Wortham of DMA Solutions, Inc. will discuss ways to optimize your experience at trade shows, and provide great tips for both first timers and those who have previously attended trade shows. This will be valuable to those who will be attending Cultivate ’17 in July and other shows.

As an intuitive thinker with a keen eye for detail, Mackenzie combines strong communications skills, writing talents and a pulse on trending topics to create targeted content and measurable marketing results.

Mackenzie joined DMA Solutions, Inc. in 2011. As an Account Marketing Director, she focuses on the overall marketing strategy for clients, helping them to reach their marketing goals.

If you know a young professional who would be interested in attending this webinar, please forward this email to them.

Register now!
Floral marketing is no longer one strategy fits all. Millennials are an enigmatic breed of shopper with different perceptions about floral products, motivations for purchase and a habit of using non-traditional shopping methods – think mobile and social!

**Renato Sogueco, Vice President of Digital Strategy at BloomNet,** will present results from the 2016 Marketing Tactics to Increase Millennials’ Floral Purchases Study, and will share revitalized marketing tactics customized to reach Gen Y.

Since July 2016, Renato has been bringing innovative business solutions and revenue-growth tools to BloomNet florists.

He analyzes best technology and business practices in a monthly column for BloomNet’s Floriology magazine, and shares insights through the development of business-centric programming for BloomNet’s Floriology Institute in Jacksonville, Fla. Renato previously worked at the Society of American Florists for more than 13 years as its Chief Information Officer.

[Register now!](#)