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**Four Floral events to attend in 2022**

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April 29, 2022

There are so many fascinating events in the floral industry to satisfy everyone's needs. These are excellent ways to bond with your team and make industry friends. There's always something available for you and your team to learn more about flowers, from quiet floral retreats to high-energy conventions! Here are just a few different events to attend this year.

### **1. Slow Flowers Summit | Pocantico, New York**

June 26th-28th, 2022

Instagram: [@slowflowerssummit](https://www.instagram.com/slowflowerssummit)

[The Slow Flowers Summit](#) is a conference for creative professionals, thought leaders, and pioneering voices in the progressive Slow Flowers community. Designed to stimulate curiosity, examine conventional assumptions and explore conscious and ethical practices in the floral industry, the Summit agenda asks speakers and audience members alike to inquire, inform, include, instigate and inspire. You will have the opportunity to visit the beautiful locations of the Maple Grove Farm and The Stone Barns Center during the summit. Details Flowers Software loves to sponsor events that have a positive impact on the floral industry— The Slow Flowers Summit is certainly no exception to that!

Founder of the [Slow Flowers Society](#), [Debra Prinzing](#) developed the Slow Flowers Summit as a live, interactive gathering to take place during American Flowers Week. Join Slow Flowers' doers and thinkers for three days of progressive ideas, connections and inspiration.

This is a wonderful opportunity to join like-minded individuals to celebrate flowers and learn new ways to transform your everyday practices. Visit [The Slow Flowers Summit Website](#) to learn more!

### **2. Inspired Design Retreat | Hilton Head, SC**

October 10-12th 2022

Instagram: [@inspireddesignfloralretreats](https://www.instagram.com/inspireddesignfloralretreats)

The retreat includes all flowers, hard goods, professional photographs, models, meals & drinks, education, discussions, and even more surprises! If you are looking for a relaxing getaway, the Inspired Design Retreat is for you!

Created by Patience Pickner AIFD PFCI and Ace Berry AIFD PFCI, attendees of the retreat will learn what three days of design can achieve for you in terms of artistic worth. Re-energize, re-group, and re-vitalize the Floral Artist within you! The instructor-to-participant ratio is the best in the industry! AIFD Designers will be your guide through this immersive experience.

Take part in stimulating talks, demonstrations, and presentations! We'll push you to think beyond the triangle, to see things through the eyes of an artist, and try out different design styles and techniques.

Take your Social Media game to the Next Level!: Nothing builds your business and brand like great social media content! Discover how professional models, award-winning photographers, hair and makeup gurus, abundant fresh flowers & wonderful accents can elevate your photos beyond your imagination!

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Make sure to visit the [Inspired Design Retreat Website](#) to register today!

### 3. Bouquet Bootcamp with [Amy Balsters](#) | Virtual

Courses Offered All Year

Instagram: [@thefloralcoach](#) <https://hubs.ly/Q019bc1Y0>

Maybe traveling is not in the plans for this year, do not fret! [The Floral Coach](#), [Amy Balsters](#) offers classes for all skill levels on the importance of floral foundations and body placement. The best part is— you can enjoy the classes right from your home!

Jump right on into the learning with Amy's Free 60 Minute Course, [4 Ways to Better Bouquets](#). "Learn how to get repeatable results in making bouquets, approach the ordering process and save time and money. During this class, you cover The 4 Flower Categories and Why They Matter, Amy's Approach to Ordering Bouquet Flowers, 3 Key Steps to Making Great Bouquets Every Time, and the Spiral Design Demo—the Key to Efficiency."

[The Bouquet Bootcamp](#) courses focus on helping you, the florist, create a more simple approach to bouquet making while increasing your profits and saving time! One tip you will learn when designing, the European Spiral is so helpful in keeping the stems in an ordered fashion while still maintaining control over the bouquet. Keeping a loose grip on the bouquet really does impact your hands and wrists. Over gripping can cause severe damage to your hands and can result in quick injury!

Details recently had The Floral Coach herself, Amy Balsters, as their April Masterclass guest. If you are interested in learning more about bouquet building techniques, make sure to watch the April Masterclass on the [Details Youtube Channel!](#)

### 4. The Wedding MBA Convention | Las Vegas, Nevada

November 7-9, 2022

Instagram: [@theweddingmba](#)

If you are looking for a wild time in Las Vegas, this is the convention for you! [The Wedding MBA Convention](#) is a great opportunity to meet vendors and make connections with companies that are involved in all aspects of the wedding industry. This event features hundreds of attendees to network with, ranging from wholesalers to software businesses to DJs. Because there are guests and merchants from all over the world, the most important takeaway from this event is discovering new ideas and techniques. Visiting the Las Vegas Strip is also a nice addition to the trip!

Top wedding planners, designers, and innovators in the industry provide educational seminars on a variety of topics. Among the roster of this year's presenters, Details Flowers Software's Corrine Heck will be making her seminar debut at Wedding MBA this November with Ivy League: Smart Floral Decisions.

If you are interested in attending The Wedding MBA— check out their [website](#) with their full itinerary and list of attendees. Make sure to use code: **CORRINE** when you purchase your tickets!

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## [Corrine Heck](#)

### **About Corrine Heck** |

CORRINE HECK, CEO & Founder Corrine has worked in nearly every aspect of the floral and event industry for over 20 years. She was born in the former rose capital of the U.S. (Mt. Clemens, Michigan) and grew up in the heart of the foliage industry (Apopka, Florida). Corrine learned the 'ins and outs' of flower brokering from the industries best. Her invaluable experience has a flower broker and wedding florist inspired her to create Details. When Corrine is not working, she enjoys mornings at the beach, yoga class, traveling, and hosting dinner parties for her closest friends. Corrine has been married to Gregory for 20 years, and they reside on their 8-acre farm in Ormond Beach, Florida with their 3 wonderful kids and a houseful of pets.

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