



Grow Pro Webinar Series

PROVIDING GROWERS WITH THE LATEST INNOVATIVE SOLUTIONS



- Advertisement -

2023 Grow Pro webinar series lineup

March 16, 2023

The [American Floral Endowment](#) has released the full lineup for the 2023 monthly Grow Pro Webinar Series. In these free webinars, nationally recognized researchers, hosts, and speakers offer 'how-to' advice based on AFE-funded and other research projects to help the industry navigate through ever-changing growing challenges.

Since May 2021, we have hosted these webinars each month. The topics are current and offer long-term opportunities for growers to focus on increased profit, greater sustainability, and improved labor efficiency. In addition, each session features a live Q&A discussion with industry experts.

The series is provided free-of-charge and open to all, thanks to our generous sponsors. In addition, each webinar is recorded and posted to our YouTube where they can be accessed 24/7. Viewers can subscribe to get notified when each webinar is posted.

"The feedback received on these educational training sessions has been overwhelmingly positive. The research findings are directly impactful to industry businesses and can be implemented immediately," said Dr. Terril Nell, AFE's research director.

Here's some direct industry feedback collected through anonymous surveys at the end of each session showing the impact of this series:

"I use these webinars for training new employees. Thank you for the to-the-point presentation of the basics!"

"Very organized and clear. I appreciate the time use as well, I was able to watch the whole presentation on my lunch break."

"Great information. Been in this business over 30 years, never propagated only finished and found this highly enlightening. Never stop learning!"

"Thank you for organizing these wonderful webinars, so informative! Looking forward to more topics in the near future!"

Help us get the word out on these free webinars! If you have space to share in your upcoming publications, communications, and/or social media, feel free to use our full-page ad below or reach out to communications@afeendowment.org for additional sizing options.

Reach thousands of growers, researchers, and other industry members by sponsoring one or more of these must-attend sessions. These interactive presentations are recorded and hosted on our YouTube platform for 24/7 viewing. In each session, the sponsor is acknowledged and thanked during the introduction and listed by their logo in the presentation. Learn more about sponsorship opportunities and submit forms [here](#).

