



MIAMI **2024**
August 6-9

139TH ANNUAL CONVENTION
JW Marriott Miami Turnberry Resort & Spa

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SAF's 139th annual convention: A celebration of innovation and connection in the floral industry

August 26, 2024

SAF Miami 2024, SAF's 139th annual convention, took place Aug. 6-9, and offered three days of training, creative inspiration, and networking with over 400 floral professionals from all segments of the industry. The event's schedule featured best practices in customer service, workplace culture, profitability, leadership development, sustainable revenue streams, social media engagement and fostering strong community connections.

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