**Summary**

**Funeral Website Strategy Discussion**

Joanne discussed working with Consolidated Funeral Services, a company that offers free websites to funeral homes. She explained the challenges of pricing and algorithms on the platform and mentioned using royalty-free photos from ChatGPT to populate the site with independent designs. Kim advised against using Teleflora images on the funeral home site to avoid pricing conflicts with Joanne's own website. They also discussed strategies for increasing sales, including building relationships with funeral home staff and offering a 20% courtesy discount. Kim suggested Joanne continue her current approach of using unique images and checking with Dan about using Teleflora images on another website.

**Terrarium Bar Event Insights**

Kim shared her experience organizing a successful summer terrarium bar event, where she displayed glassware, plants, and accessories for customers to create their own terrariums. She emphasized the importance of separating foliage and succulents to prevent plant deaths and explained her setup using wire racks and organized plant displays. Kim also discussed end-of-summer class ideas, including red, white, and blue arrangements, Kokidama balls, and locally sourced flower bouquets, which were popular with customers. She highlighted a community-focused approach by promoting local flower farms and sunflower fields, and shared a technique for drying zinnias into garlands for fall displays.

**Global Floral Design Insights Shared**

Kim shared insights from her recent presentation at the American Institute of Floral Design Symposium in Palm Springs, highlighting the wealth of international floral design ideas available through social media and personal connections. She emphasized the importance of learning from global florists, including techniques like creating leaves from masking tape and using pearls in designs, and encouraged attendees to reach out to other professionals for inspiration and collaboration.

**SAF Symposium and Floral Updates**

Kim discussed the latest trends in floral design, highlighting the use of horizontal elements and space in arrangements. . Kim also introduced a new product called Aqua Grid, designed to keep flowers stable in swimming pools, and encouraged attendees to explore the convention's Facebook page for more design inspiration.Kim encouraged everyone to attend the SAF Symposium, highlighting the ambassador program that offers volunteers reduced admission and access to workshops. She emphasized the growing need for young florists and the availability of scholarships to cover costs. Kim also mentioned upcoming discussions about new products, including leaves from a Russian designer and pearl armatures from Korea. Tim mentioned his Christmas in July event, and Kim advised him to use social media and window displays to attract customers. Amra reported working on delivery and new collections during the slow summer season.

**Mystery Bag Promotion Strategy**

Amra discussed a new mystery gift bag promotion where customers can purchase a $50 value bag for $25, combining popular and slower-selling items to clear out inventory. Kim expressed support for the mystery bag concept, noting that it would encourage customers to purchase multiple items rather than a single discounted item. Jennifer shared that she and her team are working on new designs and techniques, including wire work.

**Social Media Strategies**

She shared insights on selling wire flower arrangements, noting that live demonstrations and social media, particularly reels, have been effective in showcasing these designs. Kim also mentioned a recent Instagram algorithm change and offered to send an article about the new dimensions for posts, reels, and stories.