



# **FLORISTS BOOTCAMP**

**EDITION #1 2023 BUCHAREST**

**30 OCT - 1 NOV**

[www.auroraflowers.nl](http://www.auroraflowers.nl)

A photograph of a florist's workspace. In the foreground, there are several large, light green and pink hydrangea flowers. To the left, a woven basket is partially visible. The background is slightly blurred, showing more greenery and a person in a white shirt. A yellow rectangular graphic element is positioned to the right of the main image.

# 3 INTENSIVE DAYS

*develop your business  
and improve your skills*

*Aurora Florist Bootcamp is a concept born from our desire to work with increasingly better and more creative florists, who lead or are part of productive, creative businesses and always in step with current trends.*

*We strongly believe that the education and personal development of the people involved in the businesses we supply benefits everyone in the industry and helps to fulfill our purpose, the development of the floristic industry in Europe.*



# CONCEPT

*There will be 3 days with multiple educational programs designed to help the participants develop their knowledge and experience in certain floristic directions and capture new ideas for the development of the business they represent.*

*There will be theoretical and practical activities, feedback sessions as well as group or personal development activities.*

*At the end of the camp we organize a networking event, in which other florists will also participate. Within it, the other florists can interact with the trainers and the results of the completed programs, and all those present will take part in moments of business-talks and socializing with industry colleagues.*

# TRAINERS

*for floristry programs*

*In recent years, Bart has mainly devoted himself to the mission of optimizing and facilitating the work of florists, without compromising on quality, style and trend.*

*In the Bootcamp he will bring ideas on how to refresh your business and style and will address the topic of large-scale works - challenges and solutions*

*Nicolae Agop has extensive experience in the eastern part of Europe in the training of florists, being a partner in multiple educational projects.*

*Together with him, florists will analyze the challenges to which current commercial trends expose them and how they can adapt them in their work in the right way.*

*Recognized for his style and creativity, translated into the events he decorates, Jim will guide bootcamp florists on how to apply the notions of personal touch, concept, style to their work.*



# CALENDARUL ZILELOR

*In each of the 3 days, the training programs will take place over the course of 8-9 hours, with a coffee break and a lunch break.*

## ***theory - practice - debates - feedback***

*In addition, on Monday and Tuesday evenings, small networking and development projects will be organized, optional, which are not part of the floral trainers' program.*

*On Wednesday evening there will be a Networking event, which also includes business-talk sessions, in which other florists will also participate.*



LUNI

### **Seminars**

*Nicolae Agop - Trends vs Rules*  
*Bart van der Elskan - Refresh your business*  
*Jim Labraco- Personal touch from small to large events*

MARȚI  
MIERCURI

### **Workshops**

*Nicolae Agop - From the trend to the correct bouquet*  
*Bart - Large arrangements: challenges and solutions*  
*Jim Labraco- Concept in events*

*Business seminar*

MIERCURI

**18:00**

### **Aurora Florist Bootcamp**

### **Meet & Greet**

*Floristry Business presentation*  
*Networking event*

# VENUE

## ***the villa. event house***

*Ernest Brosteanu 7, Piata Romană*



*Bucharest has always offered us beautiful surprises. In one of its most picturesque neighborhoods, the Armenian neighborhood, you will find The Villa. Event House. In this house, with a significant past for Romanian literature, Dimintrie Bolintineanu, the influential poet and prose writer of the 19th century, lived and created.*

*At the Villa. Event House, every event takes on a different dimension, is an alchemy where past and present combine to create memorable experiences.*

*This location has been carefully redeveloped by renowned architects to become today a refined setting for private events, art exhibitions, balls, conferences and presentations.*

*The Villa. Event House will host Florists Bootcamp 2023 in its wonderful rooms and outdoor spaces.*



# PRACTICAL DETAILS



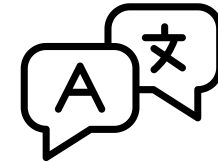
## *Who is it addressed to?*

*To all types of florists: employees, freelancers and entrepreneurs. The educational programs are designed so that the information and practical notions accumulated can be used regardless of experience and for any type of floral business.*



## *Participants*

*There will be 42 places for the BootCamp. Both company representatives and private individuals can register, in both cases the issued invoice will be paid by bank transfer.*



## *Languages*

*Bart and Jim will present the seminars and theoretical concepts in English and Nicolae Agop in Romanian. But they will all use the "language of flowers". During the 3 days, the members of the organizing team will assist you if you encounter difficulties.*

# PARTICIPATION COSTS

*and services included*

**FLORIST BOOTCAMP 30 OCT-1 NOV**



**4000 LEI + TVA**  
**APPROX. 800 EUR+VAT**

*Included services:*

- *Florist Bootcamp access - 3-day program*
- *access Florist Networking Event 01 Nov*
- *all materials needed for all 3-day activities (minus florist's tools)*
- *coffee break + snacks + refreshments throughout the period*
- *lunch buffet 3 days*
- *food&drinks package within the Florist Networking Event 01 NOV*

***You only have to take care of accommodation + travel and take your tool kit with you!***





# WHAT YOU NEED TO KNOW

*if you will participate*

- *you will receive from us accommodation recommendations from which you can choose what suits you*
- *you will have contact persons for support on the course of the camp, so that your participation is one without too many worries*
- *we will have photographers and videographers with us and we will share the materials with you*
- *you will receive a detailed schedule of activities*
- *we will also have little surprises*

# HOW DO YOU SIGN UP?

*42 places available*

*The Bootcamp will have a limited number of participants.*

*To reserve a place, fill out the form on the event page. If you are accompanying yourself, please complete a registration for each participant.*

*The payment of the participation cost will be made by bank transfer in 2 stages*

*I - 50% (2000 lei + VAT) at registration*

*II - 50% (2000 lei + VAT) between October 1-10*

*You will receive the invoice for your reservation before each payment step.*



# WE ARE WAITING FOR YOU IN BOOTCAMP

[www.auroraflowers.nl](http://www.auroraflowers.nl)

*for questions and additional details  
mircea@auroraflowers.nl*