

01 | day

02

03

MODERN
FLORAL
DESIGN
LACY BIRD
STYLE

09 — 11 November 2024
Dubai, UAE

LBA
FLORAL DESIGN
ACADEMY

+971585353682
academy,lacybird.ae

OFFLINE MASTERCLASS

10:00 — 13:00

Lecture part:

Fundamentals of color theory

Hierarchy of flowers and textures

The commercial component of a bouquet

13:00 — 14:00

Lunch

14:00 — 15:00

Practical part: Greenery round bouquet

15:00 — 16:00

Demonstration: Commercial asymmetrical bouquet

16:00 — 18:00

Practical part: Commercial asymmetrical bouquet

18:00 — 18:30

Practical part: Bouquet wrapping

18:30 — 19:00

Lecture part:

How to create social media content

Collaborations + the image component

01

02 | day

03

MODERN
FLORAL
DESIGN
LACY BIRD
STYLE

09 — 11 November 2024
Dubai, UAE

LBA
FLORAL DESIGN
ACADEMY

+971585353682
academy,lacybird.ae

OFFLINE MASTERCLASS

10:00 — 11:00

Lecture part: Commercial photography

11:00 — 12:00

Practical part: Commercial photography

12:00 — 13:00

Lunch

13:00 — 14:00

Demonstration: Asymmetrical arrangement
in a box

14:00 — 16:00

Practical part: Asymmetrical arrangement in
a box

16:00 — 17:30

Lecture part:

Business process in floral industry Part 1
Online and offline format

17:30 — 19:00

Lecture part:

Business process in floral industry Part 2
Marketing and customer experience in
floral business

01

02

03 | day

MODERN
FLORAL
DESIGN
LACY BIRD
STYLE

09 — 11 November 2024
Dubai, UAE

LBA
FLORAL DESIGN
ACADEMY

+971585353682
academy,lacybird.ae

OFFLINE MASTERCLASS

10:00 — 12:00

Lecture part:

Business process in floral industry Part 3
Decor, b2b and strategic partners

12:00 — 13:00

Practical part: Arranging large-scale
installation Part 1

13:00 — 14:00

Lunch

14:00 — 17:00

Practical part: Arranging large-scale
installation Part 2

17:00 — 18:00

Photosession

18:00 — 18:30

Q&A session

18:30 — 19:00

**«Modern floral design» Masterclass
certificate presenting**