

Floriform[®]

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TUESDAY 5 NOVEMBER 2019

14H - 17H

#floriform2019

“Customer Dynamics”

How can the global floriculture supply-chain adapt and thrive in an environment of shifting paradigms?

Moderated by Simone von Trier

- 14.00-14.05** **Welcome** by Richard Fox, Union Fleurs President
- 14.05-14.45** **Keynote: What makes customers tick?**
Martin de Munnik, Co-founder and CCO Neurensics
- 14.45-14.55** **Getting flowers & plants at the top of European consumers' minds**
Dennis van der Lubbe, Managing Director
Flower Council of Holland
- 14.55-15.20** Networking coffee break
- 15.20-16.00** **Customer Driven Innovation : Redefining flower sales in the digital age**
Phill Burton, COO Bloom & Wild
- 16.00-16.55** **Panel Discussion: “Customer Dynamics”**
Confirmed panellists so far:
› Kate Penn, CEO Society of American Florists
› Dennis van der Lubbe, Managing Director
Flower Council of Holland
- 16.55-17.00** **Conclusions & closing**
- 17.00-18.00** **Drinks & Networking**

Registration & more information: [Floriform.com](https://www.floriform.com)

Venue: IFTF auditorium - Expo Haarlemmermeer - Stelling 1 - 2141 SB Vijfhuizen, the Netherlands