

Flowerverse

Temple University - Team 2

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PCMA Global Student Competition

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Our Team



Jason Lee
Director of Budgeting

Cameron Turak
Director of Operations



Chelsea Wagner
Director of Sponsorships

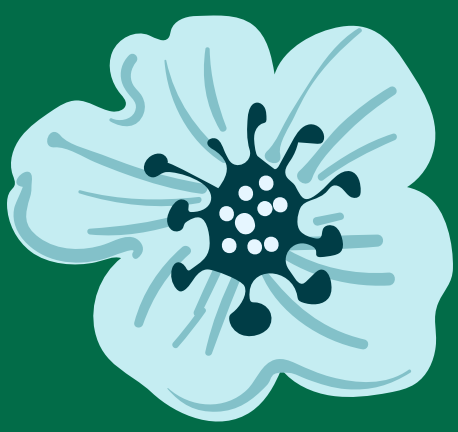


Kaylee Woodhull
Director of Events

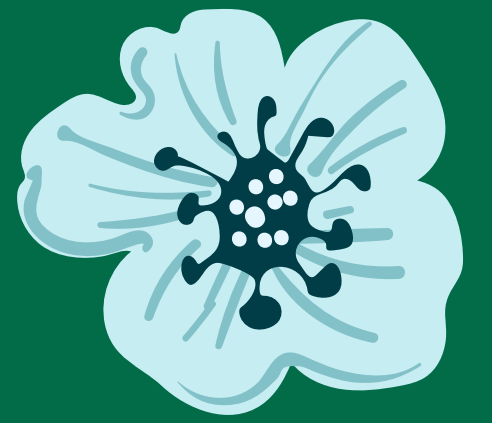


Molly Zygmunt
Director of Marketing





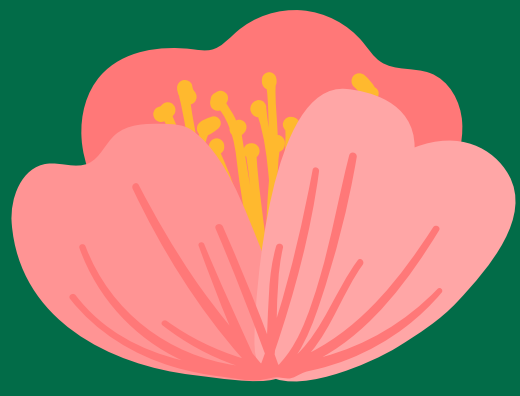
Executive Summary



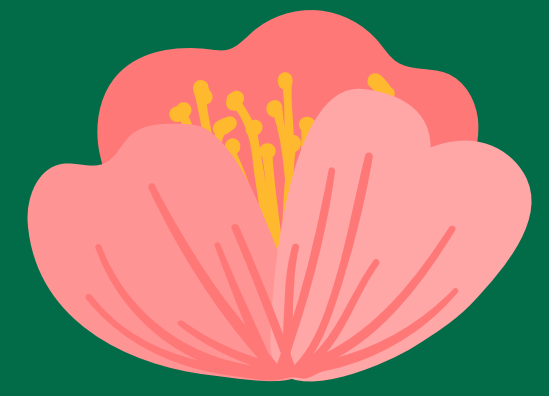
Have you ever thought of the idea of being able to plan and design an event with a whole room of live flowers without needing it to be physically there? Flowerverse will be the next innovative idea in the florist industry. Our floral AI program will allow event planners and floral designers alike to be able to design a room without needing live flowers to be physically there. This can be both sustainable for the planet and convenient for people who can't really see their event location. This can save money in the long run and reduce floral waste.

In Flowerverse, we would have an AI-generated decorated room where people are able to see different types of flowers and how they look in each room without needing to have the flowers physically there. Various types of flowers will be able to be generated via the VR-generated headset. Using an AI VR headset people will be able to envision the look and design that they're looking for. Occasionally, certain flowers are difficult to find during different seasons of the year, through Flowerverse customers will be able to design different flowers in an event space that would otherwise not be considered due to the seasonality of the flowers.

A brief idea of how this VR idea would work is that the VR headset would give you ideas on how different flowers that would potentially look in your desired venue space. After that, you as the designer or customer would be able to choose and change whatever you would like. This idea would be compared to having a library full of flowers in the hands of your fingertips. You'll be able to add and take away all different types of flowers worldwide and customize the event space full of flowers to your liking in the 3D space that's ahead of you. It'll give guests at our event the potential for less uncertainty and allow them to envision with planners what they are looking for when dealing with floral decorations, leading to happy and satisfied customers.



Introduction



Our nationwide event will be a product launch for the Flowerverse program. During our two-day event in Los Angeles in early May, guests will be welcome to join us in person and online. The first day of the event, we will have live demonstrations on how Flowerverse creates a floral design that is well suited for a user's event and venue, and how that is then translated into a tangible product. The second day of the event will be an opportunity for attendees to use the program and learn firsthand how to use Flowerverse to create various types of floral arrangements. Attendees are encouraged to be imaginative and creative as possible to really put the program to the test. We hope that our event opens the floral industry to the idea of integrating AI and Flowerverse into their event planning and floral design making after seeing the program for themselves.

Event Mission:

Our mission is to create an event to introduce the Flowerverse program to floral designers and educate guests on how to use the program so they can integrate it into their careers.

Goals:

1. Make floral planning more sustainable through the use of Flowerverse to limit the use of real flowers and ultimately producing less waste.
2. Introduce florists to the Flowerverse program to assist in creating floral design.
3. Florist leave the event educated on Flowerverse and how it can assist them in their careers.



Landscape Analysis



There are many opportunities within the industry we have chosen. The floral industry can become something so much more than what it already is, especially with our company and Metaverse. We were able to look at a couple of previous articles that related to the floral industry and the Metaverse to help learn further about where this company can be taken. We looked at articles about the cut flower market to the overuse of plastic in floral bouquets. Some of the articles talked about things that should be changed for the future, while others talked about how things are changing. This landscape analysis will help us understand further about the industry and how to adjust to the current times within this industry.

An article from Yahoo Finance gave important information about the trends and buying patterns that people use on flowers. The title of the article, 'Cut Flower Market Projected to Reach Value of US \$52.0 Billion by 2031,' as per TMR Report, shows that starting this Metaverse could do extremely well for our business. With constantly growing technology, and the floral industry expected to grow, it seems like it's the perfect time to put our business in the mix of everything and take off. This article also highlights different ways people purchase flowers, other than events. A statistic from the article shows, "The global cut flower market is projected to expand at a CAGR of 6.0% during the forecast period 2023 to 2031, according to the market outlook report released by TMR." (Transparency Market Research Inc., 2023). As of 2022 according to the TMR the global cut flower industry was valued at \$30.9 billion. So, it is expected to grow \$21.1 billion in nine years.



Landscape Analysis



An article from Perishable News talked about a study done by researchers at MSU and TSU that asked people about their consumer perceptions, and their willingness to pay for sustainable practices in the floral industry. Our main goal is to eliminate waste within the floral industry and create a seamless virtual process for our customers. This insight into how willing people are will help us create our business and figure out prices when looking at our innovative and sustainable practices. In the study, "...50% or more of the participants indicated a willingness to pay 10% or more for all of the sustainable attributes presented in the study." (Floral Marketing Fund, 2023). So, if customers are willing to pay more for just sustainable business practices, think about how much they would pay for a business that is sustainable while also extremely efficient. Our business will show our clients the floral arrangements that can be made for them and placed in their event all while they're on VR.

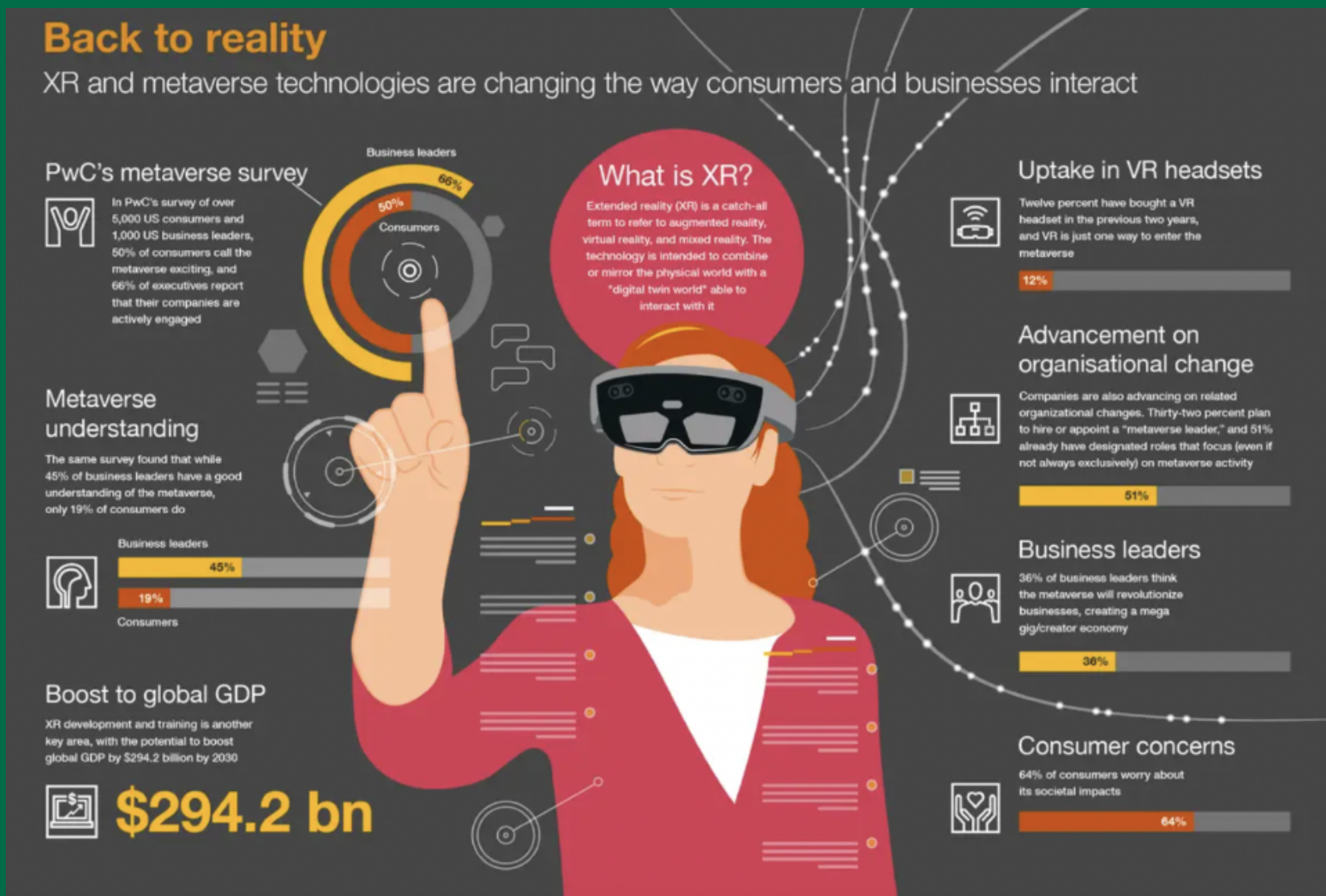


Landscape Analysis



When reading through reports we looked at an article that talked about the Metaverse and how it is changing the world and businesses. The article titled, 'Beyond the Metaverse,' talked a lot about how businesses and consumers felt about the Metaverse and how they can use this evolving technology to strengthen their companies. In the article from Insider, it touched on the Venice Carnival that had to go virtual and use the technology of the Metaverse. It said, "The experience featured a variety of activities, including digital and highly-refined versions of the traditional Carnival masks as skins and wearables for the avatars created on Ready Player Me's platform..." (Insider Studios with PwC, 2023). For our two-day demonstration of the Metaverse, we will be doing a hybrid event. Learning more about how the Venice Carnival and how they worked their virtual event with the Metaverse can help our company plan for the hybrid event we will put on to show our business to the world. The image provided was captured from the article and it shows many statistics about the Metaverse and extended reality (XR). This will be important to take note of to further our company in the public's eye.

Landscape Analysis



(Insider Studios with PwC, 2023)

The next article that we investigated was titled, 'Entertainment Industry Continues to Sound Out the Metaverse,' and it showed a further look into the event side within the Metaverse. It talked about the Metaverse as a growing technological element in the future of the events sector. The article talked about how, "The fact that it can help users feel like they are in the physical world and engage with unfamiliar, yet acutely familiar, surroundings is entertaining." (Law, 2023). This is how our consumers will see our AI Florist, which will help create a necessary buzz about the company while also allowing people to learn and understand the Metaverse. Although people may not understand the Metaverse, "...research also noted that 93% of adults consumers surveyed are Metaverse-curious." (Law 2023). This is an important statistic because we know our business can thrive because the Metaverse has a very big pull to it, although it isn't understood by most people.



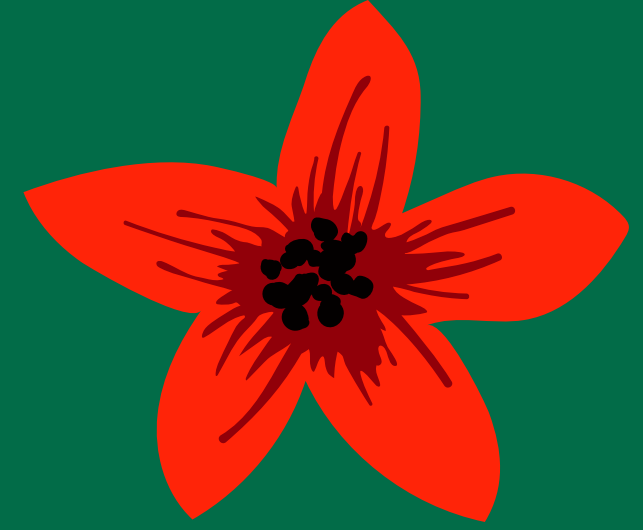
Landscape Analysis



While reading through more reports and articles that help bring to life the opportunities within the different segments of the industry we are focused on, we came across one that could be important when creating this company. Researchers in China were able to find a way to generate odor when using VR. The way they work is by both using, "...a scented wax that is heated up in just over a second that can release realtime scents in a small area around the user." (Patel, 2023). This new addition to VR and the Metaverse could be very important for our company to grab on to and use. For customers to be able to see and smell the bouquets they have designed for their event in their event space would be a very helpful service for us to provide. It would help create the most real experience without creating the waste that comes from it. If there is a way to offer our customers the ability to see and smell their bouquets, our company would be crazy not latch on to this opportunity. Keeping up with this research could be very important for our company. If we stay up to date with these studies and companies who will offer this service could eventually lead us to a great partnership. Flowers, although beautiful, can create extensive waste depending on how they are disposed of. In India, flowers are a common decoration in celebrations, festivities, and rituals. Although they are important decorations in their events, they have created a lot of waste and pollution in their rivers and other bodies of water. If flowers aren't disposed of properly, they can cause serious threats and, "...clog sewage systems and penetrate the soil, causing severe degradation and resource depletion." (Chawla, 2023). Although this article has its focus in India, floral pollution can happen anywhere in the world. Flowers can be detrimental to the environment if not disposed of properly. Our company will reduce the waste that flowers produce, which will help in some ways, but our Metaverse wouldn't be the only answer. More actions will need to be taken to further end the pollution crisis that the world is currently in.

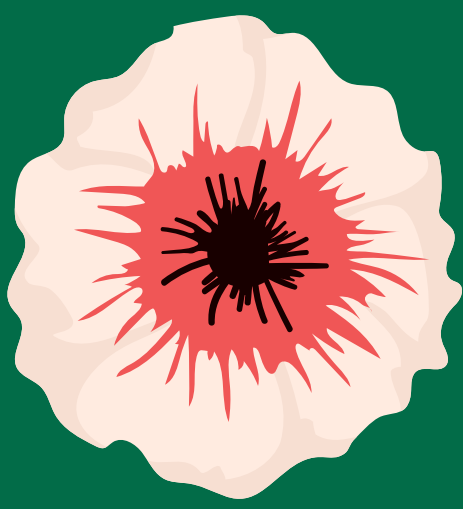


Landscape Analysis

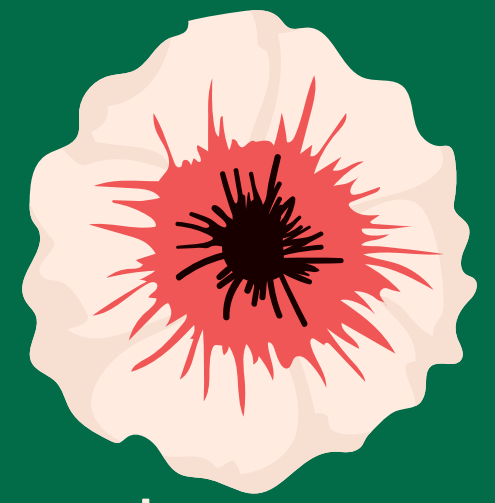


Lastly, a report from the CBC talked about the overuse of plastic in the wrapping of floral bouquets. This article was specifically about Queen Elizabeth's death and how much plastic had to be discarded from the tribute locations. A quote that really brought this idea to life was, "When thinking about harmful environmental practices, it might not seem obvious to consider the flower industry – which, after all, celebrates beautiful blooms grown of this earth." (CBC News, 2022). You never think about how harmful flowers bouquets can be to the earth, but when you think about shipping, plastic wrap, out-of-season or exotic flowers, different damaging pesticides, etc. it opens your eyes to the negative effects of the industry. Our company will allow every flower to be bought as locally as possible to each customer with the hopeful partnership of the Society of American Florists (SAF). We will make sure to take note of all of these negative effects caused by the floral industry, so we take part in more sustainable practices from the start. None of our Floral AI bouquets will have any plastic wrap or floral foam to them at all to further help the earth.

Putting together the research from each article we looked at will help our company thrive to its fullest extent. To learn more about what to eliminate in typical floral bouquets, finding buying patterns in the industry, and figuring out the way the Metaverse affects events all creates viable information for the company. Staying up to date on current events and the changing way of the world is crucial for a thriving business. There are many opportunities within the floral industry that our business can seize based on this landscape analysis.



Event Concept

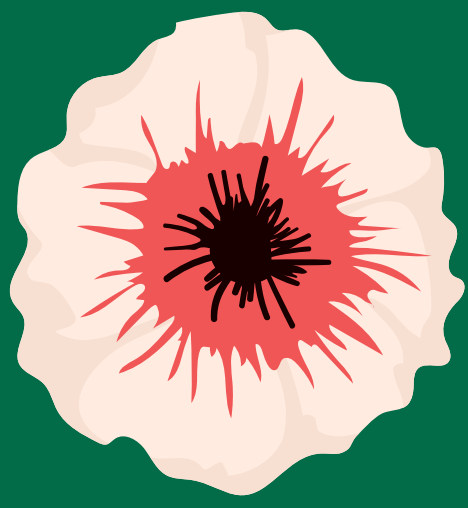


To encapsulate our vision, we will be hosting a two-day floral event at the Fig House in California and online. With the use of Flowerverse, clients will see the big picture and ensure their florals are tied to the rest of the room. They can have several looks using Flowerverse if they are stuck between which florals they think will look best.

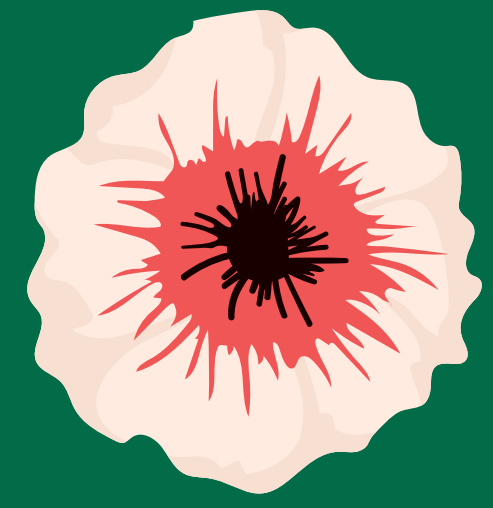
We chose Fig House as our venue because California is home to some of the biggest names in Hollywood who are always throwing luxurious parties. The Fig House is the perfect location because it has a gorgeous art deco aesthetic with a beautiful garden space and indoor and outdoor areas for the guests to enjoy.

We will have our partners, the Society of American Florists (SAF), Social Tables, Cvent, Burpree Seeds and Kettle One Vodka, attend the in-person event. Our guests, florists around the country will have the opportunity to attend the event through our Metaverse. The Metaverse will mimic the exact layout of the Fig House so that all our guests can enjoy the same venue from different locations around the country.

Our two-day event will include training on using our product, demonstrations, and then having participants develop their design through our product. Since our product focuses on how to make floral arrangements more accessible and more sustainable for florists, we will be inviting some of the top names in the floral community to come and be our speakers for the event.



Event Concept



Day One: May 4th

On the first day, the five of us will briefly introduce who we are and our mission for our floral AI idea. We will then provide a verbal step-by-step process of using our product and throw it over to our speaker to proceed with the rest of the walkthrough. Regarding speakers at our event, we want Kristen Griffith-Vanderyacht to speak and demonstrate our product to our attendees because he is a legendary floral designer in the event world. Kristen Griffith-Vanderyacht was a previous judge on Netflix's show, The Big Flower Fight. He judged contestants' floral creations; this is ideal for us because we are partnering with Netflix to create a documentary about our innovative AI product. After Kristen demonstrates how to use our Metaverse application, we welcome everyone to stroll through Fig House's garden and enjoy some food and drinks provided by Fig House.

Day two: May 5th

Day two will start with another brief description of our product so that our attendees have it fresh in their minds, and after that, we will have the attendees create their designs using our product. We will provide all attendees with access to our program so they can test it and attempt to create their floral designs. To allow everyone access, we will provide everyone with VR headsets so they can enter our Metaverse. Based on our Metaverse integrated space, guests can design, plan, and imagine what their event space will look like. We will be informing everyone that whoever's design impresses our judge, Kristen Griffith-Vanderyacht, that design will be showcased in our upcoming documentary. We are doing this to provide a florist with screen time and recognition for their fantastic work. This will also provide the florists with a booming clientele.



Detailed Program



Event: Flowerverse product launch

Event Date(s): Saturday May 4, 2024 and Sunday May 5, 2024

Event Times:

May 4th, 2024: (11 Am-7:30 Pm)

May 5th, 2023: (11 am- 5 pm)

Event Location: The Fig House (6433 N Figueroa St, Los Angeles, CA 90042) and Metaverse for online attendees

To show off our Flowerverse, we would like to host our event in early May because when you think of "Springtime" you think of flowers. Spring is thought to be the season of flowers and when plants start to bloom. The Flowerverse gives florists the ability to plan ahead of the busy season of mid-spring/ summer season that they are about to get hit with. When talking about Weddings, brides usually want their weddings to be more toward the mid-May to September which is when flowers are in high demand. Our AI-generated floral planner would give us the ability to be able to plant flowers which are not available at the given time of planning but will be available at the time of the event. This can add more options for professionals to offer to their clients. In addition, having an AI idea that is aimed toward floral professionals at this time would help them with planning ahead rather than running into the problem of being rushed into designing. Planning an event can be a stressful task, but having an AI-generated tool that can help with designing can relieve some stress off event planners and floral professionals in the industry of designing an event space(s). Not only will this system be used during the busy wedding season but can also be used in the off-season to design new concepts for upcoming seasons and be able to mix different types of décor that otherwise would not be seen here in the real interactive world.



Detailed Program



Day One: May 4th

Keynote Speaker: Kristen Griffith-Vanderyacht

Kristen, a previous judge of the Netflix series “Big Flower Fight” will speak and introduce himself to the attendees. Kristen will introduce the schedule of events happening the next two days in person at “The Fig House”. In addition, Kristen will talk about a small competition for a chance to be put in an upcoming documentary.

Concept introduction to Metaverse (Help from Cvent)

Committees and staff from “cvent” will introduce the concept of the Metaverse and what it is. Many professionals in the florist industry are yet to really know the idea of what “Metaverse” is. The demonstration will go through the concept of the “Metaverse” to allow attendees to be on the same page as one another. It’s a somewhat difficult topic to comprehend so a slow approach will be taken to ensure attendees understand what is being showcased later in the day.

Introduction to Flowerverse

Kristen will come back on stage and begin introducing our AI Florist idea and play around with everyone. Kristen will show how the Metaverse look is the exact look of the fig house and shows a mock plan for designing an event at “The Fig House”. Kristen shows attendees the ability to change around and design the event space any way the given person want. The Metaverse is endless, whatever you can dream of you can do it.



Detailed Program



Break Out workshops and seminars

With the help of Kristen and the Cvent staff attendees break out into smaller groups to watch workshops and seminars on the Flowerverse. The workshops will dig deeper into our Metaverse ideas and attendees will get the chance to be able to learn more features of our Metaverse ideas. Attendees will get the chance to borrow a headset themselves and follow along in the seminar(s) and workshop(s) following the instructor along as they are going over it with the group.

Day Two: May 5th

Competition Day

Day 2 of our event will be primarily for guest to try out our Metaverse idea solely on their own. At the conclusion of Day 1 attendees attended workshop(s) and seminar(s) to learn about our AI Metaverse platform. Now it's their turn to use the platform to design their very own event space and be as creative as they can. The Metaverse location is at "The Fig House", right where they are standing. Their goal is to be innovative and to design an event space using our Metaverse idea. Attendees can use any tools within our AI platform. At 2 Pm guests will be asked to submit their final design which is to be voted on by the general assembly of attendees.

*The winner will be showcased in the upcoming documentary of "Big Flower Fight"



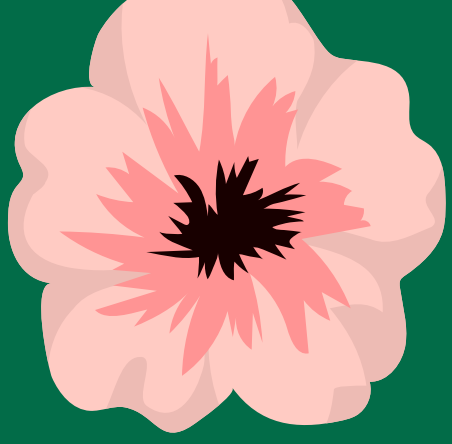
Detailed Program



Final Words

Kristen announces the winner at the final remarks of the event. In addition, Kristen will share information on the documentary. Kristen will talk about how beneficial this can be for their businesses and hope everyone took something out of this event and felt comfortable taking what they learned back in their careers. Kristen and the Cvent team will thank everyone for coming and present everyone at the event as “Flowerverse certified” meaning that they could use our platform and can use it in their future endeavors.

With our the Flowerverse guests will have the ability to imagine, design, and see what their event space will look like without even needing to be at the physical site of the event. With the power of the Flowerverse and the Metaverse, professionals are able to showcase different types of products and how they look in different venues without needing to travel around and waste products that cut into profits. Better yet professionals are even able to design and see the event space from the comfort of their own couch. In addition, occasionally some flowers are not in season and are unable to be seen when planning, this will no longer be an idea due to the idea of the Metaverse digitalizing how different products will look in a certain space. Instead, professionals are able to show different products at once and how they mix with each other with just the help of the Flowerverse. Our idea will be the future of the florist industry being more sustainable, more efficient, and more convenient both for professionals and attendees.



Event Project Plan



For the in-person option, the event will be taking place at The Fig House.



The Fig House provides a stunning backdrop for this one-of-a-kind event and can accommodate up to 250 guests seated. It is a creative event space located at 6433 North Figueroa Street, Los Angeles, CA 90042 that gained popularity for the stylish design. The stunning architecture brings a unique setting for bringing our Metaverse to life. Launching our Metaverse here is the perfect place to merge the beauty of nature they offer with our new floral Metaverse.

We chose this venue not only for its aesthetic appeal, but for the versatility it can offer. We will be able to have all the events over the weekend course here. Since the venue's physical location aligns with our theme, it provides our guests with a seamless transition between both the physical and virtual worlds. Since The Fig House is very well established and has put on many events, they know many connections in the floral area. This also helps lower our marketing and promotion budget. We decided doing a West coast venue would be best for our attendees. Since we want to invite a lot of VIP people, California has a lot of activities for guests to do if they decide to stay longer than the duration of our event.

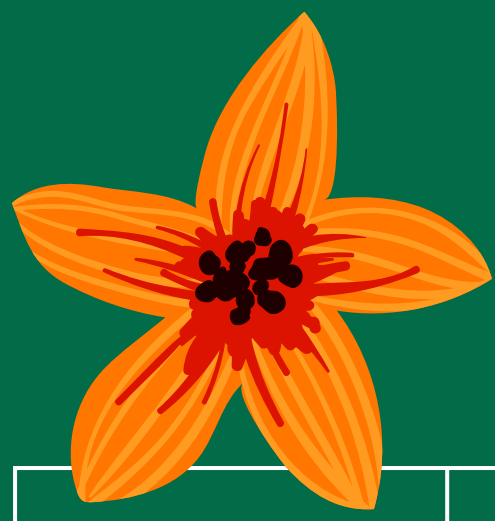


Schedule of Events



Date	Time	Event Description	Location
Saturday			
5/4/2024			
	9am	The catering team will arrive for set-up	The Garden
	11am	Check-in will begin. Guests will receive their name tags and other event materials. Our welcome team will direct guests to where they need to go and answer any questions they may have.	The Garden
	12pm	We will start introducing our committee members and giving opening remarks.	The Garden
	12:30pm	Keynote Speaker will begin	The Garden
	1:30pm	We will break for lunch which is a buffett dinner	The Garden
	2:30pm	We will return from lunch and start our introduction presentation on Metaverse	The Garden

	2:30pm	We will return from lunch and start our introduction presentation on Metaverse	The Garden
	3:30pm	We will have a brief break where guests can network and get refreshments	The Garden
	4:00pm	Guests will return and we will have interactive floral activities and workshops	The Garden
	6pm	We will serve dinner	The Garden
	7:30pm	Night one ends	The Garden



Schedule of Events



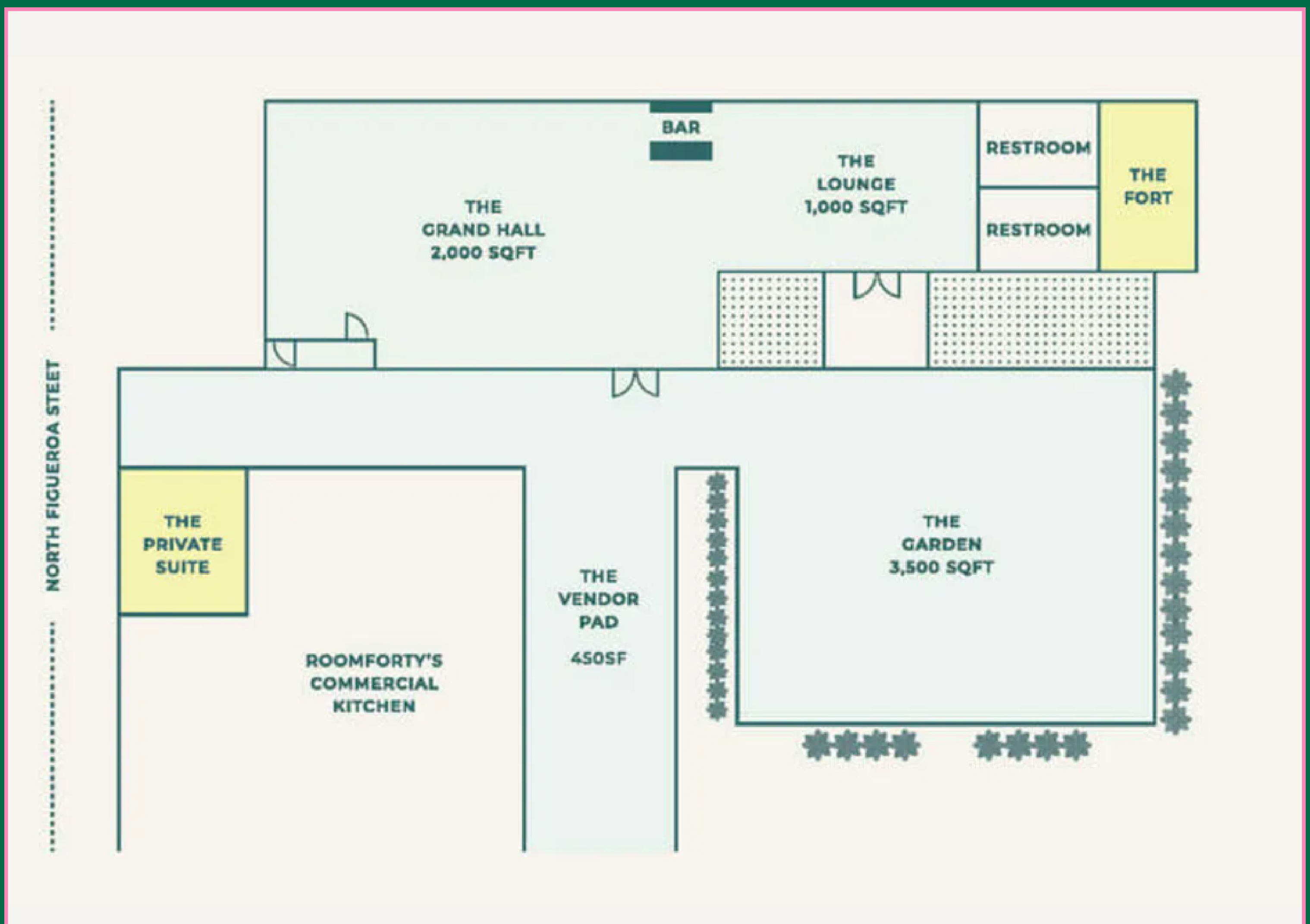
Date	Time	Event Description	Location
Sunday			
5/5/2024			
	9Am	Catering Team arrives	The Grand Hall
	11Am	Guests will arrive and begin check-in and receive their headset	The Grand Hall
	12Pm	Guests will start designing their floral showcases	The Grand Hall
	2Pm	We will break for lunch and guests will be asked to submit their final projects	The Grand Hall
	3Pm	Return from lunch and guests will be able to vote on their favorite arrangements	The Grand Hall
	4pm	The winner will be announced	The Grand Hall
	4:15pm	We will have a Q&A for guests	The Grand Hall
	5pm	The conference will be over	The Grand Hall



Schedule of Events



Since this is going to be a hybrid event, attendees both in person and online will have the option to use The Fig House as their background when testing out our Metaverse. This will make the virtual attendees feel as if they're here in person with us.



The Fig House

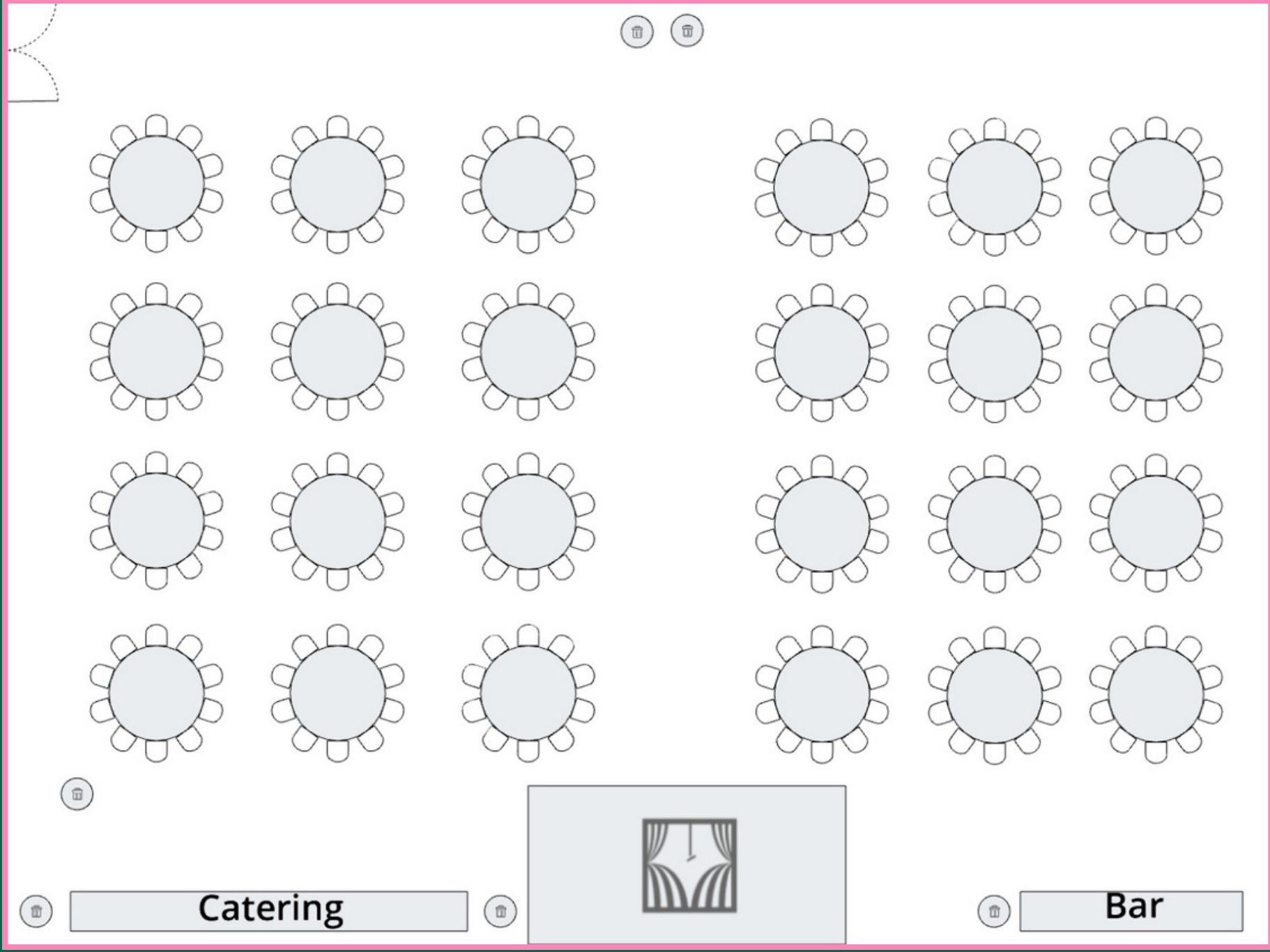




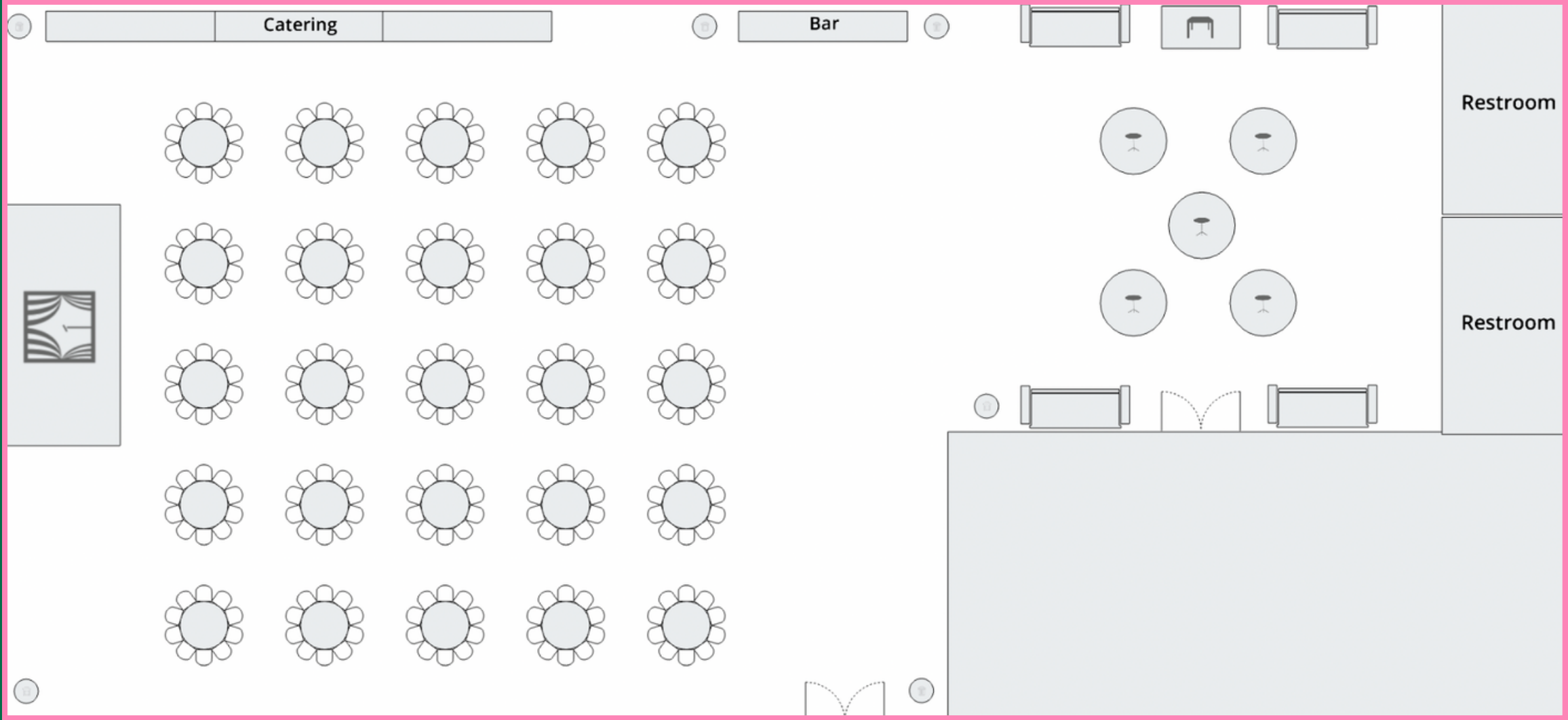
Room Layouts



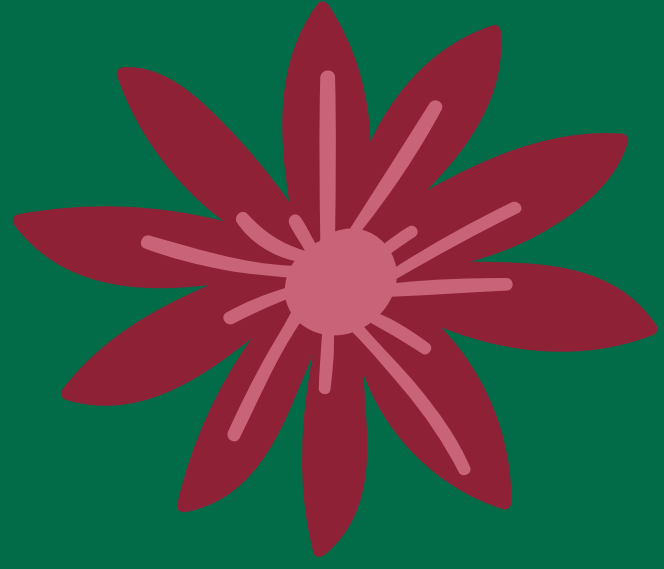
Day 1 - "The Garden"



Day 2 - "The Grand Hall"



*Room layouts made with Social Tables



Target Audience



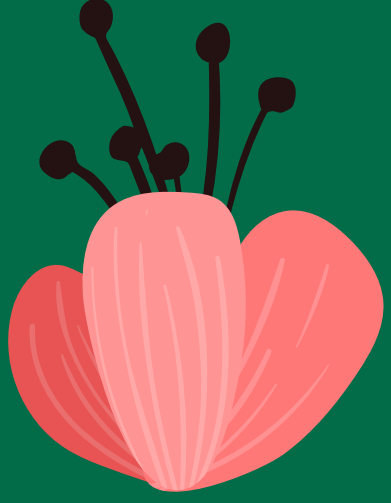
For our event we aim to reach the attention of a variety of floral professionals and individuals who are interested in the world of floral design. With almost 80% of flower sales in the United States is coming from women of all ages and backgrounds (Quirky, 2021), women will be a large portion of our target audience. Especially women ages twenty-five to sixty (Wentzel, 2019). Within this age range of women, on the lower end are typical ages to be getting married, so this is especially a target audience. The different generations also play an important role in determining our target audience. Staying between the age range of twenty-five to sixty, there are Gen X, Millennials (Gen Y), and a small portion of Gen Z. According to a survey of eight thousand consumers in the United States reported, "Gen X and millennials were more likely to say they would buy a flower bouquet within the next year than boomers." (Davenport, 2022). Gen Z is also more likely to purchase flowers more than boomers, but less than Gen X and Millennials, however, when they do purchase flowers, they tend to choose a more unique cut of flowers and add non-floral elements to the arrangement (Davenport, 2022). It is important for us to understand these differences among the generations in our target audience, especially when it comes to marketing to them.



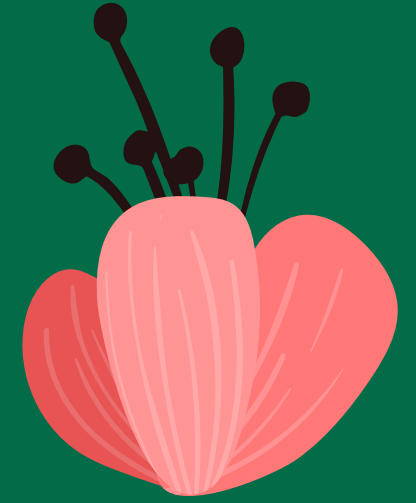
Target Audience



Our event will be taking place in early May, on the weekend of May 4th and 5th, right before the boom of wedding season. So, we are highly encouraging florists specializing in weddings and newly engaged couples looking to decorate their wedding venue with beautiful floral arrangements to attend this event. However, our event will be available for all social events coordinators and florists since “about three quarters (77%) of cut flowers are made with a reason/occasion in mind (Society of American Florists). We also are welcoming really anyone who has a need, desire or interest for beautiful floral arrangements, as 50% of flower sales come from occasions and special events that are not associated with a calendar holiday (Quirky, 2021) such as birthdays, anniversaries, or even the common scenario of “just because”. Our event and program create a great opportunity for florists and clients looking to hire a florist to connect and discuss. We will have a built-in communication channel in our program that allows clients to communicate with ease with their florist about their services and see firsthand their desired floral arrangements for their event come to life. Our program will also help florists keep track of their customers' preferences and order history more easily. It can even provide a way for florists to determine who their target market is, to better assist them in promoting their own companies and develop products and services best suited for their client base.



Marketing Plan



Our partner Society of American Florist will be an excellent channel to help market our event and program, since they have a direct connection to the world of floral designers, enthusiast and professionals. SAF can help spread the news about the event and program through their own publications, membership email announcements, and social media posts on their Instagram. 1-800 Flowers will be a tremendous attribute to our event through not only the donation of flowers, but also as another marketing channel by promoting the event through emails to vendors, social media posts, and publications on their website. Through the wonderful help of Netflix, we will have the unique privilege to create a documentary for our program. With the streaming of our documentary on Netflix, we will be able to further reach a larger audience, especially those who may not have had the privilege to attend our event. Our documentary will be an opportunity to see how our program performs and the benefits of bringing AI into floral design.

*Marketing Plan *Created with the assistance of PCMA Spark**

1. Define the Target Audience:

- Event planners, wedding planners, and florists seeking innovative solutions for venue design.
- Tech-savvy individuals interested in the metaverse and virtual reality experiences.

2. Branding and Messaging:

- Develop a compelling brand identity that emphasizes convenience, creativity, and the power of AI technology.
- Craft messaging that highlights the benefits of designing a venue remotely and the immersive experience offered by the metaverse.
- Emphasize the expertise and credibility of Kristen Griffith-Vanderyacht as the keynote speaker.

3. Online Presence:

- Create a visually appealing and user-friendly website to showcase the AI florist concept.
- Utilize social media platforms (Instagram, Facebook, Twitter) to share updates, sneak peeks, and behind-the-scenes content.
- Collaborate with influencers and industry experts to generate buzz and reach a wider audience.

4. Launch Event:

- Organize a virtual launch event in the metaverse, allowing attendees to experience the AI florist concept firsthand.
- Coordinate with virtual event platforms to ensure a seamless and engaging experience.
- Promote the event through targeted email campaigns, social media ads, and industry publications.

5. Keynote Speaker Promotion:

- Highlight Kristen Griffith-Vanderyacht's expertise and achievements in the floral industry.
- Collaborate with Kristen Griffith-Vanderyacht to create promotional content (interviews, blog posts, videos) that emphasizes the importance of embracing AI in the floral industry.
- Leverage Kristen Griffith-Vanderyacht's social media presence and industry connections to increase visibility and attract attendees.

6. Content Marketing:

- Develop informative and engaging content related to venue design, floral arrangements, and the benefits of using AI technology.
- Publish blog posts, articles, and videos on the website and share them on social media platforms.
- Offer free resources, such as e-books or guides, that provide tips and insights for utilizing the AI florist concept.

7. Partnerships and Collaborations:

- Collaborate with event venues, wedding planners, and industry associations to showcase the effectiveness and convenience of the AI florist concept.
- Offer exclusive partnerships or discounts to early adopters or key influencers in the industry.

8. Customer Testimonials and Case Studies:

- Collect feedback and testimonials from early users of the AI florist concept.
- Share success stories and case studies that demonstrate the positive impact of using AI technology in venue design.
- Incorporate these testimonials and case studies into marketing materials and social media content.

9. Continuous Engagement:

- Maintain an active presence on social media by sharing updates, tips, and inspiration related to venue design and floral arrangements.
- Engage with the audience through comments, messages, and live Q&A sessions.
- Encourage user-generated content by hosting design contests or challenges.

10. Performance Tracking:

- Monitor website traffic, social media engagement, and conversion rates to measure the effectiveness of marketing efforts.
- Use analytics tools to gain insights into user behavior and preferences.
- Adjust marketing strategies based on data-driven analysis to optimize results.

Promotional email example Produced with the assistance of PCMA

SPARK:

Dear Florist,

We hope this email finds you well and filled with the same passion for flowers that we have! We are thrilled to announce the launch of our exciting new Flower Metaverse program for floral design, and we can't wait to share this news with you.

Our Flowerverse program is designed to revolutionize the way florists like you create and showcase your beautiful arrangements. With our cutting-edge technology, you will be able to immerse yourself in a virtual world filled with endless possibilities for floral design. Whether you want to experiment with new styles, collaborate with other talented florists, or simply find inspiration, our Flowerverse program has got you covered.

To celebrate this momentous occasion, we are hosting a special product launch event exclusively for florists like you. This event will be an unforgettable experience where you will have the opportunity to witness firsthand the power of our Flowerverse program. Join us on May 4th & 5th at The Fig House in Los Angeles, California for an event filled with passion, creativity, and, of course, flowers!

Here are some highlights you can look forward to at the event:

1. **Live demonstrations:** Watch as our expert floral designers create stunning arrangements using our Metaverse program and discover the endless possibilities it offers.
2. **Interactive sessions:** Get hands-on experience with our Metaverse program and explore its features under the guidance of our knowledgeable team.
3. **Networking opportunities:** Connect with fellow florists, share ideas, and build meaningful relationships within the floral community.
4. **Exclusive offers:** Take advantage of special discounts and promotions available only to attendees of the product launch event.

We believe that our Flowerverse program will not only elevate your floral designs but also inspire your creativity in ways you never thought possible. Don't miss out on this chance to be a part of the future of floral design!

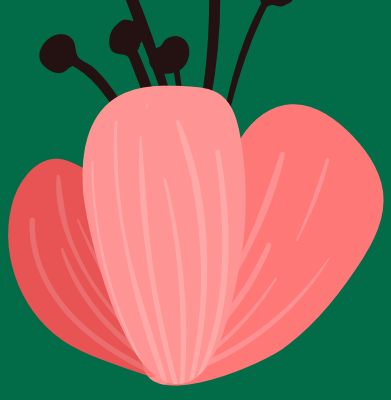
To reserve your spot at the product launch event, tickets are available at flowerverse.com. We have limited availability, so make sure to RSVP as soon as possible.

Thank you for being a valued member of the floral community. We look forward to seeing you at the event!

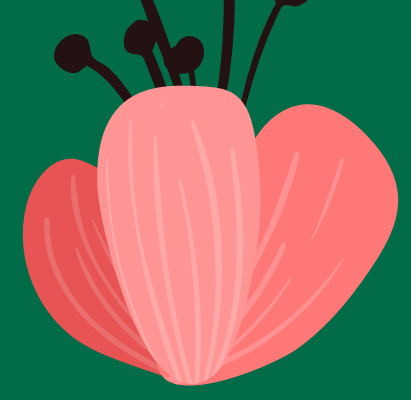
Passionately yours,

Flowerverse team

[Flowerverse.com](https://flowerverse.com)

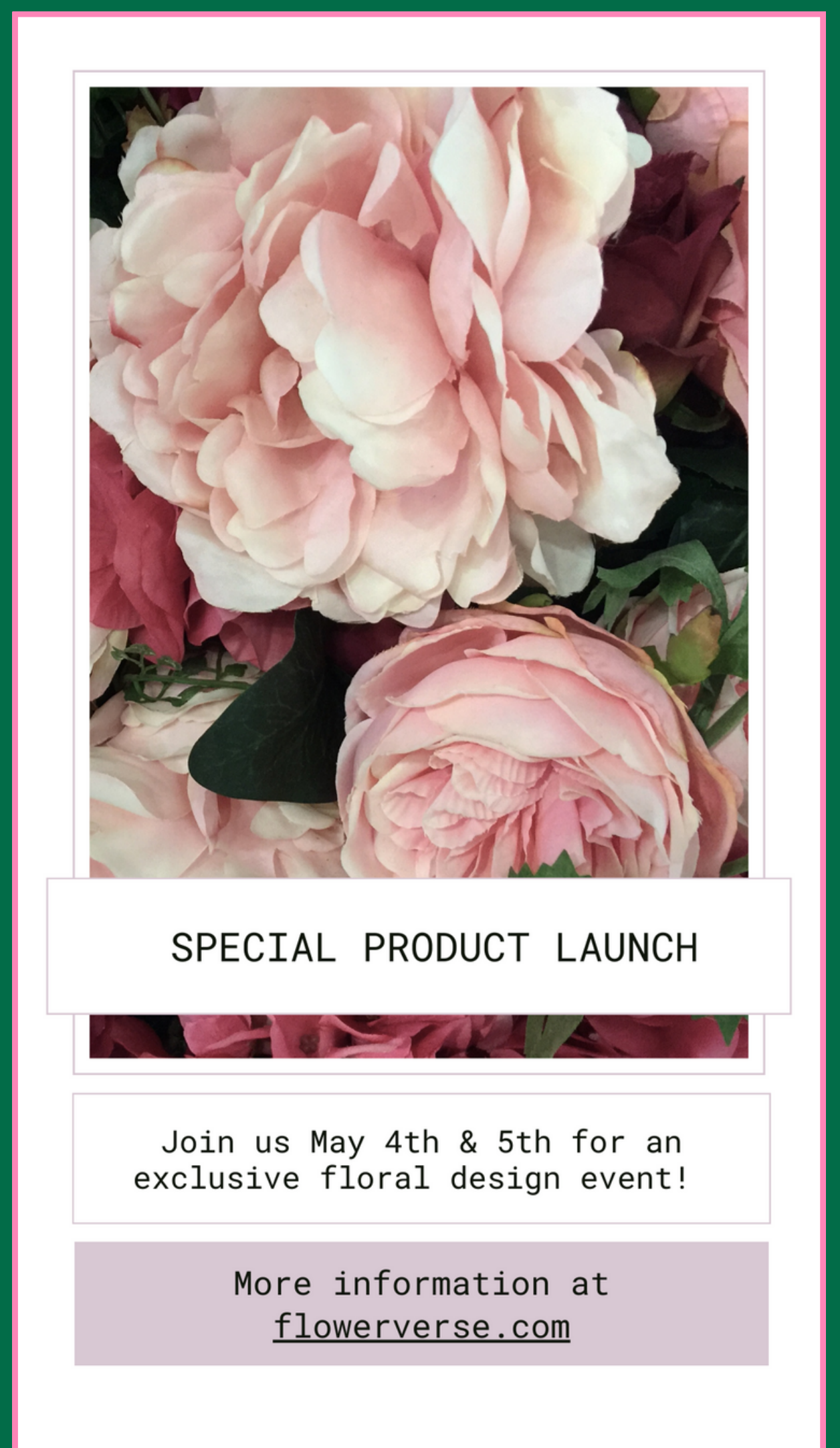


Marketing Plan



Along with promotion emails about the event and Flowerverse product, we will be using social media such as Instagram and TikTok to grab the attention of customers and florists who are active online. This is where understanding the different generations in our target audience plays a large role in the usage of social media, like previously mentioned, "Gen X and Millennials are more likely to turn to social media or the web for help in selecting their next bouquet." (Davenport, 2022). Social media will be a large marketing channel for us when it comes to promoting our event and program services. Our posts on social media will include promotion posts for the event and examples of floral designs that have been created in the program. We are also going to partner with celebrities and influencers, who will share a short message and demonstration to their viewers about how amazing our program works. Celebrity influence will show how easy it is to assist customers with connecting to florists and will also increase engagement to our own social media. With the use of social media promotions and celebrity/influencer endorsements, it will also get the ball rolling on word-of-mouth advertising. The social media posts will peak the interests of viewers, promoting them to speak and post about the event and program, which is great news for us.

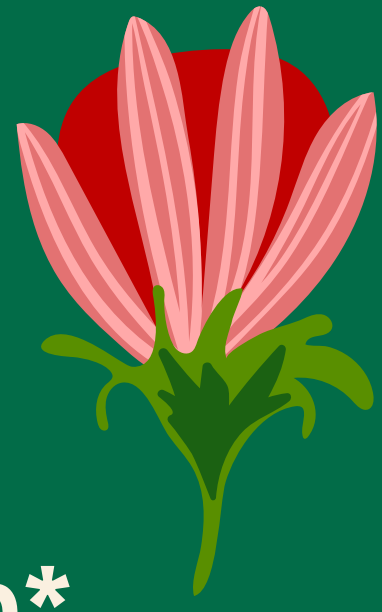
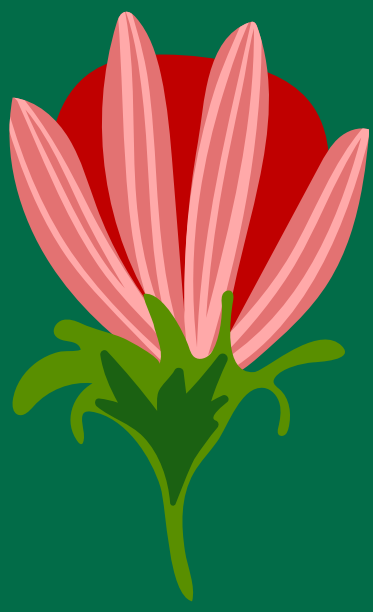
Examples of social media posts:



Examples of social media posts captions Produced with the assistance of PCMA SPARK :

"Join us for the Flowerverse product launch on May 4th & 5th at The Fig House in Los Angeles! Get a first look at the new floral arrangements made in the Flowerverse at the upcoming launch event in LA. RSVP now for the Flowerverse product launch on May 4-5 to see stunning new floral designs. Will you be at the Flowerverse launch? Share your excitement using #FlowerverseLaunch! The Fig House in LA is blooming with excitement for the upcoming Flowerverse launch event. Don't miss out!"

"Step into the Flowerverse and surround yourself with thousands of vibrant blooms handcrafted by our talented floral designers. This pop-up brings fresh floral art to life in ways you've never seen before 🌸 #Flowerverse #floralart"



Mock Look

Created using Adobe Photoshop



Style:

Arch Potted Aisle Chair

Venue:

Ballroom Outdoor Nature Outdoor For Hire Barn

Flowers:

Roses Daisy Sunflower Lily Lavender Lotus Bluebell Tullip Mimosa Marigold Chrysanthemum

Style:

Arch Potted Aisle Chair

Venue:

Ballroom Outdoor Nature Outdoor For Hire Barn

Flowers:

Roses Daisy Sunflower Lily Lavender Lotus Bluebell Tullip Mimosa Marigold Chrysanthemum

Home Envelope Info icons



Staffing Plan (Internal)



All contact information is Created by PCMA Spark

Role	Task	Contact Information
Director of Events	In charge of the complete coordination of the event, from its inception to its conclusion, their duties encompass a wide range of tasks. These tasks comprise supervising personnel, managing schedules, authorizing team efforts such as budgeting and operational plans, evaluating the event's performance, and more	Name: Kaylee Woodhull Phone #: 555-123-4567 Email: Kaylee.Woodhull@flowerverse.com
Director of Marketing	Tasked with developing and implementing a comprehensive marketing strategy, their role involves striving to achieve the expected attendance targets. Their duties also extend to cultivating a devoted fan base to guarantee future success for the event.	Name: Molly Zygmunt Phone #: 555-987-6543 Email: Molly.zygmunt@flowerverse.com

Director of
Human
resources

In charge of managing payroll, coordinating interviews for prospective hires, facilitating the onboarding process for new team members, overseeing the completion of necessary paperwork, ensuring the satisfaction of all employees, and addressing any incidents involving both internal and external staff.

Name: Emily Davis
Phone #: 555-343-2424
Email:
Emily.davis@flowerverse.com

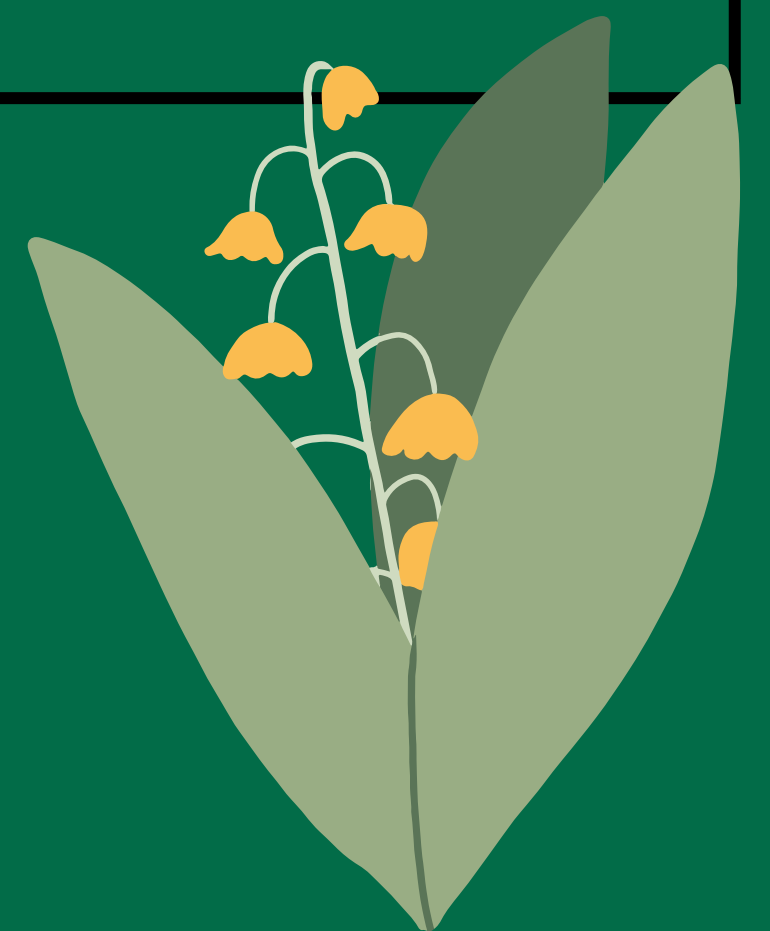
Director of
Operations

Tasked with formulating and adhering to the operational blueprint, orchestrating load-in and load-out procedures, ensuring the accessibility of registration, coordinating parking and transportation logistics, managing risk, and prioritizing safety measures.

Name: Cameron Turak
Phone #: 555-343-3533
Email:
Cameron.turak@flowerverse.com



Director of Budgeting	Responsible for meticulously reviewing each marketing email before its dissemination, crafting the budget and consistently monitoring and revising it, and conducting a post-event evaluation.	Name: Jason Lee Phone #: 555-343-2424 Email: Jason.lee@flowerverse.com
Director of Sponsorship	In charge of maintaining communication with attendees, vendors, sponsors, staff, and volunteers. The director will establish communication formats for outgoing messages and devise a communication strategy to maintain message consistency. Their responsibility encompasses engaging with all internal and external stakeholders.	Name: Chelsea Wagner Phone #: 555-243-2432 Email: Chelsea.wagner@flowerverse.com





Staffing Plan (External)

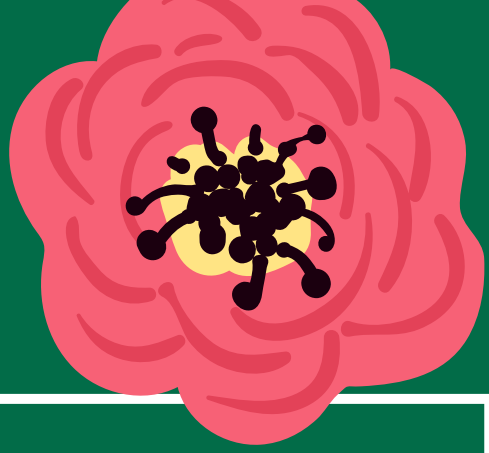


Venue Staff: The Fig House, waiters/hostess, security, valet

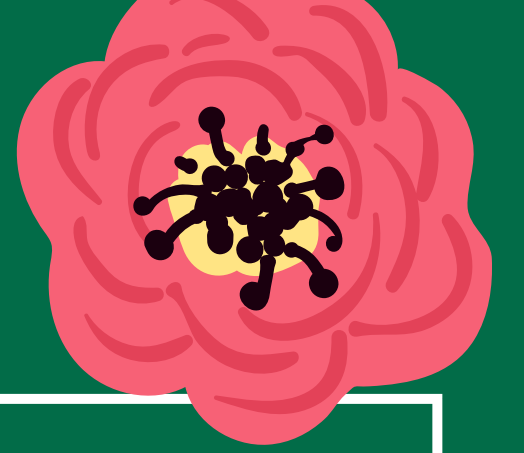
Guest Speaker: Kristen Griffith-Vanderyacht will be our florist for this event. He will be demonstrating to our attendees how to create a stunning floral piece while incorporating our AI technology.

Event Technology Support: AV Technology, Cvent

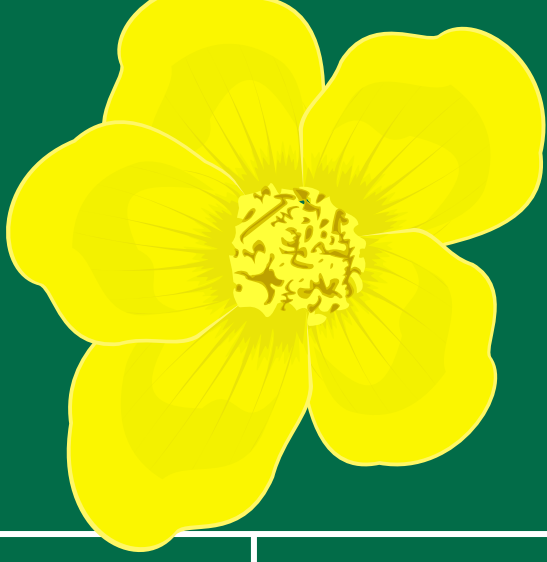
Valet Parkers: Valet parking is required by TheFig House but not include in the rental, so an external valet parking team will be hired.



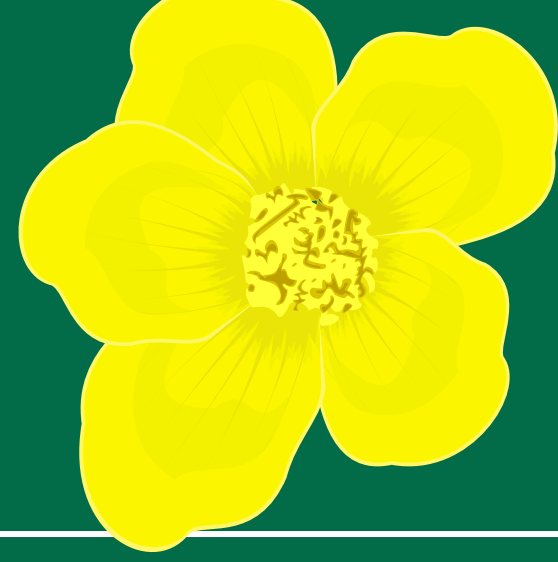
Sponsorship Levels



Sponsorship Level	Description
 <p>Daffodil</p>	<ul style="list-style-type: none">• \$5,000• Logo Placement: Company logo displayed on event website and promotional materials.• Social Media Exposure Mention and recognition on event's social media platforms.• Recognition: Acknowledgment during event opening and closing remarks.• Tickets: 5 complimentary event tickets for company representatives.• Networking Opportunities Access to pre-event networking sessions.
 <p>Tulip</p>	<ul style="list-style-type: none">• \$10,000• All benefits of Daffodil and also include the following:• Logo Placement: Enhanced logo visibility on the event website and promotional materials. Exclusive Content: Option to provide branded content or information in event attendee packets.• Speaking Opportunity: Opportunity to deliver a brief presentation or participate in a panel discussion.• Tickets: 10 complimentary event tickets for company representatives.• VIP Treatment: Exclusive access to the VIP lounge and designated seating area.
 <p>Rose</p>	<ul style="list-style-type: none">• \$25,000• All benefits of Daffodil and Tulip and also include the following:• Logo Placement: Prominent logo placement on the event website, promotional materials, and banners.• Exclusive Branding: Exclusive branding of specific event elements (e.g., registration area, networking breaks).• Premium Speaking Opportunity: Keynote speaking slot or exclusive panel participation.• Tickets: 15 complimentary event tickets for company representatives.• Post-event Recognition: Additional social media and email newsletter recognition.



Sponsors



Sponsor Name	Donation(s)	Contact info
Cvent	\$25,000	Name: Samantha Jennings Phone #: 555-434-2432 Email: Samantha.Jennings@Cvent.com
Netflix	\$25,000	Name: Joe Grath Phone #: 555-343-2424 Email: Joe.Grath.sponsorships@netflix.com
1800-Flowers	\$30,000	Name: Eddie Barley Phone #: 555-355-3434 Email: Eddie.B@flowers.com
Social tables	\$10,000	Name: Jose Monroe Phone: 555-343-3343 Email: Jose.monroe0019@socialtables.support.com
Society of American Florist	\$10,000	Name: Sarah Remmy Phone: 555-242-1234 Email: Sarah.Remmy@SAF.com
Burpee Seeds	\$10,000	Name: Beth Wendall Phone: 555-343-3443 Email: Beth.Wendall.support@Burpee.com
Kettle one Vodka	\$5,000	Name: Daryl Monty Phone: 555-242-0987 Email: Daryl.monty@kettleone.com

Financial Plan

Revenues:

We will be funding the event through ticket sales and sponsorship contributions. There is an expected revenue of about \$3,215,338.00.

Expenses:

We will be expecting expenses from the venue rental, guest speaker fee and accommodations, staff salaries, staff accommodations, shuttle bus rentals, catering, valet parking, advertisement costs, and a contingency expense of 5%. There is an expected expense of about \$594,762.00

Event Name:	All Florist					
Event Date:	May 4 & May 5					
Event Financial Goal:	Profit					
Location:	Fig House					
Revenues						
Main Category	Subcategory	Budget	In-kind contribution	Comments	Vendors	
Ticket Sales	In person	\$600,000.0		\$1,000 per ticket (200 * \$500)		
	Online	0		\$2,500 per ticket (1000 * 2500)		
Sponsorships		\$2,500,000				
	Netflix		\$5,000 value of flowers donated			
	1800 Flowers	\$25,000				
	Cvent	\$30,000				
	Social Tables	\$25,000				
	Society of American Florist	\$10,000				
	Burple Seeds	\$10,000				
Kristen Griffith Book Sales @ in person	Kettle One Vodka	\$5,000				
	5% of sales	\$338		(\$27/book * 250 copies)		
Total Revenue		\$3,215,338.00				
Expenses						
Main Category	Subcategory	Budget		Comments	Vendors	Post Event Comments
Venue	Venue rental	\$17,000		\$9,500/Saturday and \$7,500/Sunday		
	Parking					
Food & Beverage	Valet parking	\$1,292		\$32/hr * 4 employees for 14 hours		
	Catering Lunch (Fig house)	\$25,000		Buffet service for 200 guests, \$90/per lunch = \$18,000/day = \$25,000/two days for lunch		
Marketing	Catering Dinner	\$0,000		Buffet service for 350 guest, \$200/per dinner = \$50,000/day		
	Social Media Advertising	\$21,000		6 Months of adv+ Marketing (3,500 per month)		
VR Rentals	In Person Rental	\$4,000		250 people x \$19.99 per headset		
	Online Rental	\$29,900		1,000 people x \$19.99 per headset + \$10 shipping fee per headset		
Decorations	Flowers	0		generous donation from 1800 Flowers		
	Guest Speaker					
Staffing	Kristen Griffith-Vanderyacht fee	\$8,478		\$500/hr for 14 hours		
	Travel accommodations	\$2,600		Flight \$600 round trip, business class, LAX - SEA + car & driver (\$2,000)		
	Lodging accommodations	\$1,500		\$75/night for a hotel, from Friday to Sunday		
	Food & beverage accommodations	\$300		\$150/day		
Staffing	Director of events	\$62,400				
	Director of Marketing	\$36,000		Paid \$30/HR(40 hrs wk * 12 months) = 57,600 + Extra time (160 hr) = \$62,400		
	Director of HR	\$74,400		Paid \$30/HR(40 hrs wk * 7 months) = 1,120 Hours + 80 hr = 33,600 + 2,400		
	Director of Ops	\$62,400		Paid \$30/HR(40 hrs wk * 15 months) = 72,000 + (80 hr) = 72,000+2,400=		
	Director of Budget	\$5,200		Paid \$30/HR(40 hrs wk * 12 months) = 57,600 + Extra time (160 hr) = \$62,400		
	Director of Sponsorship	\$73,200		Paid \$30/HR(40 hrs wk * 14 months) = 67,200+ Extra time (100 hr) =		
	Av Support in person	\$7,500		Paid \$30/HR(40 hrs wk * 14 months) = 67,200+ Extra time (200 hr) =		
	Av Support online	\$7,500				
	Temp Staff	\$255		Food		
	Hotel rooms for staff	\$10,000		Food		
Shuttle bus services	The Westin Pasadena rooms for staff	\$10,000		\$25.25 per Diem x 10		
	Shuttle bus to/from Westin & venue	\$16,300				
Contingency	Shuttle bus to/from Westin & LAX	\$18,600				
	10%	\$59,476.25		4 buses, 40 miles (\$5.90/mi), 2 days (\$2,000/day)		
		\$59,476.25		4 buses, 108 miles (\$5.90/mi), 2 days (\$2,000/day)		
Total Expense						
Total Actual Revenue		\$3,215,338.0				
Total Actual Expenses		0				
P/L Total = Revenues-Expenses		\$3,215,338.00				

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