FLORAL
DESIGN
ACADEMY

EVENT FLORISTRY MASTERCLASS

An immersive intensive in contemporary wedding and event floristry — from bridal bouquets to exquisite banquet arrangement

3-day offline masterclass

13 – 15 april 2027

Dusseldorf, Germany

13 – 15 april 2027

FLORAL DESIGN ACADEMY

Complete 3-day immersion into the floristry field, with 9 hours of daily learning, accompanied by our leading experts.

Not just a course — a complete immersion into event floristry with tangible results.

MEET LACY BIRD®

— a world-famous studio of signature floristry

Founder Sofia Veiber started floristry as a hobby. Her love for flowers, eye for aesthetics, and passion for delivering emotions through bouquets evolved into the unique Lacy Bird style and a powerhouse floral brand.

Over a decade later, Lacy Bird's signature sprawling bouquets are recognized worldwide, with floral shop customers across the globe using our photos as the gold standard for their orders

500 000 +
follow us on social media

15 000 +
bouquets and arrangements created annually

7 out of 10
clients return to us again

50 +
world-class experts in the team

LACY BIRD ACADEMY

— our educational projects

Atmosphere

It's what truly captivates our students. LBA is a sanctuary where you can fully immerse yourself in creativity and stay at the absolute cutting edge of the industry.

15 000+
students worldwide

Openness

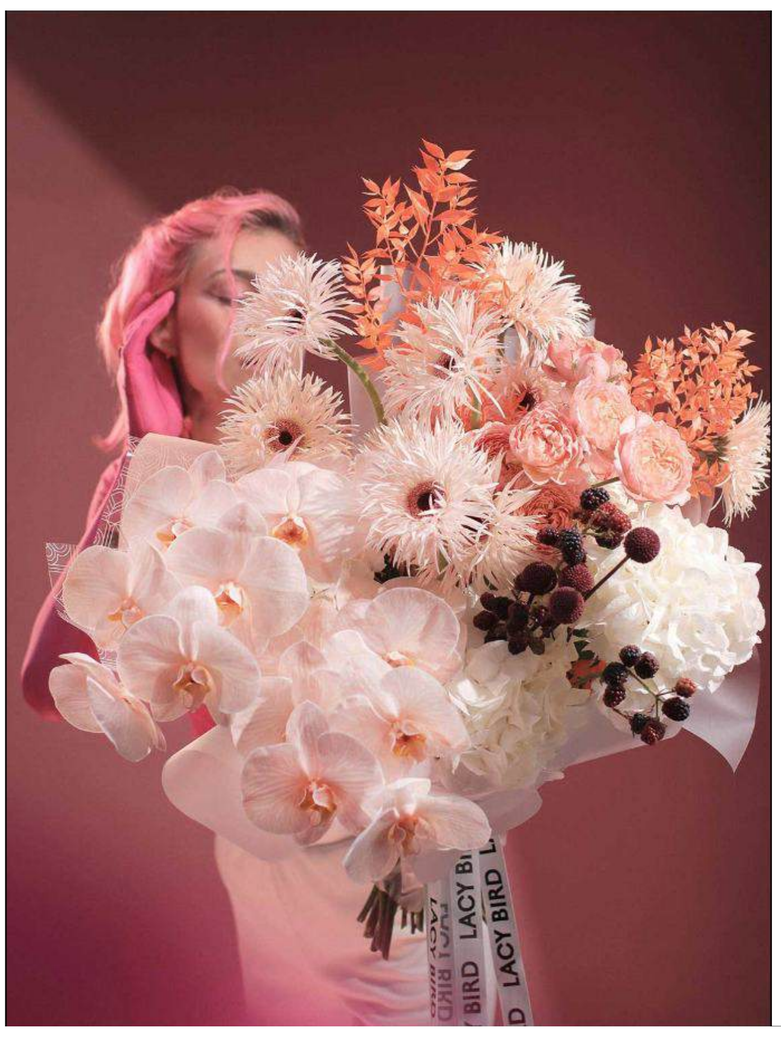
We tell it like it is! From our greatest victories to our toughest challenges, including all our unique finds and industry hacks. We believe this honesty is the only way to build true trust between us

50+
Events worldwide

Hands-on Practice

It's what truly captivates our students. LBA is the place where you'll dive headfirst into creativity and stay at the absolute cutting edge of floral design

15+
Unique training programs



SYSTEM + CREATIVITY

We are more than just a systematic business — we have successfully merged creativity with commercial success!

WHO SHOULD ATTEND?

FLORAL DESIGN ACADEMY

Absolute Beginner:

- You love flowers but have never worked on events, and your designs still look like "simple bouquets."
- You want to enter the profession and master contemporary wedding and event floristry from scratch.

The course will give you: A step-by-step foundation and the confidence to create your first bridal bouquet, arch and banquet setting during the program.

Practicing Florist:

- You already work with daily bouquets but feel stuck and want to move into premium event projects.
- You lack a clear system for arches, large-scale installations and banquet styling.

The course will give you: The techniques and Lacy Bird aesthetics to create high-end event floristry — and elevate your income.

Studio Owner:

- You want to expand your services into weddings and events and scale through premium standards.
- You aim to train your team and attract clients who value high-end floral design.

The course will give you: The course will give you: A complete event project cycle from A to Z, plus pricing and commercial-proposal strategy for high-ticket sales.

Event / Wedding Designer:

- You want to feel event floristry trends firsthand to lead your team and vendors with clarity, not guesswork.
- You plan to enter the large-scale B2B segment and create ceremony installations with a "wow effect."

The course will give you: The technical foundation and Lacy Bird aesthetics for executing ambitious wedding and event projects.

WHAT MAKES OUR OFFLINE EXPERIENCE UNRIVALED?

★ **14 Years of Lacy Bird Expertise**

The entire journey from a boutique studio to a global trendsetter, packed into a concentrated practical intensive. You inherit the secrets we've spent over a decade perfecting.

★ **The Floral Show Effect**

This is more than a lesson; it's a performance. You become a key participant in creating large-scale art installations and floral objects that redefine what's possible in modern design.

★ **Powerful Community & Networking**

Surround yourself with like-minded creators. You'll join a global community of ambitious professionals, sparking high-energy exchanges, new partnerships, and friendships that last a lifetime.

★ **Total Immersion Experience**

Step away from the daily grind. A breathtaking new location, the scent of thousands of fresh blooms, and working side-by-side with top-tier masters create the ultimate environment for a creative breakthrough.

★ **Hands-on Mentorship & Support**

The Lacy Bird instructors are right by your side. We literally "set your hand," correcting technique in real-time and helping you refine every single detail until your work is flawless.

★ **Direct Business Insights**

In the "backstage" of the intensive, we discuss what stays off the record: real-world cases, scaling strategies, sourcing suppliers internationally, and the secrets to managing a dream team.

LBA FLORAL DESIGN ACADEMY

DAY 1 PROGRAMM

FLORAL DESIGN ACADEMY

10:00 – 10:30

Opening Session

- Vision, Community & Course Framework

10:30 – 13:00

Lecture part

- The Client Funnel: Communication, Sales & Marketing

13:00 – 14:00

Lunch

- Provided by Lacy Bird Academy

14:00 – 15:30

Interactive lecture part

- Moodboard and Client Proposal Structure and Approach
- Live session + recording provided

15:30 – 16:00

Demonstration

- Asymmetrical Bridal Bouquet

16:00 – 17:30

Practical part

- Asymmetrical Bridal Bouquet

17:30 – 18:00

Practical part

- Boutonniere

DAY 2 PROGRAMM

FLORAL DESIGN ACADEMY

10:00 – 13:00

Lecture part

- Event Flower Selection & Procurement Volume, Quality, Budget & Logistics Guidelines

13:00 – 14:00

Lunch

- Provided by Lacy Bird Academy

14:00 – 15:00

Lecture part

- Floral Arches Structural Types and Installation Techniques

15:00 – 18:00

Practical part

- Creating Floral Arches: Round and Square Forms

DAY 3 PROGRAMM

FLORAL DESIGN ACADEMY

10:00 – 13:00

Lecture part

- Table arrangements and set design

13:00 – 14:00

Lunch

- Provided by Lacy Bird Academy

14:00 – 17:30

Practical part

- Event Table Set Design

17:30 – 18:00

Certification & Award Ceremony

YOUR CERTIFICATE

The Lacy Bird Academy certificate is recognized worldwide. Studios everywhere know our signature style and are eager to hire modern florists who possess the most up-to-date skills in the industry.

FLORAL DESIGN ACADEMY

CERTIFICATE

LACY BIRD ACADEMY

DATE | PLACE

VERA BIRD

HAS RECEIVED THIS CERTIFICATE FOR COMPLETING THE MASTERCLASS:

MODERN FLORAL DESIGN LACY BIRD STYLE

VEYBER S.D.

ACADEMY.LACYBIRD.COM

YOUR TUTORS

Daria Shulzenko

Head of education of LBA

Uses her knowledge to enhance the world's beauty. Will also teach you to be attentive to details and turn your dreams into reality

Anastasia Wolf

Creative director and co-founder Wonderland Bali

15 years of experience in event floristry. Worked with premium weddings and corporate celebrations around the world

Andrei Bindea

Business owner

Andrei will teach you how to bring the WOW effect into your floral designs through intentional composition, strong visual identity and modern commercial floristry.

Polina Belyakova

Head of SMM

Leads social media strategy and brand communications, developing digital presence, growing audience engagement and visual presentation

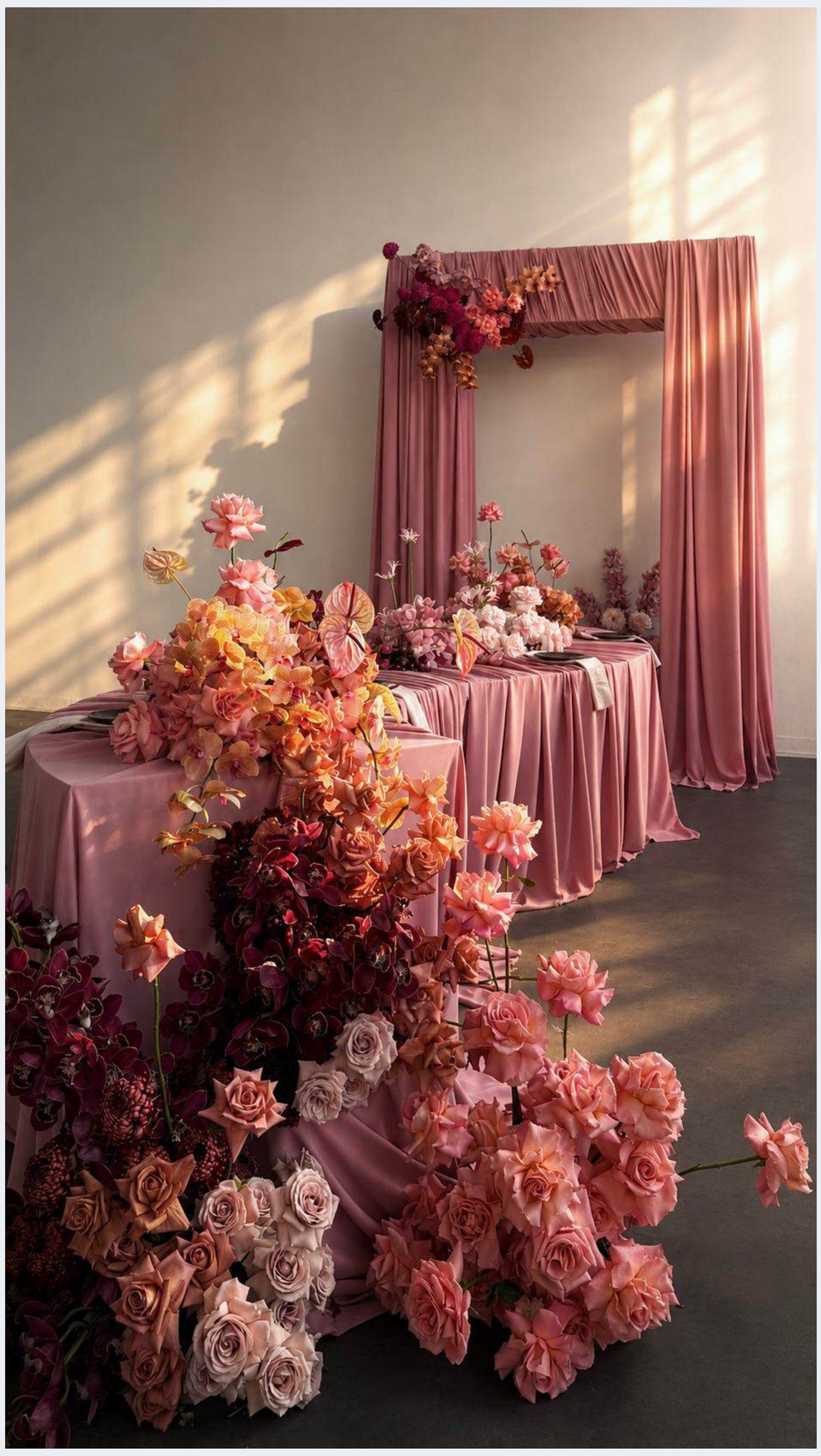
Oleg Belyakov

Head of marketing and business development

Leads sales, marketing and business development, with extensive expertise in the floral industry and a deep understanding of its commercial processes

STUDENT'S WORKS

– the results after 3 days of training are truly astounding! Some students were holding flowers for the very first time.



An offline course is more than just education — it's an investment in your professional identity.

You leave not only with new skills but with a transformed mindset, newfound confidence, and a clear roadmap for your growth!

WHAT'S NEXT? FEEL FREE TO CONTACT US!

CLICK ME

FLORAL DESIGN ACADEMY