01 | day

02

03

MODERN FLORAL DESIGN LACY BIRD STYLE

23 — 25 January 2026

Bangkok, Thailand

OFFLINE MASTERCLASS

09:00 — 12:00

Lecture part:

Fundamentals of color theory

Hierarchy of flowers and textures

The commercial component of a bouquet

12:00 — 13:00

Lunch (provided by Lacy Bird Academy)

13:00 — 14:00

Demonstration: Asymmetrical arrangement in a box

14:00 — 15:30

Practical part: Asymmetrical arrangement in a box

15:30 — 15:45

Demonstration: Greenery round bouquet

15:45 — 16:30

Practical part: Greenery round bouquet

16:30 — 18:00

Lecture part:

Business processes in floral industry Part 1

Online and offline format

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01

02 | day

03

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OFFLINE MASTERCLASS

09:00 — 10:30
Demonstration: Spreading bouquet in Lacy Bird style

10:30 — 11:00
Lecture part: Commercial photography

11:00 — 11:30
Practical part: Commercial photography

11:30 — 12:30
Lunch (provided by Lacy Bird Academy)

12:30 — 14:30
Practical part: Spreading bouquet in Lacy Bird style

14:30 — 15:15
Practical part: Bouquet wrapping

15:15 — 15:30
Photosession

15:30 — 16:30
Lecture part:
Social Media Promotion,
Collaborations + the image component

16:30 — 18:00
Lecture part:
Business process in floral industry Part 2
Marketing, analysis and sales in floral business

01

02

03 | day

MODERN FLORAL DESIGN LACY BIRD STYLE

23 — 25 January 2026
Bangkok, Thailand

OFFLINE MASTERCLASS

09:00 — 11:00

Lecture part: Event decor and working with B2b customers

11:00 — 13:00

Practical part: Arranging large-scale installation Part 1

13:00 — 14:00

Lunch (provided by Lacy Bird Academy)

14:00 — 17:00

Practical part: Arranging large-scale installation Part 2

17:00 — 17:30

«Modern floral design» Masterclass certificate presenting

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