

01 | day

02

03

MODERN
FLORAL
DESIGN
LACY BIRD
STYLE

19 — 21 December 2026
Guangzhou

LBA
FLORAL DESIGN
ACADEMY

☎ +1 555 704 7295
🌐 academy.lacybird.com



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

Offline format of running floral business

Lacy Bird vision

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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
Online format of running floral business
Lacy Bird vision

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OFFLINE MASTERCLASS

09:00 — 12:00

Lecture part: Event decor and working with B2b customers

12:00 — 13:00

Lunch (provided by Lacy Bird Academy)

13:00 — 17:00

Practical part: Arranging large-scale installation Part 2

17:00 — 17:30

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