

01 | day

02

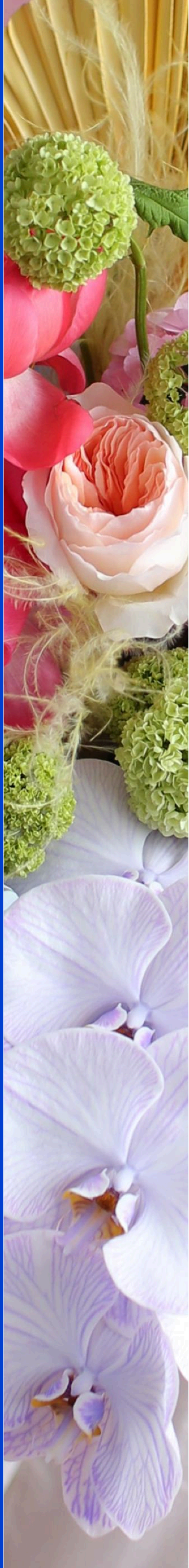
03

MODERN
FLORAL
DESIGN
LACY BIRD
STYLE

16 — 18 May 2026
Amsterdam, Netherlands

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

Online and offline format

01

02 | day

03

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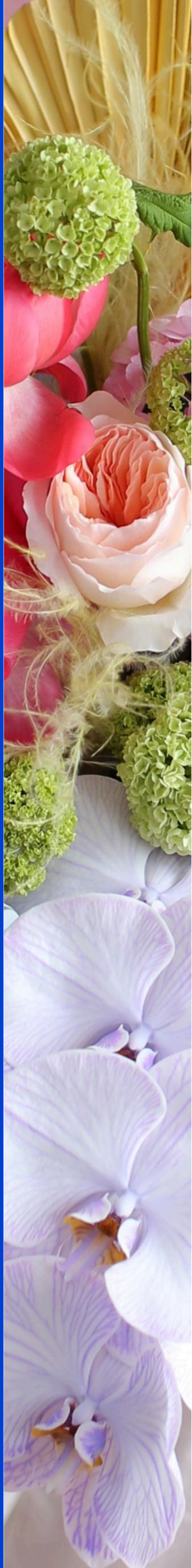
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OFFLINE MASTERCLASS

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

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OFFLINE MASTERCLASS

07:00 — 12:00

Guided tour: Flower route in Holland From plantation to the customer

12:00 — 13:00

Lunch (provided by Lacy Bird Academy)

13:00 — 15:00

Lecture part: Event decor and working with B2b customers

15:00 — 18:00

Practical part: Arranging large-scale installation

18:00 — 18:30

«Modern floral design» Masterclass certificate presenting

18:30 — 19:00

Photosession

