

Hartworks Floral | 07/24/2023

ELEVATING YOUR EVENTS

Design Trends and Florals at the Right Price

PRESENTED BY:

Ericka Barreto



AGENDA

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Trends: Where	-----2	How to Ask	-----7
San Diego Trend Fest	-----3	Dig In	-----8
People, Place, Pinterest	-----4	Lets Connect	-----9
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OVERVIEW

Design trends, industry pricing and common arrangement options to help guide your upcoming events, budgets and future clients. You'll leave with a better understanding of industry costs to help you dream big and realistically, and a new florist mindset after you dig in and create your own grocery store flower arrangement.



TRENDS: WHERE

Surrounding

- Fashion – Paris, Fashion week
- Interior Design
- Event Design

Online

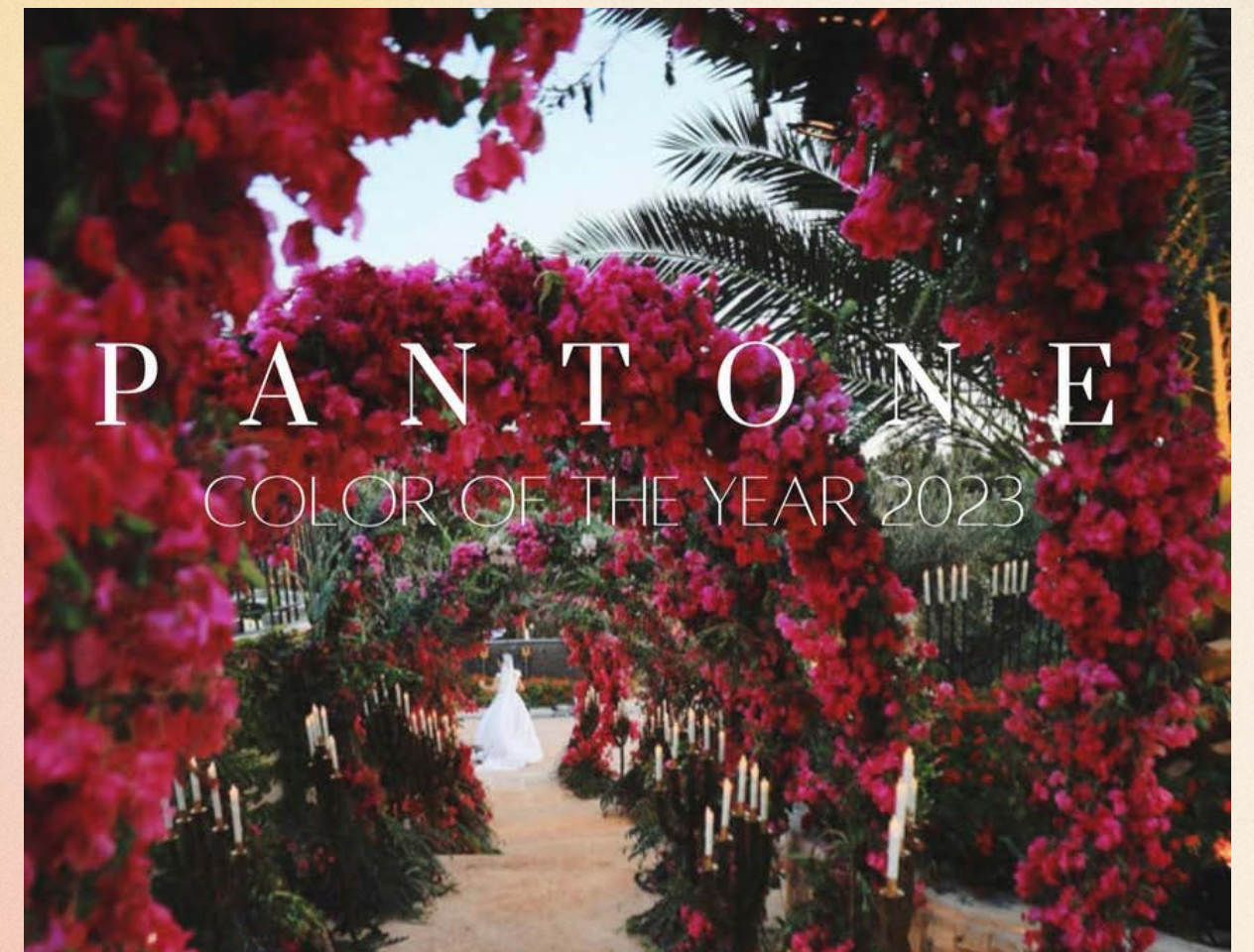
- Pantone
- Popular Instagram Accounts
- Pinterest
- Event Company Mailers
- You & Me



Color of the Year
2023

PANTONE
Viva Magenta
18-1750

HEX #BB2649
RGB 187, 38, 73



TRENDS: WHERE

Fashion - Paris, Fashion week | Interior Design | Event Design



TRENDS: WHERE

Fashion – Paris, Fashion week | Interior Design | Event Design







NACE SAN DIEGO TREND FEST APRIL 2023

- Colorful cocktails
- Freeze dried cereal
- 360 photo booth
- Trendy Apps
- Hanging Installation
- Different centerpieces



FLOREAL TRENDS

- Color of the year
- Barbie
- Coastal
- Mono Floral
- Boho
- Greenery

COLOR OF THE YEAR



BARBIE



COASTAL



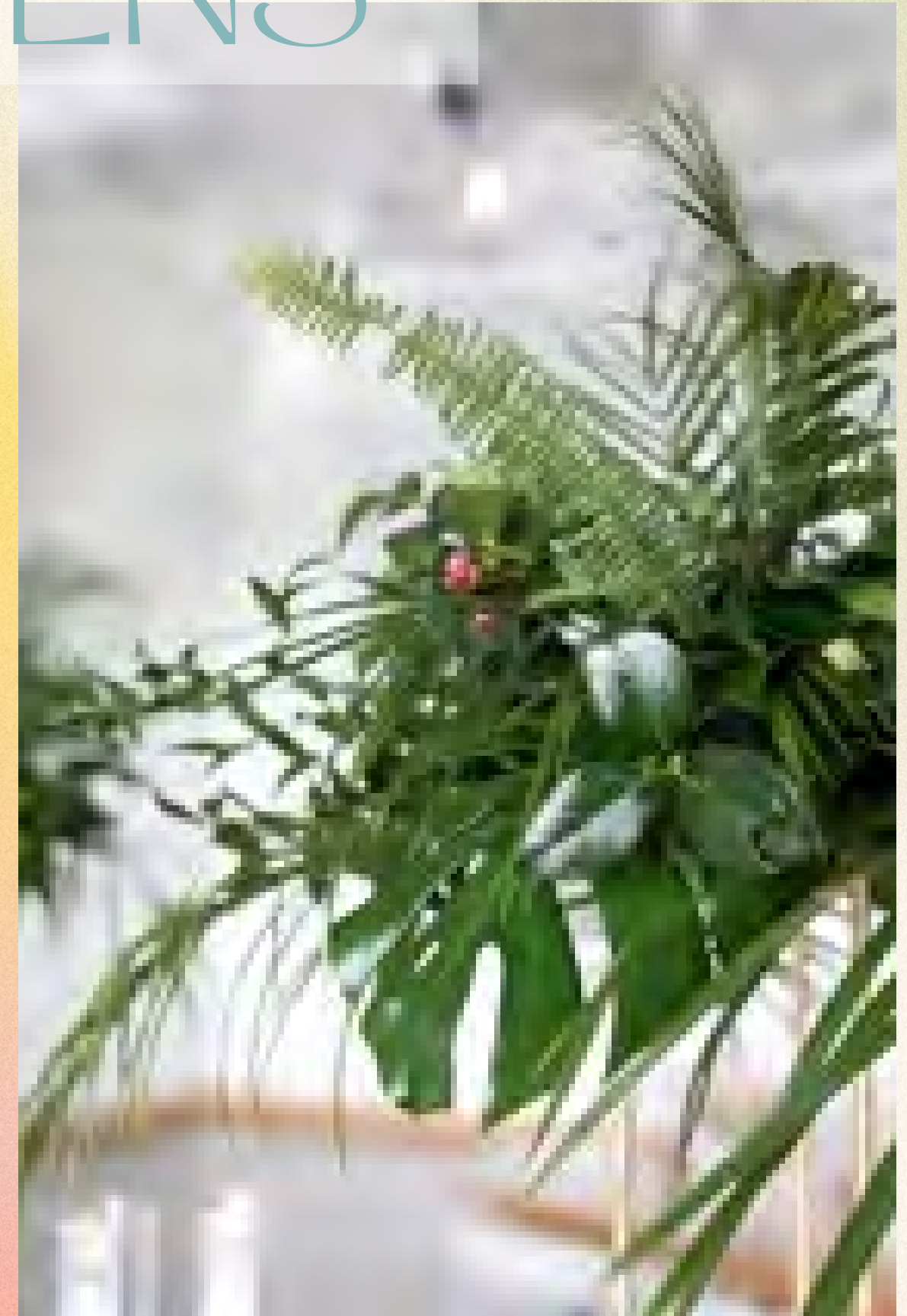
MONO FLORAL



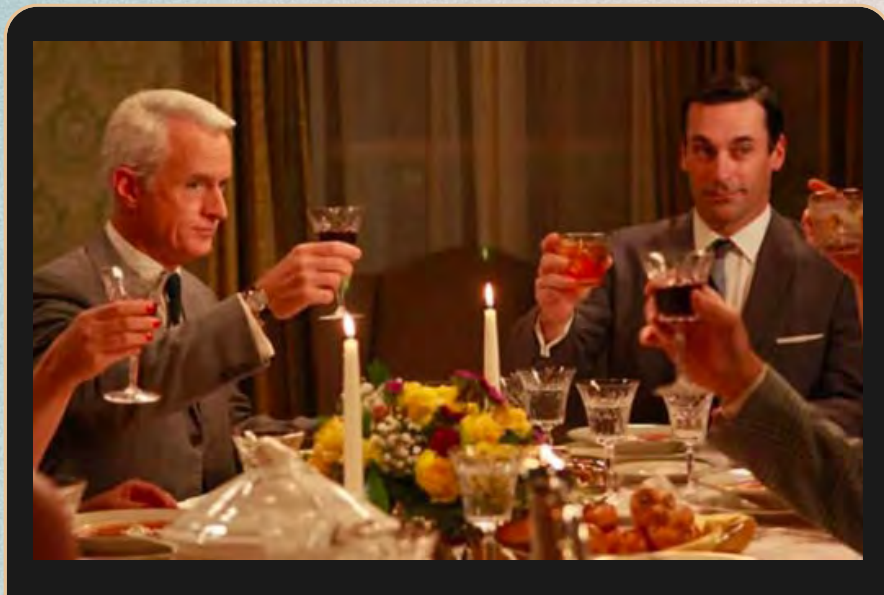
BOHO



TROPICAL/GREENS

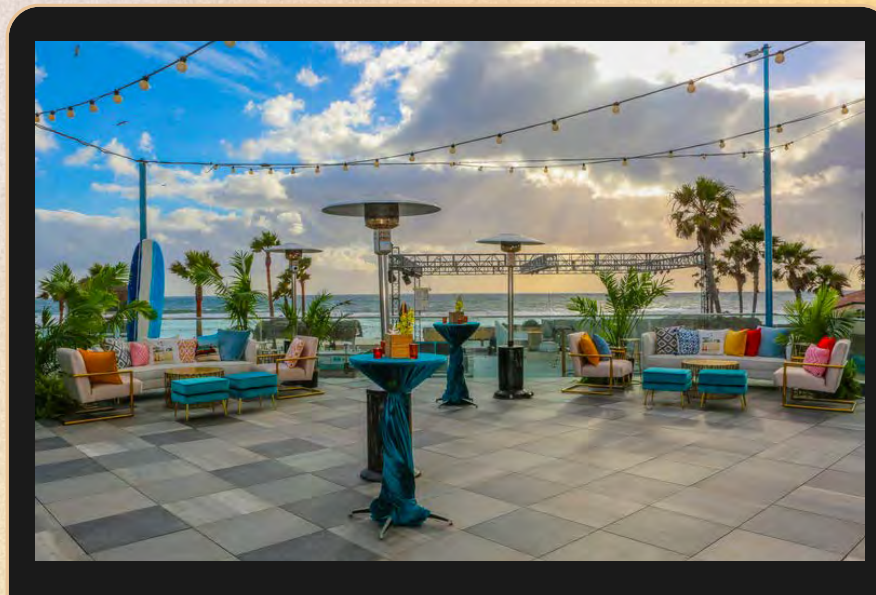


PEOPLE, PLACE, PINTEREST



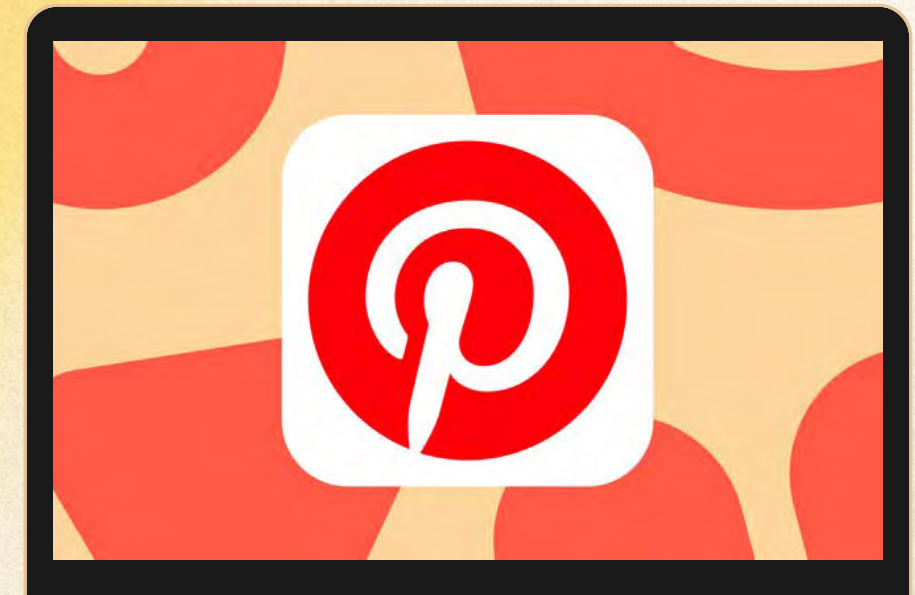
PEOPLE

GenZ corporate
Executive Males
Mixed Demographic



PLACE

Beach
Downtown
Executive Backyard
Coachella

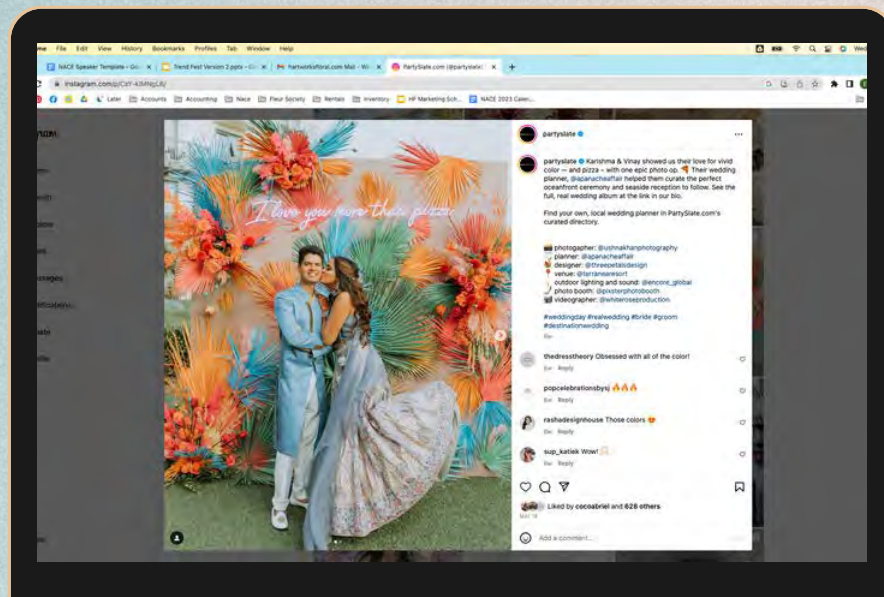


PINTEREST

Do you have Inspiration?
Does your client have Inspiration?

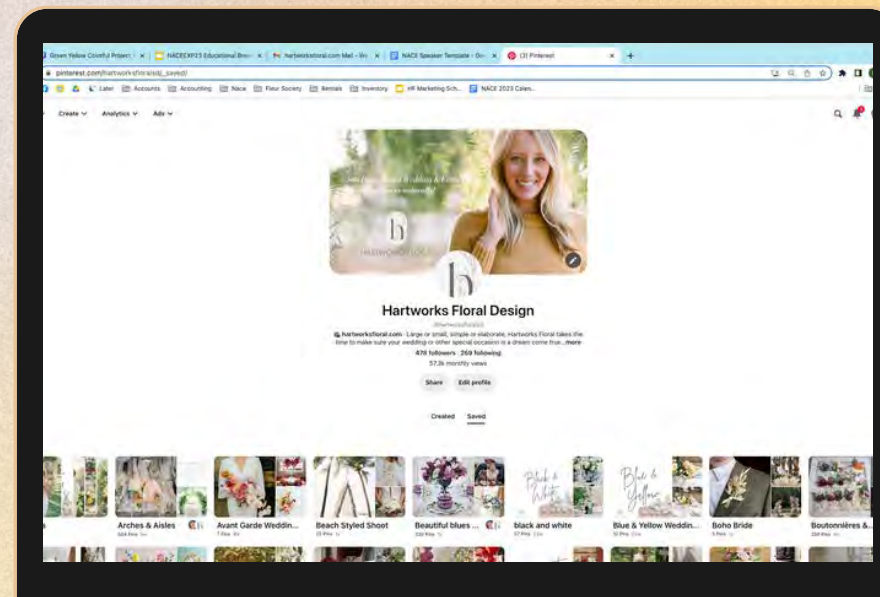
WEB BASED INSPIRATION

Pulling design from all over the internet.



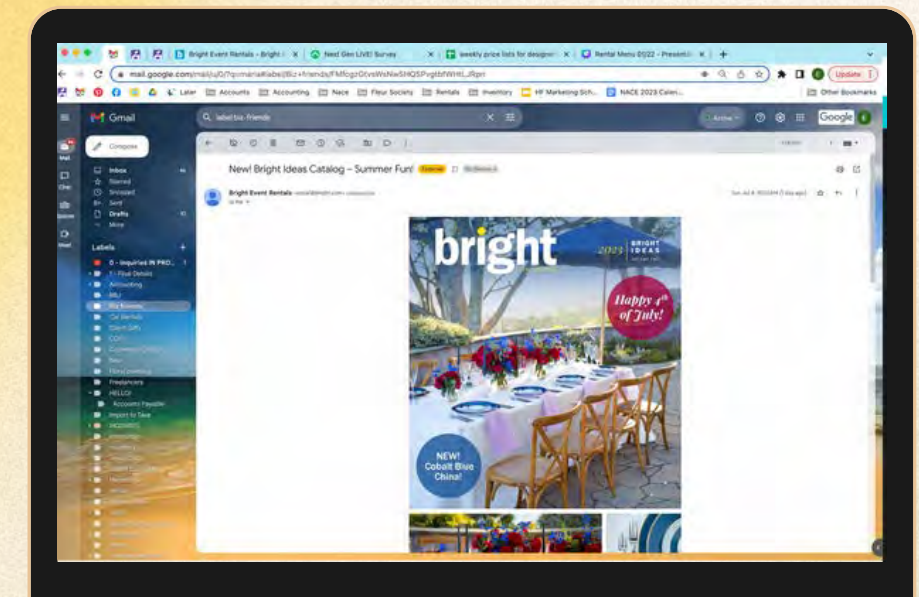
POPULAR INSTAGRAM ACCOUNTS

@partyslate
@brides
@jeffleatham
@jospehmassie



PINTEREST

Pinterest Pages
Pinterest Group Boards



E-MAILERS

Bright Event Rentals

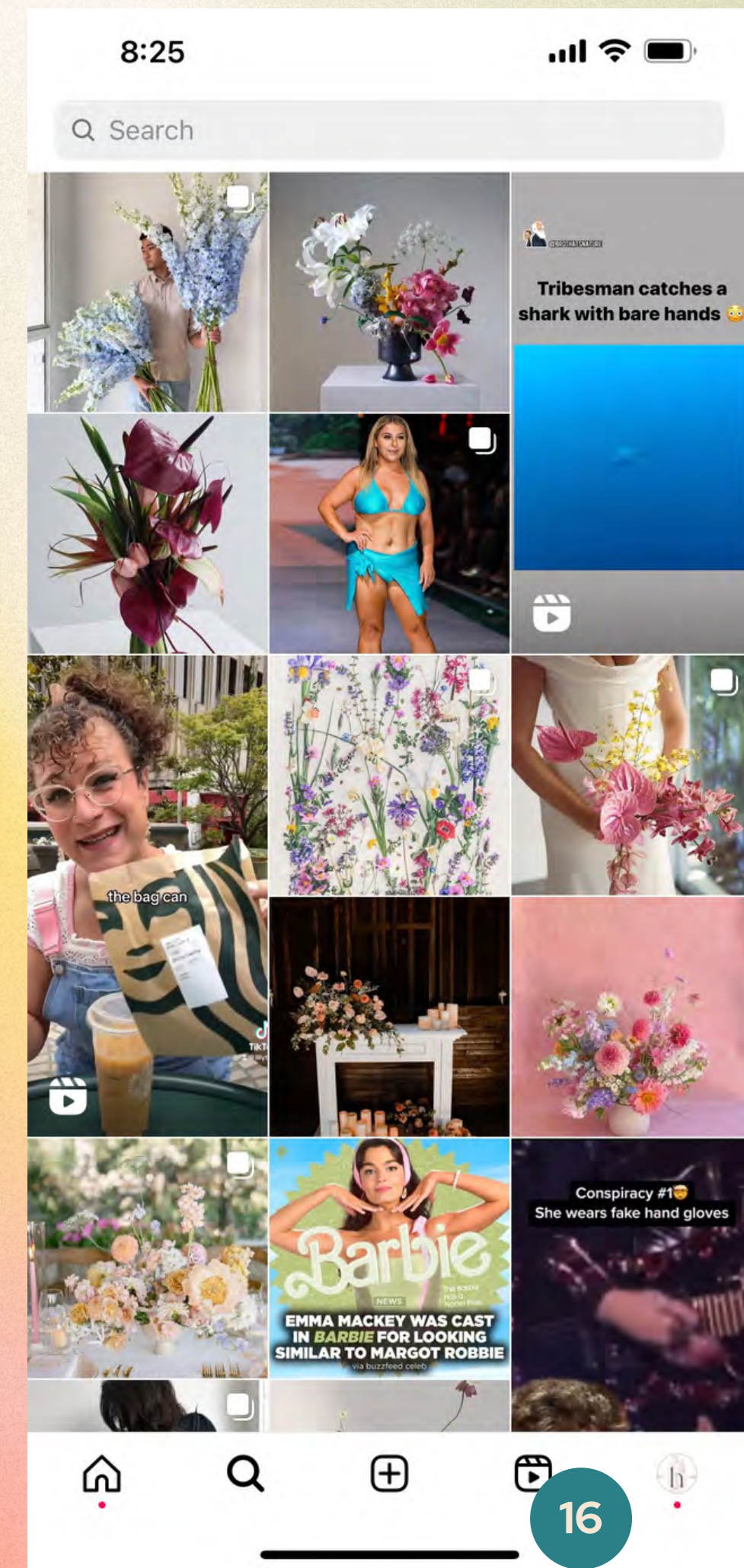
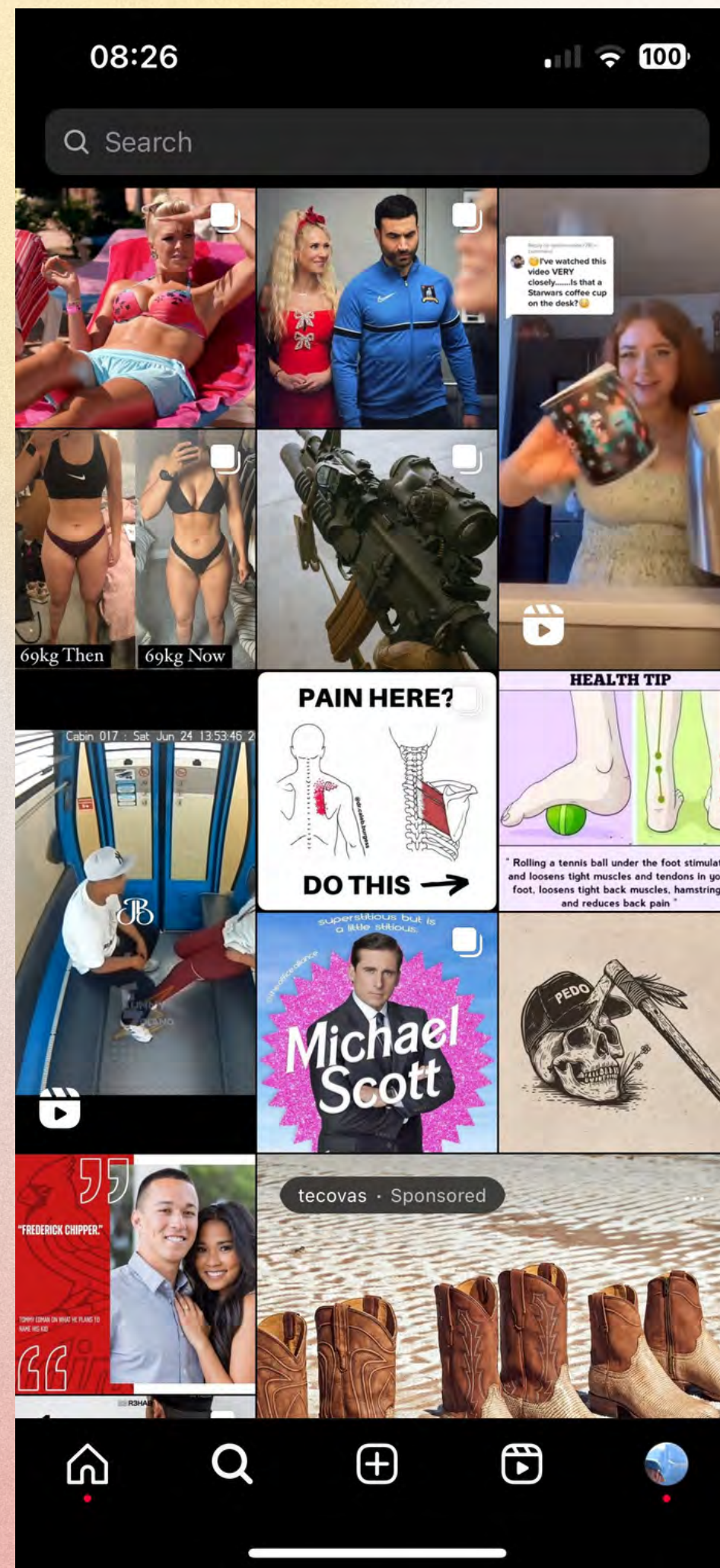
THOUGHT LEADERS

What Is A Thought Leader, By Definition?

Let's start with the basic definition of a thought leader. This is a person who is specialized in a given area and whom others in that industry turn to for guidance.

As the term implies, a thought leader leads others in the thinking around a given topic.

FORBES.com



INSTAGRAM



Web Lead

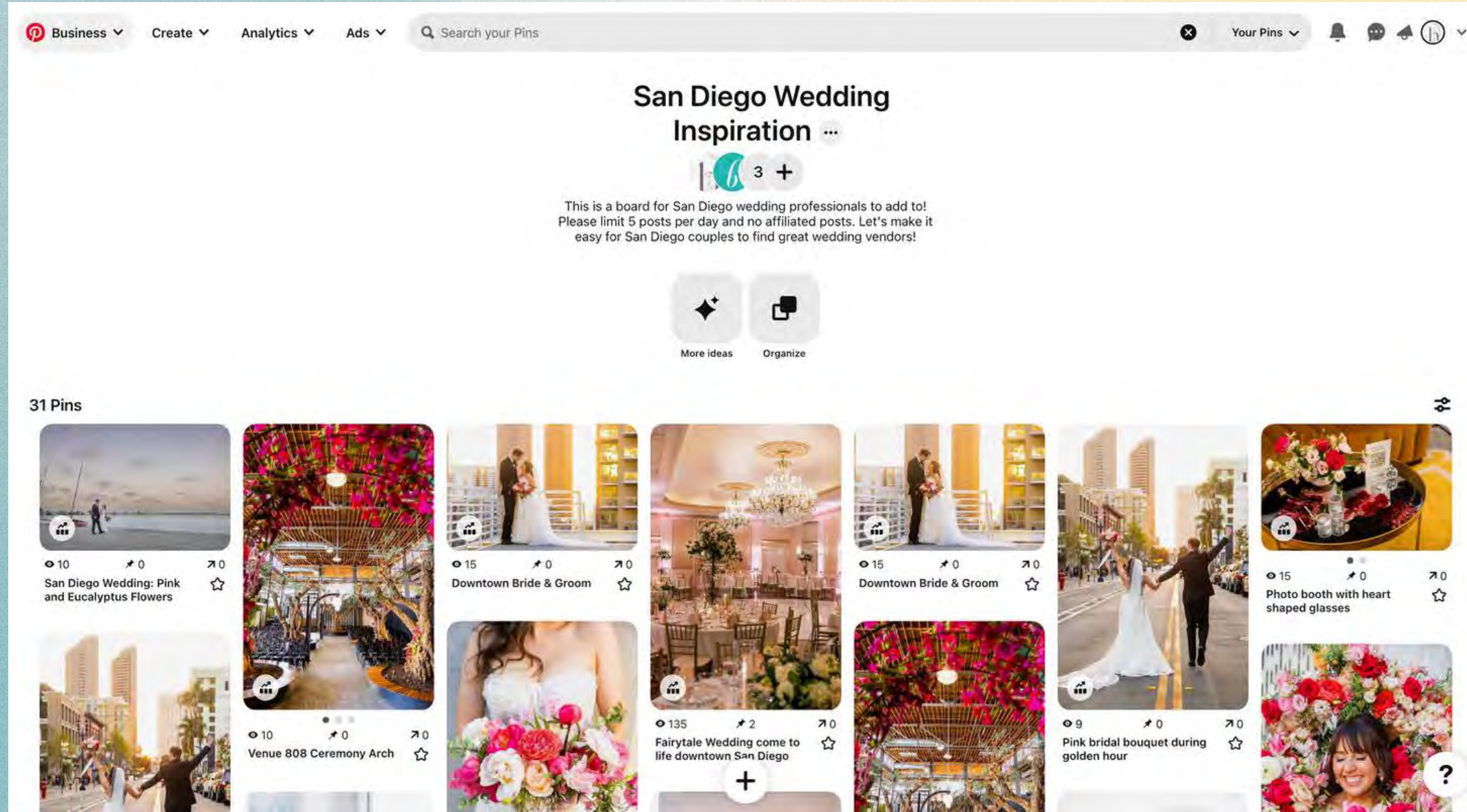
[Redacted] 3/11/2024

to Hartworks ▾

Name: [Redacted]
Phone: [Redacted]
Email: [Redacted]

What is your role?: Bride
What type of event is this?: Wedding
Date: 6/15/2024
Event Venue(s): The Ultimate Skybox San Diego
How did you hear about us?: Vendor Referral

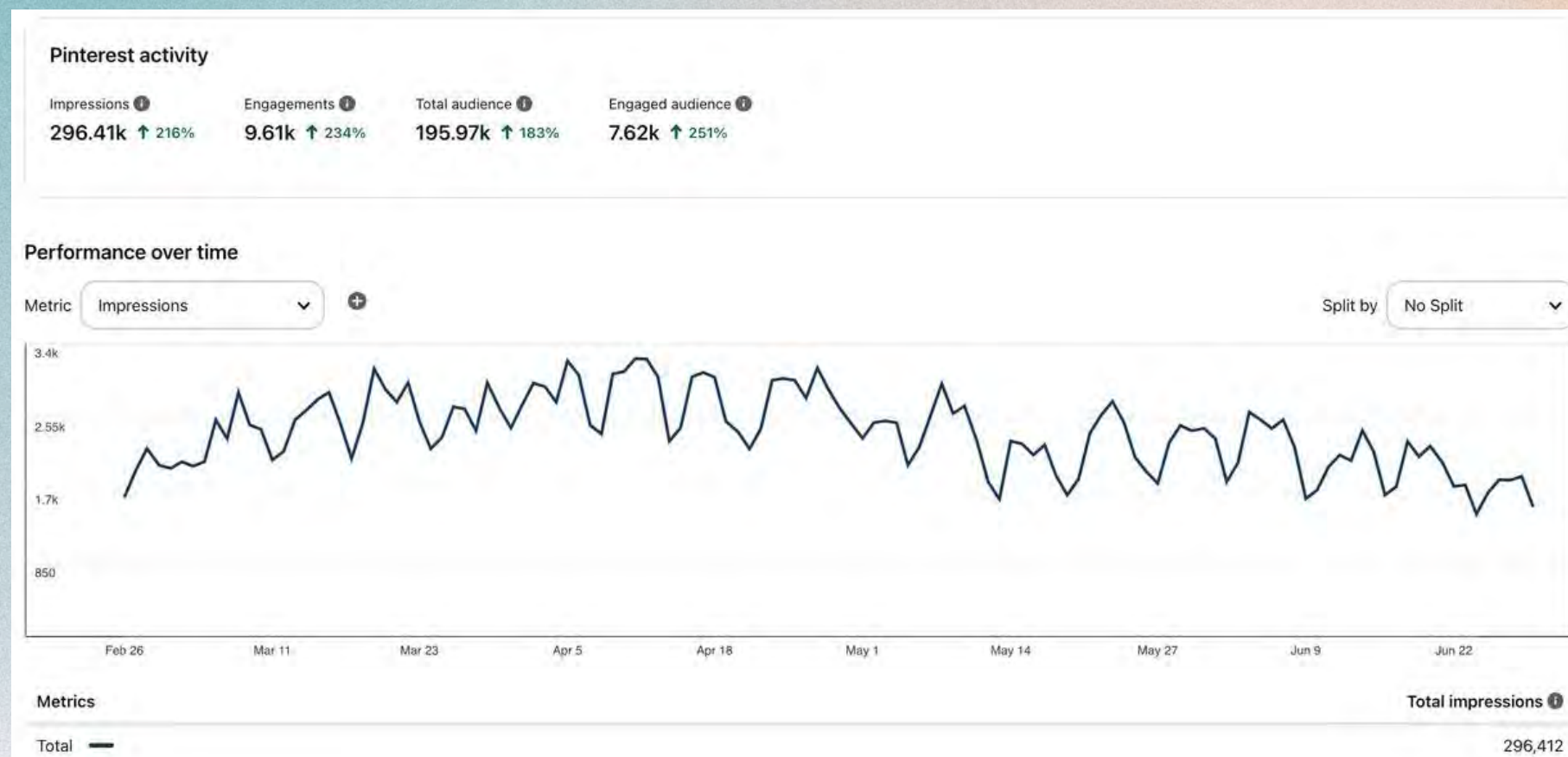
Message:
Hello! I saw a beautiful photo of a design you recently did for our venue. We are looking at something very candle oriented with white roses
Thank you in advance :)



PINTEREST

According to a 2023 study by Influencer Marketing Hub: 445 Million People Use Pinterest per Month

- Community shared Boards
- ~300,000 total Impressions from end of February to end of June 2023
- Everyone has a curated feed
- Our Clients aren't seeing what we are seeing



EMAIL



Hartworks Floral <hello@hartworksfloral.com>

to Melissa ▾

Thu, Dec 29, 2022, 1:45 PM



Hi Melissa!

I hope you have had a wonderful Holiday Season so far! My team is busy updating our website and socials from our weddings in 2022 and thought I would share with you a few pics we have had good feedback on from Alexis and Barrett's wedding. Hope this helps!

Vendor Info:

Coordinator: I do.. Weddings & Events -Melissa Tuvey Barrad) sdweddingplanner.com

Flowers: Hartworks Floral | Hartworksfloral.com

Photographer: Aubrey Oothout | aubreyoothoutphoto.com

Venue: La Valencia Hotel | <https://www.lavalencia.com/weddings-events>

Cake & Desserts: Pure Cupcakes | www.purecupcakes.com

Hair and Make-up: Beauty Bespoken sarah@beautybespoken.com

DJ: Allen, Dancing DJ Productions allen@dancingdproductions.com

Photobooth: Trevor, Pixster Photobooth



INDUSTRY PRICING

There is no standard... fortunately & unfortunately

	SMALL	MEDIUM	LARGE	XLARGE
VESSEL (RENTED)	3-4" at \$5	5" at \$5	5" at \$10	10" at \$50
FLORAL TYPES	Standard + Inexpensive	Standard	Standard + Premium	Premium
FLORAL QTY	5-15 stems	15 - 25 stems	25 -45 stems	35-60 stems
TOTAL	\$45 - \$55	\$95-\$125	\$150 - \$200	\$250 - \$750

FLORAL PRICING

Each arrangement is charged by stem.

- Greenery - 15-25%
- Filler Florals - \$2-\$3/stem
- Standard Flower - \$3-\$5 stem
- Premium Flower - \$5-\$8/stem
- Specialty Bloom - \$8-\$12/stem
- Dried Stem - \$7-\$20/stem
- Large Tropical Stem - \$5-\$25/stem
- Plants - \$3.25-\$300/plant



DESIGN OPTIONS



HOW TO ASK FOR WHAT YOU WANT

It is important to be very descriptive with what you are looking for when it comes to floral design. Shape & size of arrangements, aesthetic, budget, design direction, delivery information, etc.

- Shape & Size - Are you looking for something small and short or maybe something tall & will make a statement? Do you already have loads of glassware or do you require candlelight too?
- Aesthetic - Are you familiar with design terms? Traditional, whimsical, loose & airy, bold, garden style, full of texture.
- Budget - How much are you looking to spend. A price range can be very helpful when talking to a florist.
- Design direction - Inspiration images, company logos, Pinterest pages & more can explain what you envision.
- Delivery information - Is the event multiple days? Does it require early in or early out? Is there onsite installations or special load in instructions?

HOW TO ASK

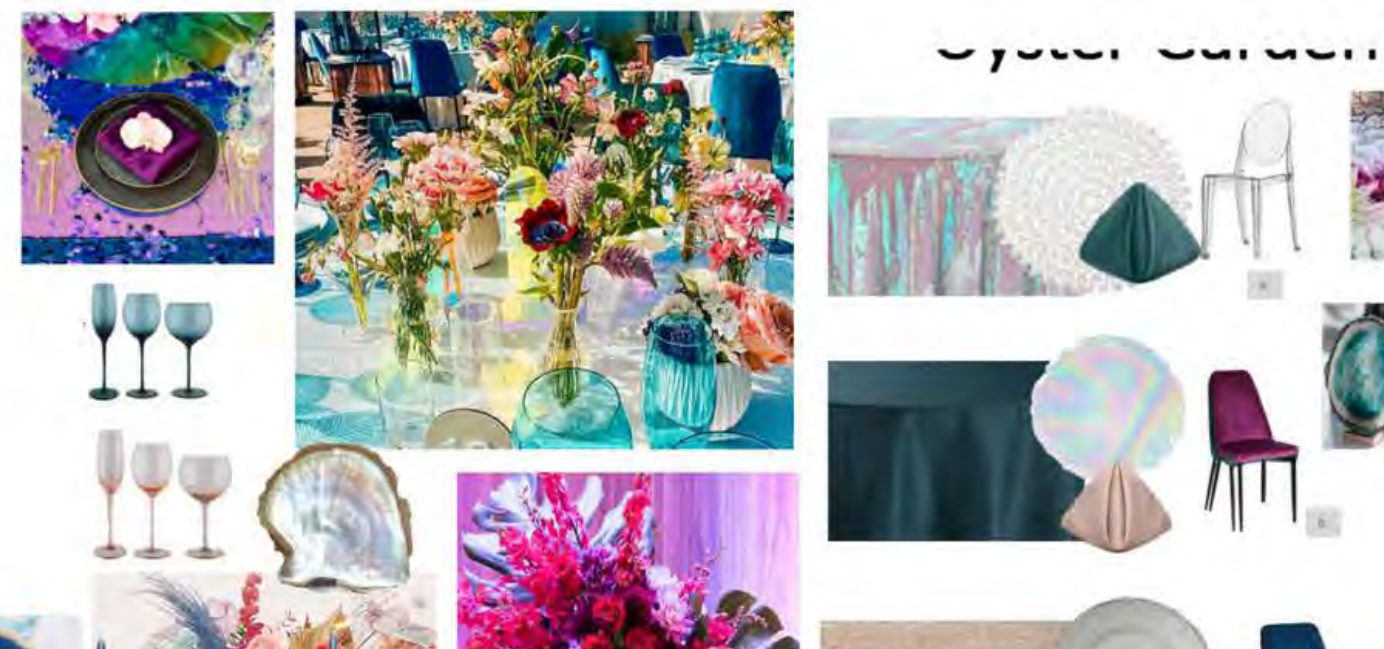
G to me ▾
Hi Ericka,

Our group has added a Farewell Dinner and we are looking for some highboy, dining round, and lounge centerpieces. I have also included your suggested florals so we can show this to the client. I have to send this to the client on Friday, so if you are able to send photos and costs by Friday morning latest that would be amazing!

Group Name: [Redacted]
Program #: [Redacted]
Account Exec: Veronica Atkinson
Date(s): 7/19/23
Hotel/Event Location: The Ritz-Carlton, Laguna Niguel
Room/Space: Monarch Courtyard Pool and Sunset Terrace
Theme: St Thomas
#Guests: 426
Load in Time: TBD
Set By Time: 5:30pm
Event Time: 6pm-9pm
Strike Time: 9:30pm

Items & Qty. Requested:

- (11) dining round centerpieces
- (10) highboy centerpieces
- (1) lounge grouping centerpiece (to go on a cocktail/coffee table)



Web Lead

Jennifer Mendes <[Redacted]>
to Hartworks ▾

Name: Jennifer Mendes
Phone: [Redacted]
Email: [Redacted]
What is your role?: Organizer (client)
What type of event is this?: Corporate
Date: 1/19/2022
Event Venue(s): Lionfish Restaurant at Pendry Hotel
How did you hear about us?: Other

Message:
Hi! I am the Dir of Meetings & Events at Pendry. We are hosting a Travel Industry lunch on 1/19 at 11:30am. I was looking to get something like your Tower Beach Club post on Instagram. It would be about (2) medium size florals and maybe about 13 smaller floral pieces.

Hi! I am the Dir of Meetings & Events at Pendry. We are hosting a Travel Industry lunch on 1/19 at 11:30am. I was looking to get a quote on florals for the tables. I am torn between the dried floral look and something like your Tower Beach Club post on Instagram. It would be about (2) medium size florals and maybe about 13 smaller floral pieces.

LET'S DIG IN



SUPPLIES	PROCESSING	ABOUT THE FLOWER	SPIRAL TECHNIQUE	SHELFLIFE
<p>Sheers, vase, flowers & water</p>	<p>Processing means removing all packaging, cleaning stems & giving a fresh cut</p>	<p>Tulips are not only phototropic but also ???</p>	<p>We arrange In a spiral because It allows our stems to stay clean & organized.</p>	<p>Flowers should last anywhere from 7-10 days, depending on the variety & where you got them from.</p>

Q & A

LET'S CONNECT

We would love to hear from you! Contact us through the following:

WEBSITE:

www.hartworksfloral.com

EMAIL ADDRESS:

ericka@hartworksfloral.com

SOCIAL MEDIA:

[@hartworksfloral](https://www.instagram.com/hartworksfloral)

PINTEREST

www.pinterest.com/hartworksfloralsd/

