

planning tips


MERCHANDISING AWARD OF EXCELLENCE

SUPER FLORAL SYNDICATE SALES

Take photos of your displays!

The deadline has passed for the 2017 “Merchandising Award of Excellence” contest, sponsored by **Super Floral** and **Syndicate Sales**, but you can enter displays created this spring and summer in the 2018 contest. We’ll announce details in an upcoming issue. Watch for the winners of the 2017 contest in our August issue.

june

	SUN	MON	TUE	WED	THU	FRI	SAT
week 24	11	12	If you are a Teleflora member, plan a promotion for Teleflora Make Someone Smile Week (July 16-22).	Flag Day	Native American Citizenship Day	Transition your Flag Day display into a celebration of Independence Day (July 4, U.S.A.).	 17
week 25	Father's Day	Juneteenth	Order themed gifts for Parents Day (July 23).	First day of summer 		Plan a promotion for Father-in-Law Day (July 30).	24
	18	19	20	21	22	23	

july

	SUN	MON	TUE	WED	THU	FRI	SAT
week 26	Eid-al-Fitr (End of Ramadan)		Plan a “DIY” event for Friendship Day and National Sisters Day (both Aug. 6).				Canada Day (Canada)
	25	26	27	28	29	30	1
week 27		Independence Day (U.S.A.)	If you are a Teleflora member, promote Teleflora Make Someone Smile Week (July 16-22), and alert local media.		Explore cross-merchandising opportunities for Resurrect Romance Week (Aug. 14-20).		
	2	3	4	5	6	7	8
week 28		Help shoppers honor their parents with a display for Parents Day (July 23).			Create a display for Father-in-Law Day (July 30).		
	9	10	11	12	13	14	15
week 29	Teleflora Make Someone Smile Week (16-22)		Invite customers to a “DIY” event for Friendship Day and National Sisters Day (both Aug. 6).			Place your orders for Hanukkah (Dec. 12-20) and Christmas Day (Dec. 25).	
	16	17	18	19	20	21	22