



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 winner of the 2017 contest in our August issue.

july

	SUN	MON	TUE	WED	THU	FRI	SAT
week 29	Teleflora Make Someone Smile Week (16-22) 16	 17	Invite customers to a “DIY” event for Friendship Day and National Sisters Day (both Aug. 6). 18	19	20	Place your orders for Hanukkah (Dec. 12-20) and Christmas Day (Dec. 25). 21	22
week 30	Parents Day 23	Place your orders for Labor Day merchandise (U.S.A., Canada, Sept. 4). 24	25	Plan a display for National Grandparents Day (Sept. 10). 26	 27	28	29

august

	SUN	MON	TUE	WED	THU	FRI	SAT
week 31	Father-In-Law Day 30	Tisha B’Av (31-8/1) 31	Cross-merchandise with other departments in your display for Resurrect Romance Week (Aug. 14-20). 1	2	Plan a promotion for National Hispanic Heritage Month (Sept. 15-Oct. 15). 3	4	5
week 32	Friendship Day National Sisters Day 6	Civic Holiday (Canada) 7	8	Plan for Rosh Hashana (Jewish New Year, Sept. 20-22). 9	10	Work with other departments to plan a festival for the first day of fall (Sept. 22). 11	 12
week 33	 13	Resurrect Romance Week (14-20) 14	Order pink flowers and plants for National Breast Cancer Awareness Month (Oct. 1-31). 15	 16	Plan a celebration of Fair Trade Month (Oct. 1-31). 17	18	19
week 34	20	21	22	Start planning your promotion for Valentine’s Day (Feb. 14). 23	24	Order merchandise for Sukkot (Oct. 4-11). 25	26