



MATTHEW LANDERS
ACADEMY

Intensive Learning Beginners Floristry Course

Block 2 - Course Outline

Day 1 – 10am-4pm

- Hand-tied bouquet using frame. Spiral technique.
- Commercial Corporate Parallel Design, in Floral Foam.
- Principles & Elements of Design Revision.

Day 2 – 10am-4pm

- Commercial Corporate Radial Design in Floral Foam.
- Commercial Table Arrangement in Floral Foam
- Customer Service & Emotive Sales Techniques

Day 3 – 10am-4pm

- Fully Wired Flower Crown.
- Trailing Bridal bouquet in Bridal Holder
- Brand building/Marketing

This course is designed for those not able to complete the Industry Ready Course in one complete period. There are 3 blocks of this course, each designed to contribute to overall learning of Basic Floristry knowledge.

Full Course Fees - \$1,320.00

For 3 Day Intensive Course

Includes all Flowers, Sundries & Accessories

Tool kits are available to use whilst in our Academy

PAYMENT OPTIONS

\$320 Non-refundable Deposit to confirm enrolment, then \$1,000 payable on or prior to first day of Course commencing.

Or

\$1,188.00 total cost if paid in full at time of enrolment (**\$132 / 10% discount**).