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Global Garden Retail Conference Lineup

Jennifer Polanz & Ellen C. Wells



In the December news section, we told you about the brand new Global Garden Retail Conference, a virtual event taking place February 1–3. Now we've got more details, including the line-up of speakers, which kicks off with a keynote from Ball Horticultural Company's own Anna and Susannah Ball (*pictured*). They'll pair up for a talk on "Our Views of the Massive Worldwide Opportunities for Horticulture."

What else can you expect from the event? Here's a quick rundown of a tentative schedule, with more to come:

Day 1: Addressing the Key Issues

Trend Swaps from Around the World

Diverse City & Bridging Communication Across Cultures

Keynote Address

Sustainability ... It all Changes in 2022

The New Connected & Conscious Consumer

Day 2: The New Look of Garden Retail

Trend Swaps from Around the World Pt. 2

Garden Centers as Community Hubs

Theatre in Garden Retail

New Perspectives on Garden Centre Retail Design

Vision, Values & Volition: Communicating Your Brand to Your Customer

Day 3: This Model Needs Reinventing

Trend Swaps from Around the World Pt. 3

Garden Centers As Influencers

It's Time to Get Naked

It's Time to Get Groovy

It's Time for Real Change

As we noted before, the co-chairs of this new event are American consultant Sid Raisch and Aussie consultant John Stanley. This event, which includes a virtual trade show, features fast-paced presentations and, FYI, it's FREE for

retail attendees. And the trade show associated with the conference will be open for the entire month of February.

Each of the daily conference sessions consist of three 20-minute sessions that can be accessed on-demand, followed by a variety of bonus and Q&A sessions and Discussion Rooms on topics related to the presentations.

Did we mention that *Green Profit* and *GrowerTalks* are the exclusive U.S. media sponsors for the Global Garden Retail Conference? We are! (You can also thank our parent company Ball Horticultural Company, for being the event's Diamond sponsor, along with a host of other great hort companies signing on as sponsors.)

You can get advance info about the event, speakers and exhibitor information by clicking over to www.gardenretailconference.com. It's a new show, but it's got some well-respected speakers. Hope to virtually see you there! **GP**