



# **Introduction** *to* **Career Floristry**

# WHAT WILL I LEARN?

This course is an interactive, hands on experience where we will cover lots of aspects of floristry, to give an excellent base to begin your floral journey.

Upon completion of this course, you will have learnt the basic skills of floristry, needed for working in a flower shop, whether that be your own or someone else's.

You will also be presented with a certificate of completion of our course.

# THE THEORY

As important as the practical, hands on stuff, is the theory and reasoning behind everything that we do. That way we can truly learn and develop skills that will stay with us and help us to improve.

Throughout the course we will discuss:

- Cutting, conditioning and storing flowers
  - Flower names and their treatment
  - Tools and equipment
  - Ordering and pricing
  - Time management and planning
- Delivering/transportation practicalities and expenses
  - Colour and texture combinations
  - Waste management and stock rotation
- Learning to interpret the requirements of a client, and understanding how to deal with their expectations
- Case studies of scenarios encountered in the industry, and how you would try to overcome and deal with them in your own business.

# THE PRACTICAL

The art of floristry is an incredibly creative one, and the only way to perfect the skill is to get hands on!

Most of the arrangements and techniques we cover will be a demonstration, followed by you making your own interpretation! Others will be a demo to give you an insight into a certain technique, that is covered in depth on other courses of ours!

Below is a guide of what you can expect to learn!

Anything with a \* is a demonstration only item.

- Hand tied gift bouquets
- Arrangement in container
  - Linear arrangement
  - Casket spray
  - Based heart
  - Mixed posy/wreath
- Bridesmaid's hand tied posy\*
  - Circlet head dress
  - Corsage
  - Buttonhole

# WHAT IS INCLUDED?

Included in all of our courses:

- All materials and tools, flowers and foliage
  - Notebook and pen
  - Certificate of Completion
  - Any images taken of your work
- Lunch + light refreshments throughout the day
- Individual arrangements created by yourself are yours to take home. Any created as part of a group can be deconstructed should you wish.

# WHAT ISN'T INCLUDED?

Everything you need to complete the course is provided by us. The elements not incorporated in your investment are:

- Transport and/or accommodation  
(please see our "**Where to Stay**" page for some ideas!)

Optional Extra:

- A personal "toolkit" - we provide you with equipment to use whilst on the course, however this is not to take away. We have put together the perfect "starter" toolkit, which is all tried and tested by us, and can be purchased from us for an additional **£80.00**

# WHAT IS THE INVESTMENT?

The cost of the course is:  
**£1495**

If paying for the course in full on the day of booking, the price is discounted to **£1450**.

Payment plans are also available, please contact us to discuss this for your chosen course dates.

All payments are non-refundable and non-transferrable once made.

# WHEN AND WHERE ARE THE COURSES HELD?

The courses are organised regularly, to work alongside our thriving wedding floristry business. They often operate Wednesday - Sunday, to ensure we get the freshest possible delivery of flowers to work with, though this may vary.

Normal course hours will be 10am - 4pm, with maybe one or two early/late days depending on the plan for the day.

To view the upcoming course dates, please see:

**[Course Calendar](#)**

All of our courses are held at our wedding and events floral studio in the village of Skelton.

**101 High Street, Skelton  
TS12 2DY**

For details on local accommodation please go to:

**[Where to Stay](#)**

# CAN I BOOK?

We would love for you to join us, and can't wait to teach you!

We do just have a few general requirements:

- You are over 18 years of age
- You notify us of any medical condition you may have (so we can make sure we are equipped!)

We also require that students live outside of a 40 mile radius from the studio due to conflicting interest, and require a signature of no intent to go into business within this radius. This is for the benefit of both the student and ourselves.



# SIGN ME UP!

To book your place simply choose which date best suits you from the calendar:

## Course Dates

Then complete our enquiry form to register your interest, and we will be in touch to organise the finer details such as payment, and answer any questions you may have!

## Enquire Here

