

SETUP INSTRUCTIONS (30 min)

- **Eon Flowers** – All the Eon Flowers come in plastic storage bins. Please arrange them by size: Small, medium, medium exotic (if any), and large (see images below).



- **Decorative flowers & scissors/tweezers** – There are 2 trays of decorative flowers in each plastic bin. Please lay them out on separate tables. General rule is 2 trays for every 10 people (see image below).



- **Vases** – Please arrange vases by size: Lilli, Small, Medium, Large, XL, Cleo. Lillis are included in the admission price.



- **Signage** – Please set up price list & postcards. The “do not touch” postcards must be placed near the Eon Flowers.
- **Inventory Count** – BEFORE the event starts, please text or email us with photos of the setup as well as a count of everything. You must report Eon Flowers (including sizes) and vases (including types & sizes).
- **Music** – Please play happy and soft music. You can turn it down when you’re giving the intro. Please make sure its not too loud when the event is going on.

EVENT SCHEDULE (90 min)

- **Greeting (5 min)** – Please greet customers as they come in. Please check them in BEFORE they take a seat. If there are late customers, you can check them later. Wait 5 minutes before starting the event.
- **Guarding the Eon Flowers** – Please make sure no one touches the Eon Flowers.
- **Hand out vases** – A LILLI (smallest round) with TWO SMALL Eon Flowers is included.
 - Everything else are upgrades. Please see price list for more info.

- Handing out vases at the beginning will make the process go faster, please let us know if there is a better sequence of events.
- **Introduction** (10 min) – Please don't deviate too much from the Script on the following page. You don't have to memorize it, but please make sure to have eye contact with the customers. Be LOUD and be CLEAR.

SCRIPT

INTRO

- Thank you for coming to this Petal+Eon event to make your own flower arrangement that **WILL LAST AN ENTIRE YEAR**.
- You will be using Eon Flowers in your arrangements.
- Eon Flowers are **REAL FLOWERS** cut in **PEAK BLOOM** and treated in an organic solution so they look and feel like fresh cut flowers for a year.
 - [FYI – The solution is glycerin & silica if anyone asks. We don't the preservation ourselves.]
- Eon Flowers don't need water or sunlight.
- **ONLY** Petal+Eon has the patent-pending technology to enable DIY experience with preserved flowers.
- This is an **ONLY IN NEW YORK CITY EXPERIENCE**.
- You can remember the name Petal+Eon because the **PETALS** last an **EON** (a year is an eon for a flower).

DESCRIPTION OF WHAT YOU SEE IN THE ROOM:

- These are the **EON FLOWERS**, and there are 3 sizes: Large, Medium, Small <point to each>.
- Every Eon Flower has a dark green **FLOWER FASTENER** connected to the stem. Please only use the **FLOWER FASTENER** when you use them.
 - [FYI – The preservation process requires cutting the stem short, our patent-pending **FLOWER FASTENERS** so you can **EASILY** stick the Eon Flowers into your vase.]
- There are **MANY SIZES OF VASES** on the table.
- You can Upgrade to any size (a price list is on the table).
- There are trays of **DECORATIVE FLOWERS** on the tables.
- All the cut decorative flowers in the trays are **PRESERVED**. So, everything in the room will last a year.
- You get to use **AS MANY OF THE DECORATIVE FLOWERS AS YOU WANT**.
- We also have tweezers and scissors for you to use.

EVENT OVERVIEW:

- Choose your vase.
- Pick which Eon Flowers you want and stick them into the vase.
- Arrange the decorative flowers however you like.
- Take lots of photos of your completed arrangement!
- Our Insta is [@petaleonfloral](#).
- If you choose any upgrade options, we have a credit card reader and please pay at that time.

HOW TO MAKE YOUR FLOWER ARRANGEMENT:

- There is **NO WRONG WAY TO ARRANGE YOUR FLOWERS**.
- Visualize the room where you will place it and try to match the decor.
- Think about if it will be front-facing or 360.
- Usually, people start by placing the Eon Flowers in the center of the vase and then place the decorative flowers around it.

- We don't recommend that you use too much HYDRANGEA because they can overwhelm an arrangement.
- Some of the decorative flowers have DELICATE STEMS, so it may take some patience sticking them into the foam.
- You can push in your TWEEZERS to bore a small hole if needed.
- The moss around the edge of the vase is sometimes difficult to stick decorative flowers into, and it is easier closer to the center.

WHICH VASE TO CHOOSE:

- With your RSVP, you already paid for a "Lilli" vase. <hold up Lilli vase so everyone can see it>. The Lilli comes with 2 small Eon Flowers.
- Optionally, for \$10 more you can upgrade to a Katherine, which includes 3 larger Eon Flowers and is our most common option.

END OF SCRIPT

- **Hand out flowers (10 min)** – Please make sure that no one touches the Eon Flowers. Have the customer point to the Eon Flower they would want.
- **Payments** – If a customer upgraded, please walk around and charge them the appropriate upgrade fees.
- **Help with arrangements** – Please walk around the tables and make sure to answer any questions. Some things to keep in mind are – placement of flowers, color scheme, volume of flowers, height of arrangements.
- **Social Media** – Please walk around and take photos of the event. **GET PERMISSION from the customers and tell them that you will be posting to social media.** ENCOURAGE customers to follow us on Instagram @petaleonfloral and tag us.
- **Bags** – Please wrap one sheet of tissue paper around the arrangement. Small and medium arrangements get small shopping bags. Large and bigger arrangements get large shopping bags.
- **Reminders** – Please remind customers not to water and not to place in direct sunlight. Low humidity is better (no bathrooms).

CLEANUP INSTRUCTIONS (30 min)

- **Flowers** – Place Eon Flowers in the storage bins.
- **Decorative Flowers** – If you can save some of the decorative flowers, please save them. No need to sort through each bin.
- **Vases** – Please wrap each ceramic vase. The wood vases don't need to be wrapped.
- **Cleaning up tables** – It's important that we leave the space clean so that we can keep on hosting events there. Please make sure everything (tables, chairs) are placed back where they belong.
- **Inventory** – After you finish cleaning up the event space, please text or email us with photos of the setup as well as a count of everything. You must report Eon Flowers (including sizes) and vases (including types & sizes). If any Eon Flowers broke, please let us know.

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