



The Association for
Garden Communicators

Connect. Learn. Grow.

WEEK #4 – GWA COMMUNICATIONS COMMITTEE TOP GWA RESOURCES – THE #GWA2018 CONFERENCE

I'm Maree Gaetani –
GWA Communications
Member here to tell you
about the Chicago
#GWA2018 Conference!



WEEK #4 – GWA COMMUNICATIONS COMMITTEE

TOP GWA RESOURCES – THE #GWA2018 CONFERENCE

And I thought I'd
show off 'spring' in
Vermont!



**HERE'S SOME FAQs AND WHY YOU
CAN'T MISS #GWA2018!**

**THERE'S THE
INDEPENDENT GARDEN CENTER (IGC) SHOW
OPPORTUNITY!**

- GWA Conference Attendees will be able to attend 2 expos for the price of one**

AND A NEW A LA CARTE REGISTRATION FORMAT!

- **GWA member survey says NETWORKING is a primary benefit of the conference**
- **The new registration will include everything but the story tours, they will be extra. So instead of paying for and not attending Story Tours because you want to network, you'll now have that choice.**

AND WHAT EXACTLY IS THE INDEPENDENT GARDEN CENTER (IGC) SHOW ABOUT?

The IGC Show is widely recognized as the single best event for garden center owners, managers and buyers. Each year, the entire industry comes to buy at IGC, because it has hundreds of exhibitors, thousands of new products and 100% garden-centric.

**AND I KNOW THE BENEFITS OF GWA CONFERENCE,
BUT WHAT'S THE BENEFIT OF IGC?**

IGC IS GOOD FOR BUSINESS –

- There are garden retailers at this show and gardening businesses who need gardening experts and communicators for their websites, social media and content.

IGC IS GREAT FOR STORY IDEAS

- There are hundreds of new garden products introduced at the IGC Show and could inspire a story.

**SO REGISTERING FOR #GWA2018
CONFERENCE GETS ME
INTO BOTH SHOWS?**

YES!

For IGC, it will include admittance to:

- IGC Expo and Booths**
- Marshall Tucker Band concert**
- Keynote Speaker Shark Tank's Daymond John**



ARE WE DOING KARAOKE WITH MARSHALL TUCKER BAND?



**NO,
GWA HAS TOO MUCH TALENT
TO SHARE THE STAGE.**

GWA KARAOKE PARTY IS STILL HAPPENING!

**THURSDAY, AUGUST 16,
AS ALWAYS AFTER THE AWARDS
AND HONORS DINNER.**

**WAIT, I HEARD GWA
HAS A GREAT KEYNOTE TOO?**

#GWA2018 KEYNOTE SPEAKER: JACQUELINE VAN DER KLOET

Jacqueline van der Kloet is an international garden designer based in Weesp, Holland, renowned for her artistry in combining, in a very naturalistic way, perennials and flower bulbs with blooming shrubs and trees. Some of her best work includes Chicago's Lurie Garden and the New York Botanical Garden.



**I'M EXCITED TO TOUR IGC, BUT LOVE THE
INTIMACY OF THE GWA CONFERENCE EXPO!**

GOOD NEWS!

**THERE WILL BE A SEPARATE SMALLER EXPO FOR #GWA2018
CONFERENCE ATTENDEES SIMILAR TO OTHER GWA
CONFERENCES.**

HOW WILL THE SCHEDULE WORK?

The GWA Schedule is online [here](#).

Monday, August 13 - Thursday, August 16

Friday, August 17 – Optional Story Tour

The IGC Booth Exhibits are open:

Tuesday, August 14: 12-6 PM

Wednesday, August 15: 10 AM-6 PM

Thursday, August 16: 10 AM – 2 PM

**WANT TO SEE HOW THE #GWA CONFERENCE
CAN CHANGE YOUR LIFE?**

**Check out fellow GWA Communications Member
Deb Wiley's Video**

See you in Chicago!

Registration coming soon:

#GWA2018



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