



Industry Interaction Roundtable Discussion Sessions

Industry Interaction Roundtable Discussion Groups are held each afternoon during **Cultivate'20 Virtual** to discuss important topics to the green industry. Participants will be put in small groups to answer discussion questions, share ideas, meet one another, and learn how others in the industry handles the challenges of today. Join us for these discussions as we work together to address industry needs and opportunities and work for a strong future.

- **Monday July 13, 2 PM ET – Discussion on the Industry Workforce**

Join us for this discussion on workforce challenges in the green industry. From recruitment to attracting and retaining talent, to using immigrant labor, and training and development. We will place participants into discussion groups to share ideas and learn from one another on how to address some of the workforce needs and challenges in our industry.

- **Tuesday July 14, 2 PM ET – Discussion on Consumer Trends and Dynamics**

Come talk about how consumer trends impacted your green industry business during this unprecedented season. The spike in consumer demand for gardening impacted the entire green industry supply chain as the interest in gardening and DIY landscaping rose in many parts of the US.

- **Wednesday July 15, 2 PM ET – Hits & Misses**

You win some and you lose some. Reflecting on what went well and what could have gone better provides powerful learning as you plan your business for the future. In small groups you will share “hits” and/or “misses” that you experienced in your job or at your company. This will be a fun interactive way to share, learn and network.

- **Thursday July 16, 2 PM ET – Discussion on Sustainability in the Green Industry**

No matter which industry segment you do business in, there are many ways to discuss sustainability best practice. From using technology to be more efficient, to water conservation, fertilizer use, and more. Join us for this important conversation to learn how you might impact your bottom line by implementing or improving your company’s sustainability practices.