



Floward Academy

Floral Workshops



2026



About the Academy

Floward Academy is an independent educational entity operated by Floward, a leading company in the gifts and floral bouquet industry. The Academy represents the company's educational arm and aims to transfer its extensive hands-on expertise across multiple markets into a specialized training platform that strengthens professional capabilities in the following areas:



- VIP protocols for official events and high-profile occasions



- Gift arrangement and wrapping



- Floral bouquet design

The Academy delivers training programs that combine both theoretical learning (concepts and foundations) and practical application (interactive training and real-world experiences), ensuring graduates are well-equipped to compete locally and regionally.



Floward Academy Floral Workshops

Floward Academy offers thoughtfully curated floral workshops for corporate clients, institutions, and organizations looking to create engaging and memorable experiences for their teams, guests, or partners.



Our Workshop Experiences



Our corporate workshops can be delivered in different formats, including :



Vase Arrangement Workshops

(Classic Style & Ikebana-Inspired)

A creative and thoughtfully guided design session exploring structure, proportion, balance, and color harmony. Participants work with seasonal blooms to create a refined floral arrangement in a vase, drawing from both contemporary Western styling and Ikebana-inspired principles that emphasize intention, simplicity, and form.

Ideal for desks, home décor, premium corporate spaces, and culturally inspired settings.





Hand-Tied Bouquet Workshops

A hands-on session focused on classic hand-tied and spiral bouquet techniques. Participants learn how to achieve balance, movement, and flow while creating a beautifully finished floral bouquet suitable for corporate gifting and celebratory occasions.





Corporate Customization

Each workshop can be customized in collaboration with the client to ensure alignment with corporate objectives and event requirements.

This tailored approach allows us to reflect your brand identity, support the purpose of the event, and create a more meaningful experience for participants, rather than a one-size-fits-all activity.

By adapting the format, theme, and design elements, the workshop naturally feels more relevant, engaging, and memorable for your audience.



Customization options include:

- Different themes and occasions (e.g. National Day, Eid celebrations, seasonal campaigns, company initiatives)
- Flexible workshop durations and group sizes
- Adaptability to different venues and locations
- Option to align colors or themes with your brand



Floward Academy Workshop Experience Includes:

Our corporate floral workshop service delivers a premium, professionally led floral experience and typically includes:

- Complete workshop concept development, design and structured planning
- Professional floral instructor(s) with industry expertise
- Premium flowers, materials, tools, and all required consumables
- On-site setup and refined workshop styling*
- Guided and engaging instruction throughout the session.

*Additional enhancements, including branded elements, themed styling, or extended sessions, can be arranged upon request.

Floward Academy Workshops Are Designed For



- Client appreciation and hospitality initiatives
- Brand activation and marketing events



- Employee engagement and wellbeing programs
- National celebrations and corporate internal events



The Value We Deliver

Our floral workshops deliver an experience that blends creativity with refinement. Designed to adapt to your business needs, each session offers enjoyable and inclusive activity for diverse audiences, while creating a visually striking and memorable experience.

Thank you !

