

NURSERY AND GARDEN INDUSTRY VICTORIA (NGIV) INVITE YOU INTO THE GREEN ROOM AT THE 2024 MELBOURNE INTERNATIONAL FLOWER AND GARDEN SHOW

The Green Room, introduced for the first time in 2024, has the goal of bringing together all touchpoints across our robust greenlife industry – from florists and designers to media professionals and horticultural experts, as well as state and local decision makers. Located at **site B02**, just off Southern Drive, The Green Room also serves as an exciting new iteration of The Hort Media Centre, formerly operated by ATI, and the NGIV marquee.

For members of the media, The Green Room offers a space to network, collaborate, and follow the latest developments and stories from 2024's Show. While we foresee The Green Room being busy with activity during the Show, there will also be a dedicated space where media personnel can work quietly or hold/attend meetings as needed.

Applications for media accreditation to cover the 2024 Melbourne International Flower and Garden Show can be made at <https://melbflowershow.com.au/contact/media>.

As well as serving as the media and industry hub, The Green Room will also play host to number of engaging talks with guest presenters speaking on a broad range of topics. The schedule (subject to possible changes) is as follows:

Wednesday 20 March (10.30 am): *The Green Room launch and Welcome*

Wednesday 20 March (2.30 pm): *Plant of the Year Launch (Presentation for media personnel, growers, members and retailers)*

Thursday 21 March (10.30 am): *Exhibiting at MIFGS and making an impact at the Show (Presentation for members and retailers)*

Thursday 21 March (2.30 pm): *MIFGS show gardens and their benefits for businesses (Presentation for landscapers, growers, designers, and turf producers)*

Friday 22 March (10.30 am): *MIFGS floral displays and trends of the industry (Presentation for florists and flower growers)*

Friday 22 March (2.30 pm): *Launching your career in horticulture through MIFGS (Presentation to students and RTOs).*

We kindly ask that you register for talks you wish to attend. To register for events, please complete the registration form [here](#).

We hope you'll take the opportunity to join us in The Green Room. If you have any questions or require any further information, please contact events@ngiv.com.au.

Yours sincerely,

NGIV Events Team

On behalf of Craig Taberner, NGIV CEO

NURSERY & GARDEN INDUSTRY VICTORIA - ABN 92 004 179 373

Unit 3, 307 Wattletree Road Malvern East Victoria 3145 - PO Box 2280 Wattletree Road LPO, East Malvern Victoria 3145

Telephone: 03 9576 0599 **Email:** ngiv@ngiv.com.au **Web:** www.ngiv.com.au