



Jill Manson

FLOWER JOURNEYS

THE JILL MANSON FLORAL DESIGN MASTERCLASS

BEGINNER TO ADVANCED
FLORAL ARTISTRY
WITH EVENT STYLING



THREE IMMERSIVE WEEKENDS
JOHANNESBURG



The Jill Manson Floral Design Masterclass is an intensive floral training experience designed for aspiring florists, event stylists, creative entrepreneurs and passionate flower enthusiasts who wish to master the art of contemporary floral design.

This highly practical and creatively immersive programme has been restructured into three progressive weekends, guiding participants from foundational floral techniques through to advanced artistic floral styling and large-scale conceptual design.

Over the course of the Masterclass, students will learn the principles, mechanics and artistry behind professional floral design while developing their own creative identity and design confidence.

Classes are intimate to ensure personalised guidance, hands-on support and individual creative development throughout the programme.

A certificate of completion is awarded upon successful completion of the Masterclass.

Students may book one weekend at a time or book for all three and receive a package deal.



MASTERCLASS STRUCTURE

WEEKEND 1

BEGINNER - INTERMEDIATE FLORISTRY

DATE: 30 – 31 JANUARY 2027 | INVESTMENT: R7 700 pp (Excl. Vat)

FOUNDATION TECHNIQUES, FLORAL STYLING & DESIGN PRINCIPLES

This immersive first weekend establishes the essential foundations of floral artistry while rapidly advancing students into intermediate-level floral design techniques.

PARTICIPANTS WILL GAIN A COMPREHENSIVE UNDERSTANDING OF:

- Floral styling principles and elements theory
- Colour theory, texture, balance and proportion
- Vase arrangements and floral foam mechanics
- Modern and asymmetrical floral styling
- Contemporary and minimal floral design concepts
- Working with unusual vessels and containers
- Floral composition and spatial awareness
- Greenery foundations and layering techniques
- Grouping, massing, blocking and parallel design
- Creating conceptual floral arrangements

DURING THIS WEEKEND PARTICIPANTS WILL CREATE:

- Vase arrangements
- Low table arrangements
- Contemporary conceptual pieces
- Modern asymmetrical floral designs
- Minimal contemporary floral work

IDEAL FOR:

- Aspiring florists
- Event stylists and decorators
- Creative entrepreneurs
- Home floral enthusiasts
- Individuals wishing to enter the floral industry professionally





WEEKEND 2

ADVANCED FLORISTRY

DATE: 27 – 28 FEBRUARY 2027 | INVESTMENT: R8 800 pp (Excl. Vat)

FOUNDATION TECHNIQUES, FLORAL STYLING & DESIGN PRINCIPLES

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PARTICIPANTS WILL GAIN A COMPREHENSIVE UNDERSTANDING OF:

- Floral styling principles and elements theory
- Colour theory, texture, balance and proportion
- Vase arrangements and floral foam mechanics
- Modern and asymmetrical floral styling
- Contemporary and minimal floral design concepts
- Working with unusual vessels and containers
- Floral composition and spatial awareness
- Greenery foundations and layering techniques
- Grouping, massing, blocking and parallel design
- Creating conceptual floral arrangements

DURING THIS WEEKEND PARTICIPANTS WILL CREATE:

- Vase arrangements
- Low table arrangements
- Contemporary conceptual pieces
- Modern asymmetrical floral designs
- Minimal contemporary floral work

IDEAL FOR:

- Aspiring florists
- Event stylists and decorators
- Creative entrepreneurs
- Home floral enthusiasts
- Individuals wishing to enter the floral industry professionally

WEEKEND 3

EVENT FLORAL STYLING, INSTALLATION & CONCEPTUAL DESIGN

DATE: 10 - 11 APRIL 2027 | INVESTMENT: R9 500 pp (Excl. Vat)

The third Masterclass weekend is designed to elevate students into advanced floral artistry and high-end event styling.

- Large-scale arrangements and installations
- Advanced focal design and visual storytelling
- Professional event-focused floral execution
- Conceptual floral artistry for modern events

DURING THIS WEEKEND PARTICIPANTS WILL CREATE:

- Floral arch creation
- Hanging floral installations
- Statement arrangements – registration, cocktail and conversation table designs
- Luxury event-inspired floral styling and Artistic floral features for table centerpieces

IDEAL FOR:

- Existing florists wanting to advance professionally
- Event companies and stylists
- Wedding and décor professionals
- Creative professionals seeking advanced floral techniques
- Individuals wanting to work in high-end floral styling and installations



MASTERCLASS SESSIONS

INCLUDED:

- Flowers and core materials
- Use of professional equipment during training
- Printed training manuals
- Refreshments
- Hands-on practical training
- Personal creative guidance
- Certificate of Completion

PARTICIPANTS ARE REQUIRED TO BRING:

- Professional floral scissors/secateurs
- Lunch
- Notebook and pen

THE JILL MANSON APPROACH



With over 25 years of experience in the floral and event industry, Jill Manson combines technical floral expertise with artistry, intuition and modern contemporary design thinking.

This Masterclass is designed not only to teach floral techniques, but to develop the participant's creative eye, confidence, artistic identity and understanding of flowers as a powerful design medium.

The result is an inspiring, immersive and transformational floral education experience.

HOW TO BOOK

To secure your place in the Masterclass, please follow these steps:

Send an email with your full name, contact and billing details to info@jillmanson.co.za, specifying which weekend/s you wish to attend.

A 50% deposit is required at the time of booking. The remaining balance must be paid five business days prior to the commencement of the Masterclass.

Please email proof of payment for both transactions to info@jillmanson.co.za, using your full name and “Masterclass” as the payment reference.

Payment plans are available — please enquire directly.

Please note: Each weekend will only run if a minimum of 8 participants are registered five business days prior to the start date. Where this minimum has not been met, registered participants will be offered a full refund, or the option to transfer to the next available date.

FOR ENQUIRIES, PLEASE CONTACT US:

CELL: 079 873 5002

EMAIL: www.jillmanson.co.za

