

Grab your friends and join a class!

Join Alice's Table to learn the art of flower arranging, sip cocktails, and bring home beautiful fresh-cut flowers to enjoy.

FIND AN EVENT

WHO WE ARE

Empowering women to create community

Alice's Table brings women together to learn new skills, and live a social and creative lifestyle. Our goal is to be the bright spot in the modern busy woman's life - the thing she looks forward to at home and on the town. Modern women don't have time to be Martha, they need lifestyle delivered.

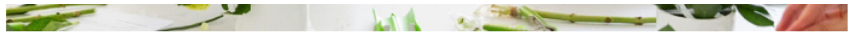
BECOME AN EXEC

Join our community

Become a successful female entrepreneur on your schedule. We provide you with an Alice's Table starter kit that comes with everything you will need to launch your business. It's fun, flexible, and rewarding... hello, dream job!

LEARN MORE





FIND AN EVENT

Upcoming Events

Join us in your local city to learn the art of flower arranging, sip cocktails, and bring home beautiful fresh-cut flowers to enjoy.

SEARCH BY STATE ▾



Thanksgiving Centerpieces at The Social Bar & Grill

TUESDAY, NOVEMBER 21
6:00PM

*The Social Bar & Grill,
Tacoma WA*

Learn how to create a floral arrangement that will be



Thanksgiving Centerpieces

TUESDAY, NOVEMBER 21
6:30PM

*The Cove Restaurant & Marina,
Fall River MA*

Join us at The Cove Restaurant & Marina to learn the



Thanksgiving Harvest Blooms

TUESDAY, NOVEMBER 21
7:00PM

*435 Bar & Grille,
Leominster MA*

Looking for a fun, festive, fall night out? Join us at 435

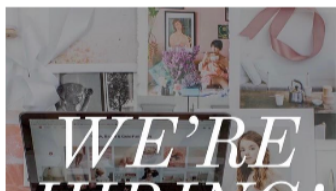
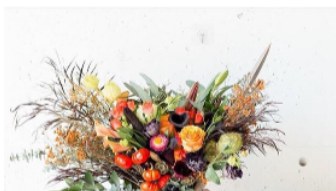
HOST AN EVENT

INSTAGRAM

@AlicesTable

Follow us for the latest events, arrangements, cocktail pairings and more.

FOLLOW US



The ones that are crazy enough to think they can change their world, are the ones that do.



Company

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ALICE'S TABLE

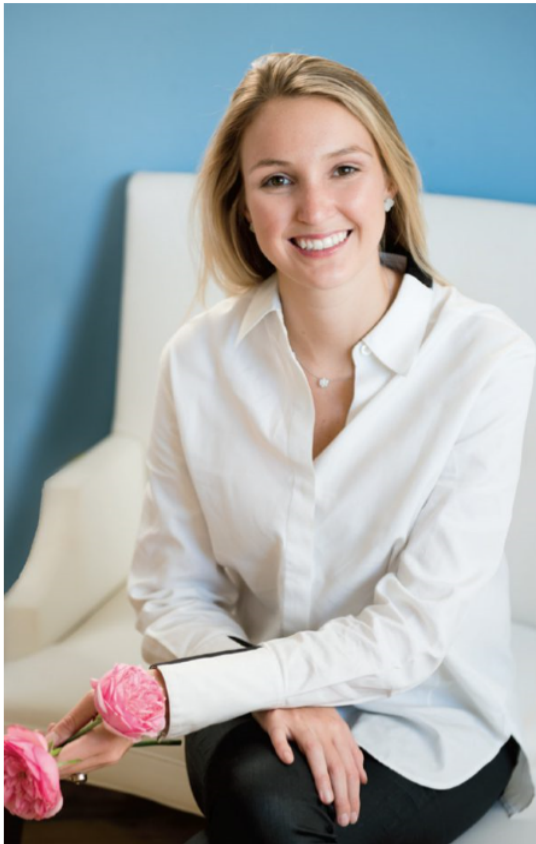
FIND AN EVENT BECOME AN EXEC HOST AN EVENT



ABOUT

Alice's Table

Empowering women to create a community that prioritizes living well and working hard.



About Alice's Table

Alice's Table brings women together to learn new skills, and live a social and creative lifestyle. Our goal is to be the bright spot in the modern busy woman's life - the thing she looks forward to at home and on the town. Modern women don't have time to be Martha, they need lifestyle delivered.

Recently named Improper Bostonian's 2016 Best Boozy Class and one of Boston Globe's best new services in 2016, we pride ourselves on creating a one-of-a-kind Girls Night Out experience! Additionally, our Event Host program is dedicated to empowering women to build their own business through the art of flower design.

Alice's Table was launched in September 2015. While we are flower-focused today, you will never believe what else we have in store!

Our Team

ALICE LOVELL ROSSITER

Alice envisions a world where lifestyle blogs are realized through events. She is building the network of flexible creative talent ready to host fun-filled maker events across the country. Building a community that prioritizes living well and working hard - the possibilities are endless.

Born into a creative world (her mother is an architect/designer and her father is a photographer), Alice surrounds herself with the arts and entrepreneurship. She pursued this intersection at the University of Pennsylvania where she studied Visual Studies and Consumer Psychology. She went on to get her masters degree in Art Business from the Sotheby's Institute in New York City, before joining the start-up community.

WILLIAM ROSSITER

William is our Director, focusing specifically on financial optimization for continued growth of Alice's Table over time. Previously he advised numerous high net worth families at ICONIQ Capital, gaining deep knowledge of the startup space and financial optimization in the valley. He earned a BA with honors in

ALICE'S TABLE

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Hello dream job!

fun, flexible, and rewarding

Join Our Community!



BE YOUR OWN BOSS



BE CREATIVE



BE SOCIAL



MAKE MONEY



step of the way. No floral knowledge needed!!

Be your own boss and set your own schedule.

Learn skills and be creative.

Interact with friends, while meeting new people.

Create your joyous life!



What Does an Event Exec Do?

Our Event Execs, teach women in their communities how to flower arrange. They are the go to gal for planning, birthday parties, girl's night out, and more!



BOOK EVENTS

You can host private events or open events to the public through online ticket sales.



TEACH EVENTS

We will teach you everything you need to know about flowers. Create a fun experience for guests while they sip cocktails and enjoy!



BUILD YOUR NETWORK

Create lasting friendships and business relationships on your own creative schedule.

[SCHEDULE A CALL](#)

It's Your Business, Your Way!

We handle all of the payment processing, customer support, platform access and more for your business. In return, you take home 70% commission on ticket sales before the cost of flowers. On average, supplies cost \$22 per person, per event. Your earning potential is huge!



GETTING STARTED
with 10 people attending

Average Income Per Event

\$455



THE SWEET SPOT
with 20 people attending

Average Income Per Event

\$910



A BLOOMING AFFAIR
with 30 people attending

Average Income Per Event

\$1365

[APPLY NOW](#)

Getting Started

Your starter kit comes with everything you will need to launch your business.





- All the materials you will need for a 20 person event shipped to your door, including: 20 aprons, 20 clippers, 20 rose strippers, 6 large buckets, 6 trash buckets, 5 watering cans, 3 spray cans, and plant food.
- Access to our training platform inclusive of 4 training modules and a training calls. Learn floral skills, marketing, sales and more.
- A dedicated team member at HQ that will guide you every step of the way.
- Lifetime access to our event management platform that helps you manage ticket sales, order flowers, market your events and more!
- Everything you need to launch your business for just \$699. This low cost can be made back in your first 2-3 events.

APPLY NOW

Read more about our ROCKSTAR Execs



AT THE TABLE WITH CHARLOTTE
 San Francisco event host Charlotte tells us how the AT host program has given her the flexibility to spend more time with her



BRIT + CO: ALICE'S TABLE IS THE ANSWER TO YOUR #GIRLBOSS DREAMS
 Whether you're looking for a career change or a side gig, Alice's Table is the best way to start something



COUNTRY LIVING: HERE'S HOW YOU CAN TURN YOUR LOVE OF FLOWERS INTO A LUCRATIVE SIDE HUSTLE
 Have you ever dreamed of opening your own

What we do for you

We are committed to making you a blooming success! Your journey starts now.



CUSTOMER CARE

We handle all of your customer's needs with a smile, leaving you free to build your business and be creative

SUPPORT

We are here to support you every step of the way, to make sure that you become a success.

COMMUNITY

The Alice's Table Event Hosts are a strong community of women that believe in living well and working hard — on their own schedule.

LEARN MORE

#JOYOUSLIFE



"Alice's Table allows me to have the flexibility I need for my family and have a career I love!"



ALICE'S TABLE

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FAQ'S

The answers to our most frequently asked questions.

Learn more about our Event Exec program!



The Program

Q: HOW DO I BECOME AN EVENT EXEC?

A: We're thrilled that you are interested in becoming an Exec, please fill out our [Event Exec application](#). After you submit your application, you will be able to schedule a 15-20 minute video call on our site. We use the call to get to know you better and answer any questions you may have about becoming an Event Exec.

Q: AM I THE RIGHT FIT?

A: Whether you have already have a 9-5 job or you're just looking for a simple way to make some extra cash, our Event Exec program is a great way to transform your love of flowers into an income, a way to meet new people or to simply do something creative.

Q: HOW MUCH DOES IT COST?

A: We want to keep the start up costs as low as possible! You can earn your start up costs back in approximately 3 events. For an initial investment of \$699, each Event Exec receives four personal training calls, lifetime access to our proprietary event management platform, all the materials you need for a 20 person event, and more!

Q: HOW MUCH CAN I MAKE?

A: Event Exec's can make an average of \$400 to \$450 per event depending on the number of attendees. You take home 70 percent commission on ticket sales before the cost of flowers and supplies, which on average cost \$22 per person, per event.

Q: HOW OFTEN DO I GET PAID?

A: You will receive payment after each event.

Q: WHAT ABOUT TAXES AND INSURANCE?

We recommend our Execs consult with a professional about insurance and taxes.

Events

Q: HOW DO THE EVENTS WORK?

A: You teach your friends how to arrange flowers— you bring all the

supplies to the venue, conduct the class.

Q: WHAT TYPES OF EVENTS CAN WE HOST?

A: Public and private events. Public events are open to everyone, Alice's Table public events take place at bars, restaurants, and other partner locations, including retail stores. The price is \$65 per person. Tickets are sold directly through the Alice's Table website. Private events can be arranged for showers, birthday parties, and more, in homes or private event spaces.

Q: SHOULD I HOST A PRIVATE EVENT OR PUBLIC EVENT FIRST?

A: Both are great, but we suggest hosting a private event with your friends and family first to work out all the kinks!

Q: IS THERE A MINIMUM NUMBER OF ATTENDEES FOR AN EVENT?

A: There is no minimum number of attendees at public events, and we have done events up to 50 people. The average event is 15 to 20 people.

Q: CAN EVENT EXEC'S HOST WEDDINGS?

A: If you are interested in learning more about the wedding services please let your training team member know. Weddings require expert floral skill to execute.

Planning An Event

Q: HOW MUCH OF THE PLANNING DO I DO?

A: We handle all of the payment processing, customer support, platform access, and more for your business. However, you design and develop your events based on our training modules and with the support of the Alice's Table team.

Q: HOW DO I FIND VENUES TO PARTNER WITH?

A: Our Event Exec's host events at a wide variety of venues. We love looking for popular venues with the ability to offer cocktails and food, or an additional experience. If you have an idea for a venue, go ahead and reach out! You can always design a custom event with the venue to best fit your Alice's Table business.

Q: HOW DO I FIND PEOPLE TO INVITE TO EVENTS? WHAT IF I RUN OUT OF FRIENDS TO INVITE TO MY EVENTS?

A: We'll provide you with training documents to help you start to identify prospective customers. Aside from reaching out to friends and family, it's great to connect with local organizations and communities within your city. You will quickly see that you know more people than you think and there's no shortage of people that you can tell about your Alice's Table events!

Marketing

Q: WHAT DO I DO ONCE MY EVENT IS APPROVED?

A: Promote, promote, promote! Create a marketing plan with the venue to market the event. You and the venue are equal partners in marketing the event: you want more people to come to boost your revenue, and they want more people to come to generate revenue for their restaurant/bar. It's a win/win situation, so responsibilities are to be shared. Our training program provides a detailed guidance on marketing best practices.

Q: HOW DO I ENSURE TICKET SALES?

A: Use social media, your network of family and friends, and the venue to market you event! Additionally, we are happy to promote your Facebook events for you. There is a \$5 service fee included.

Flowers and Supplies

Q: HOW DO I ORDER FLOWERS?

A: Each Event Exec purchases flowers through a local wholesaler or by using our company's wholesaler. If you are hesitant about finding a wholesaler we recommend you use ours, which will provide you with quality flowers drop shipped to your door the day before your event.

Q: HOW DO I FIND A GOOD WHOLESALER?

A: Use Google to find local wholesalers in your area and to go for a visit to preview their products. Tell them about your business and how they can help you! Once you have a location you think is a good fit, send it to our team and we can share our thoughts.

Q: HOW DO I FIND FLOWER RECIPES FOR EACH EVENT?

A: We provide our Exec's with a wide variety of seasonal recipes to choose from. Each recipe includes complete arranging and care instructions.

Q: CAN I CREATE MY OWN FLOWER RECIPES?

A: Yes, but Alice's Table HQ will review the recipe to ensure it's an optimal recipe for your event before placing the order.

Q: HOW MUCH SPACE WILL I NEED TO STORE MY SUPPLIES?

A: You will need a place to store your aprons, clippers, vases and other materials. A small section in your garage or basement is perfect. You will also need a cool dark place to store the flowers before you take them to the event.

If your question was not answered above, simply reach out, we are happy to help!

NAME

EMAIL

MESSAGE

SEND

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Your joy is our number one priority!

Get in touch with us below to find out more about our events, Event Exec program and gifts.



Contact Us

