



MEDIA RELEASE

Agents Find the Key to Success at ICCA Seminar

More than 100 travel agents from around the country learnt the recipe for business success at a special International Cruise Council Australasia session in Sydney on the weekend.

The agents, many of whom hold ICCA Masters Accreditation, enjoyed a two-hour presentation with US-based travel industry trainer and motivational speaker Scott Koepf, who is visiting from the United States to facilitate the 2011 annual ICCA Masters Conference.

ICCA General Manager Brett Jardine said the presentation at the Hilton Sydney addressed the challenges of today's business climate and gave agents valuable advice on how to grow their cruise business.

"Scott made it clear that there's a simple recipe for success in the cruise business – so those agents who want to know the ingredients should join us for the 2012 Masters Conference with Scott," Mr Jardine said.

Mr Koepf has been the facilitator at the annual ICCA Masters Conference for more than 10 years and has an intimate knowledge of the cruise industry.

This year's Masters Conference on Royal Caribbean International's Radiance of the Seas, set sail from Darwin yesterday (October 23).

The International Cruise Council Australasia is a not-for-profit organisation formed in 1996, committed to training travel consultants and raising consumer awareness of cruising.

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