



Conference Program - Friday 25th August 2017

7.00am - 8.15am	Registration & Networking Plenary
7.30am - 8.15am	Executive Partner Networking Breakfast (by invitation only)
8.10am	Delegates to be seated in the Maritime Ballroom
8.30am	Master of Ceremonies Welcome
8.45am	Opening Address Jennifer Vandekreeke, Chair CLIA Australasia Trade Relations Committee
9.00am	Keynote Address <i>A Peek into the Future of the Guest Experience</i> Jan Swartz, Group President Princess Cruises & Carnival Australia
10.00am	State of the Industry Panel Discussion moderated by Ross Greenwood
10.45am – 11.45am	Morning Tea Cruise360 Trade Show Open
12.00pm – 12.50pm	Breakout sessions <i>Breakout 1. Driving Loyalty - How to Differentiate Your Agency and Leverage Your Loyal Clients</i> Moderated by Phil Hoffmann AM, Phil Hoffmann Travel <i>Breakout 2. Myth-Busters: The Changing Landscape of River Cruising</i> Moderated by Peter Kollar, CLIA Australasia
1.00pm – 2.30pm	Lunch Cruise360 Trade Show Open
2.30pm – 3.20pm	Breakout Sessions <i>Breakout 3. Upselling - Selling Luxury and Expedition Cruises and Increasing Your Revenue</i> Moderated by Larry Pimentel, Azamara Club Cruises <i>Breakout 4. Money doesn't fall from trees – Designing a Successful Plan a Cruise Month Campaign</i> Moderated by Peter Kollar, CLIA Australasia
3.30pm	Keynote Address <i>Winning on Social Media</i> Larry Pimentel, President & CEO Azamara Club Cruises
4.30pm	Recap / Thank you / A word from networking drinks sponsor

5.00pm	Networking Drinks Cruise360 Trade Show Open
7.00pm	Conference Ends