

# MAKE THE MOST OF YOUR CLIA MEMBERSHIP

**CLIA Membership gives you access to an ever-growing catalogue of cruise industry training and valuable resource material – all in one place! Get the most out of your CLIA Membership by taking advantage of all the opportunities it offers.**



**Invest in your Professional Development** - take time to complete CLIA training to develop your cruise expertise. Our training covers cruise styles (ocean, luxury, river and expedition), cruise destinations, sales techniques and more.



**Invest in Cruise Line training** - understand each brand's key USP's and target markets to assist you in recommending the right cruise for your client.



**Make use of valuable tools and resources located in the Members Hub** - including e-brochures, recorded webinars & podcasts, promotional flyers, downloadable reference guides, videos and more.



**Attend CLIA Member Events** - our annual Cruise360 Conference, CLIA LIVE Training, Product Plus and Virtual Events provide you with the opportunity to keep up-to-date with industry trends and learn more about cruise products and destinations.



**Use the CLIA logo** - promote your affiliation with CLIA in your email signature, on business cards, letterheads and other relevant marketing material. If you hold a CLIA Certification, ask us for the relevant logo to add to your personal communications.



**Make use of CLIA social media tiles** - promote your affiliation with CLIA, the importance of booking with a CLIA certified travel agency/agent and share messages about key cruise industry initiatives in relation to health & safety and environmental sustainability etc.



**Participate in Cruise Month** - together with CLIA Cruise Lines, this campaign aims to promote the value, desirability and affordability of cruising as a holiday choice, along with the benefits of booking with a CLIA accredited travel agent.



**Complimentary access to digital cruise magazines** - including CLIA's own *Travel & Cruise* magazine as well as *Cruise Passenger* magazine (which can be shared via digital link to your valued cruise clients).