



CHARTER CASE STUDY
2013 CLIENT ANNUAL OWNER AND OPERATOR SEMINAR
Allure of the Seas[®] | FEBRUARY 10-14, 2013





General Session: Main Theater, 1398 Guests



Simulcast Venue: Studio B, 950 Guests

PROGRAM OVERVIEW:

- 4-Night Owners Operators Conference aboard *Allure of the Seas* February 10 – 14, 2013.
- Annual convention typically done on land. This was the first conference at sea.
- Sailed with approximately 3,500 guests (operator and spouse).
- 3 full days of meetings: (2) general sessions for 3,500 people & 22 simultaneous daily break outs.
- Several themed parties and a “Red” Parade where all of the top regional store operators were publicly acknowledged and celebrated by all of their peers.
- Conservative corporate culture. Company requested for lounges and casino be closed for duration of their program.

CHALLENGES:

- Main focus and expense directed towards Production on past programs. Limited space and main show lounge could not accommodate everyone at once.
- Since this was the client’s first meeting at sea, there was concern for how their typical land based event would translate to a shipboard environment.
- Client could only charter for a maximum of 4-nights to remain consistent with previous events and stay within budget.
- Special 4-night sailing allowed for minimal time for attendees to experience most of the ship’s typical activities due to heavy meeting content.
- Company’s culture to engage their host property’s team by serving their food products to all prior to the first day of the conference. Due to agricultural regulations, food sourced from outside vendors could not be brought onboard.





SOLUTIONS:

- General session was simulated from Theater to Studio B, Aqua Theater, & all other public areas.
- Client made history by conducting 14 separate site inspection from May 2011 when the program was contracted until February 2013 (combination of sailing sites and day visits).
- A special 4-night sailing was carved from our standard 7 night schedule to accommodate this program.
- *Allure of the Seas* has state-of-the-art production equipment, handled by a professional onboard Stage & Production team which saved the client thousands.
- Customized the onboard programming around client's business agenda.
- Due to the conservative corporate culture of this client, special acts & comedians were hired specifically for this charter at no additional costs.
- Due to the difficulty with bringing food items on the ship and scheduling 2500+ crew members time to participate on embarkation day, an alternative "complimentary sandwich card" was created and distributed to every crew member and pier staff to experience on their own.

BENEFITS OF CHARTERING:

- Phenomenal networking opportunities. Guests can openly discuss sensitive information without fear of leakage.
- Endless customization options: logos, specially desserts, menu alternations, changes with onboard programming, and choosing the ports of call.
- Ability to engage the onboard team: Use the Cruise Director to emcee the event, Cruise Staff to assist with meet & greet or orchestrate other activities at no (or minimal) costs, which can not be done on land.
- Variety of meal and entertainment options available for when attendees are not in meetings.
- Built in spouse program & children's program. Ship environment regularly features numerous onboard activities. No need to plan anything else or pay additional fees (some onboard activities may require a nominal fee).





COMMENTS FROM CLIENT:

“ REMARKable when I think of the majestic Allure of the Seas and fabulous staff.

REMARKable on how smoothly the program flowed, from pre-seminar registration, logistics, events, recreation, etc. An “All hands on deck” attitude of cooperation made a very complicated set of logistical challenges smooth sailing for our Operator guest!

REMARKable how much fun you were having. The highlight was watching you all kick back for some well deserved relaxation. I have a smile on my face knowing many of you had an experience you'll be talking about for the rest of your life! ”

President & CEO

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