

CHARTER CASE STUDY: GLOBAL PARTNER MEETING
Liberty of the Seas® | MAY 15-19, 2013



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Theater



Suite



Studio B



Dining Room

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Promenade, where guests registered for conference.



Reception Desk- Deck 5. Client created custom signage.

PROGRAM OVERVIEW:

- Global conference which takes place every few years
- Meeting on Liberty of the Seas, for 4 nights May 15 - 19, 2013
- Ship remained dockside in Barcelona for 2 nights and sailed to one port of call during the 4 night charter
- Approximately 1500 guests, single occupancy with scattered arrivals
- General session, several concurrent breakouts and heavy branding



Photo Gallery used as networking venue for participants.



Studio B, venue used for meetings and presentations.

CHALLENGES:

- Client tasked with finding an international destination which can accommodate large groups at a single location and adequate meeting space
- Attendees with scattered arrivals
- Variety of dining options available
- Convenient destination for attendees (with good air lift etc.)

SOLUTIONS:

- Many countries have limited hotel and convention space. Liberty of the Seas was able to house all attendees in the same location and accommodate all of the client's meeting requirements
- Simultaneous breakouts were used including: the main theater, capacity 1,360, Studio B capacity 760, Sphinx Lounge capacity 300, dining room, capacity 2,100 (three different levels) conference rooms, capacity 400, Viking Crown Lounge, capacity 136, two specialty restaurants, capacity 100 each, and library, capacity 25
- Customized itinerary included two nights dockside in Barcelona. This allowed approximately 400 guests to arrive on the first day and 1,136 on the second without impacting itinerary or meeting agenda
- Client kept the main dining room closed until the last evening to create a "show stopper" gala dinner. Dining options available prior to the last night included: Wind jammer, Portofino's, Chops Steakhouse, Promenade Café, and Pizza Parlor (most options were complimentary and others at a nominal fee)
- Departure from Barcelona allowed for easy and convenient flights and transfers from most continents

BENEFITS OF CHARTERING:

- Phenomenal networking opportunities. Delegates could discuss sensitive company information without fear of leakage
- Endless customization options; logos, menu alternations, changes to the onboard programming, and choosing the ports of call
- Ability to engage the onboard team to help facilitate the program. Use the Cruise Director to help emcee the event. Cruise staff to assist with meet & greet or facilitate other activities at no (or nominal) costs, which can not be done on land
- Variety of meal and entertainment options available for when attendees are not in meetings at no additional costs
- Exclusivity - more opportunities to customize the overall cruise experience and brand the ship