



Module 8

CONCLUSION

WORKBOOK



Please use this workbook as an additional resource when completing the Cruise Champion elearning module.

Modules



Module 1: Introduction

Module 2: Regulations

Module 3: Safety

Module 4: Security

Module 5: Environmental Protection

Module 6: Health

Module 7: Corporate Social Responsibility

Module 8: Conclusion

YOU



YOU as an Advocate

Your newfound advocacy knowledge is important, it now sets you up as an expert and stands you above the competition.

(Fill in the blanks)

You now have the

to clearly and properly advise customers and give the ultimate satisfaction of knowing that you are doing your job to the best of your ability.

REMEMBER

Remember that customers are going to *(Fill in the blanks)*

particularly in advocacy issues that an average agent would not be able to answer factually like you can now. Taking time to obtain this knowledge is going to pay dividends in the future.

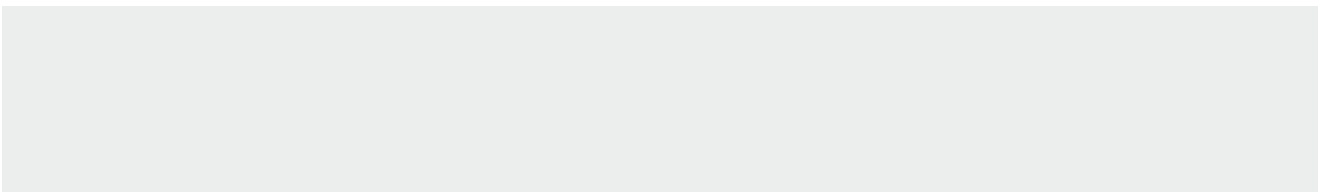
In a competitive marketplace, specialist knowledge can mean the difference between success and failure.



SPREAD THE WORD

Customers may be set in their own opinions, be open to any information that we have, or be somewhere between the two points - but they will rely on our knowledge to ensure they make the right choice.

Because we already have influence, we can already help spread the word about
(Complete the sentence)



This module is about how we magnify that level of influence so that we can reach a greater number of people.



SOCIAL MEDIA

Spreading our sphere of influence further is possible in ways that previous generations have not been able to - through the use of social media. This means bringing factual cruise industry information directly to the places where people spend a lot of time, online!

Examples of where social media can reinforce all that is positive about cruising is through (*Finish the sentence*)

We should remember that cruising covers some of the most incredible destinations across the world and what better way to reinforce that message than via social media



STAY CONNECTED

MAKE SURE YOU FOLLOW YOUR LOCAL AND GLOBAL CLIA SOCIAL MEDIA SITES

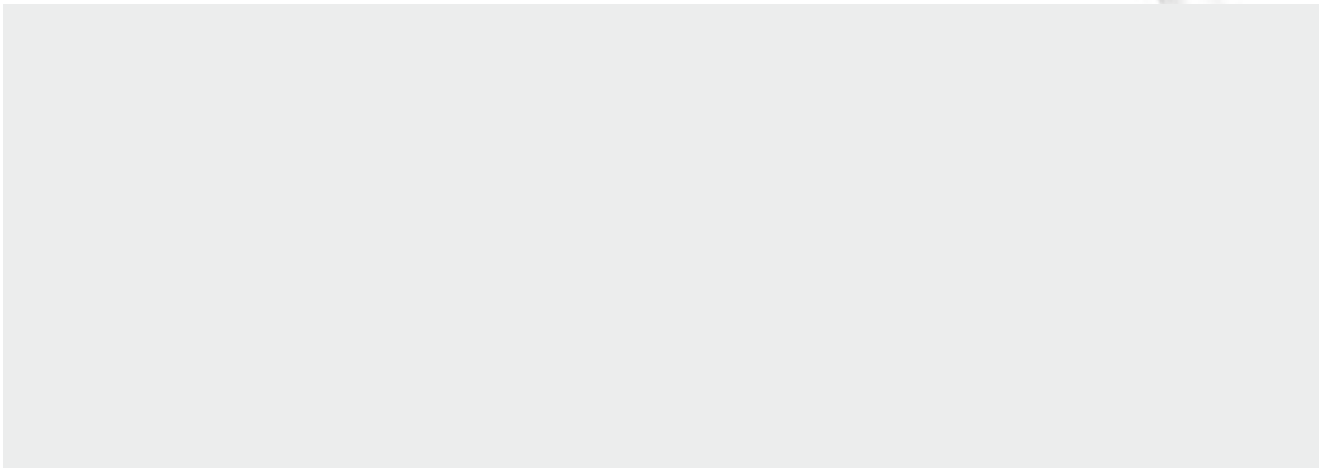
we are constantly promoting all the positive innovations and developments in the cruise advocacy space, so now that you are a Champion, you too can re-send or share!



REMINDER

As advocates it is important to tell those that may have misconceptions or lack of understanding around certain topics the facts.

While doing so, we must remain (*Finish the sentence*)





NEXT STEPS

Who should you now tell about your accomplishments?

What tools can you use to announce your achievement?

What is the most important thing you can keep doing?



AMBASSADOR

It is quite common for the general public not to be aware of the many measures CLIA cruise lines invest in and adhere to ensure safety is the paramount objective.

As you are someone now involved in the promotion of cruise holidays to the public and as a CLIA member, you too have a responsibility to ensure the correct information is given to your client.

To do this you need to know: (list the 5 things):



QUESTIONS

CLIA recognizes that many of your customers may have questions or concerns regarding who regulates the cruise industry and misconceptions about those regulations and authorities.

What steps should you take when this happens: (list the 5 things):

Remember with the right information, you'll be able to respond to your customers with confidence whenever the need arises.

By understanding how highly regulated the cruise sector is, and the many layers of oversight that help ensure its safe operation, you'll be better able to inform your clients and address any of their concerns.

