

**IMC 2006 INTERNATIONAL CONFERENCE
"MARKETING DESTINATIONS AND THEIR VENUES"
ATHENS 9-11 FEBRUARY 2006**

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**"ON THE CREST OF A WAVE
CONFERENCES AND INCENTIVES ON BOARD
REACHING OUT TO NEW MARKETS"**

ABSTRACT OF TOPIC

- Volume Value and Characteristics of Cruise Tourism and its relationship to the Meetings Industry. Development of Source Markets.
- Are ships destinations? Are new ships designed for the incentive market?
- Traditional cruising Vs new concepts and their impact on MICE.
- How to sail into the Conference and Incentive Market.
- Will delegates begin flocking on the cruise ships for their conferences? How can the sector tempt them on board and how do ships shape up for conferences and incentives.
- Professional Conference Organizers don't think cruising is for Conferences, yet once they have been, they go back time and again.
- Market segmentation. The magic words in developing new business. How. Theme cruises and Club ships give rise to the Meetings and Incentive Industry.
- Proposed programme of assistance for meeting planners handling cruise meetings and incentive travel. How a ship manager can assist a conference buyer.
- Product distribution and the role of the Internet.
- Peculiarities in the Marketing of Meetings and Incentives at Sea.
- The Hallmarks of a Conference at Sea.
- Determinants and Motivations for the development of Conference and Incentive Cruises.
- What type of Conferences can be organized onboard a cruise ship.
- Meetings and Incentives at Sea. New prospects for mini cruise operators.
- A-Z of the Marketing a Ship as a Venue.
- MICE and Cruise Industry. Challenges for the future.