



PROFESSIONAL DEVELOPMENT COURSE (PDC'20)
**HOW TO BE AN EFFECTIVE CRUISE
PORT EXECUTIVE**

June 29 at 15.00 CEST.



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CONTENT:

How to be an effective cruise port executive.

Top 10 ways to conduct efficient cruise marketing and communication for ports and destinations. Even before this crisis there was a need to review the standards. Reflections post-COVID 19.

How to get the best results when attending cruise events. Do you have a strategy for each event? What to prepare before attending events? How can you measure your ROI?

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Email support: ask@cruiseclub.net