

CRUISE EDEN WORKSHOP

Are you ready for the Cruise Season?

1. WHAT THEME WILL THE TOWN DELIVER?

- a. How will you dress up the town?
- b. Participating businesses
 - i. Welcome signs (can be used for the whole of the cruise season say 12 times or can be such that they are used all year round to welcome tourists or you could have a different livery for that.
 - ii. posters in the windows
 - iii. colour scheme
 - iv. printing
 - v. and/or welcome mats
 - vi. design, printing
- c. Join the Chamber of Commerce and use funds for common promotion such as
 - i. signage,
 - ii. welcome mats,
 - iii. passport program (discount book) (set of whales, set of coasters)
- d. Town Crier or Sea Captain/s. Someone in costume to Shout out at the wharf and around town at the differing participating venues.
- e. Street entertainments e.g. local arts and craft, Didgeridoo Player, dancers etc
- f. Raffle, guessing competition
- g. Visit the other involved businesses to learn what they have to offer and to tell them what you are offering so you can do referrals and network with each other

2. YOUR MEMORABLE EVENT

What is your bundle of satisfactions?

- a. Customer Service (Customer Service Handout and Discuss)
- b. Mail to home service
- c. The greeting and the experience
- d. The level of engagement e.g. Disney use entertainment while people wait
- e. Story tellers, music, guessing competition, gentle/humorous quiz
- f. What WOW Factor do you have? e.g. Jenny goes all out with 5 star service e.g. hot towels (WOWs should be built into your price where possible so that the customer pays for them)
- g. Brainstorm WOW's & Cruise Industry - TNT's (Tiny Noticeable Things)
- h. Get the customers contact details, particularly their email address
- i. Do you have all your ducks lined up? (Make up your checklist and a contingency plan)

3. YOUR PREPARATION CHECKLIST

Things to do well before the event

- a. Research the types of people who will be on-board (Chamber of Commerce & EVIC will have this information)
- b. Set your goals and objectives and plot activities onto a Calendar and allow time to prepare.
- c. Prepare a plan or mud map of your space, identify your display and equipment requirements and organise well in advance. Large events can exceed the capacity of local suppliers so make sure you can get all the supplies you need
- d. Prepare your offering, your specials and determine what constitutes them and how you will promote them. What is your spiel? Write one up so it can be shared by your staff. Get your suppliers involved with your theme.

- e. Determine the funding and a budget.
- f. Internal and external publicity.
- g. Photographer
- h. Negotiate Sponsorship with your suppliers, they will benefit too!
- i. Organise any entertainment
- j. Organise any printing or signage
- k. Organise any mementoes
- l. NB: Entertainment, printing and mementoes costs need be built into your budget and therefore your price
- m. If your purpose is to make sales, make sure you are able to take and fulfil orders effectively. You may need to organise sufficient staff and train them appropriately.
- n. Organise a roster so you can lock it in and allow for any training. Have some back-up people available if staff do not turn up or if the crowd is greater than expected. Consider Family, Friends and Volunteer groups who could be looking for some contribution.
- o. Check your Public/Product Liability and other Insurance is sufficient to cover your event.
- p. Are your safety and security facilities and service adequate?
- q. Accessibility. Is it easy to get in and out of your business?

Things to do within 72 hours of the Event

- a. Check with your display, promotional merchants and equipment providers/suppliers that your orders will be met on time.
- b. Check with your raw materials and stock providers that your orders will be met on time.
- c. Assemble your offering and have a trial run with your staff and review assignments

- d. Send out reminder and any updates to the key stakeholders including staff and extra staff as required
- e. Put up any decorations and theme materials
- f. Ensure everything is in place
- g. Ensure that everything is clean
- h. Develop your Waste Management Plan
- i. Make sure there adequate supplies to cope with an increased patronage. e.g. toilet paper, napkins,
- j. The night before check with staff again that they are available.

Things to do during the Event

- a. Have a process in place so you can capture the customers/visitors name and contact details particularly their email address. You could do this by having an activity where they enter their details for a prize e.g. a guessing competition.
- b. Ensure that your customers/visitors enjoy the experience and that you make it memorable and that you WOW them! Will you need a Greeter/Usher? Will you have entertainment?
- c. Create a reason to reconnect with them after the event
- d. Photographer
- e. Have a housekeeping roster with regular checks of facilities such as toilet areas.
- f. Cash Security
- g. Events can be very tiring. Make sure you can keep up staff moral and enthusiasm and provide them and yourself plenty of fluids and appropriate breaks.

Things to do after the Events

- a. Make sure that leads are followed up appropriately and in a timely way. Enter the visitors onto your database
- b. Contact the winner of your competition and let entrants know.
- c. Social Media updates e.g. Facebook and Instagram
- d. Appropriate Waste disposal
- e. Thank you letters to staff, volunteers, performers
- f. Debrief and look at ways of improving the event
- g. Feedback to Cruise Eden as requested

4. ONE –To – ONE SUPPORT FROM THE SRBEC

1. We can help you design your program
2. We can help you determine your event budget to look at viability.