



Gaeta, Italy

February 2017

Dear Residents,

Before I head out to the Ship for the February Board and Resident Meetings and various committee meetings, I'd like to give you a quick update on some key matters. John McGill, Erin Williams and I will be holding an informal Ask Management Open House as we have in recent visits and we look forward your feedback. These visits are important for a number of reasons, not the least of which is the opportunity to meet with new Residents and the benefit of face-to-face conversations which we all agree are preferred over e-mail or telephone. I look forward to seeing you when we are on board.

**Record Broken for the Furthest South Sailed by M/V *The World***



Last weekend *The World* experienced one of the most exciting days in the Ship's history. Under the expert leadership and skill of Captain Dag, *The World* reached Antarctica's Ross Ice Shelf and set a new record during the Ross Sea Expedition. We broke the record for the most southerly navigation reaching 78°43.997'S and 163°41.421'W at the Bay of Whales. Carrying 145 Residents & Guests and 272 Crew adventurers, this is the furthest south any vessel has ever sailed. To officially record this accomplishment, we have submitted all proper documentation as required to Guinness World Records, who over the coming weeks will authenticate and verify the event. Congratulations to Captain Dag and his team for their efforts and for giving Residents & Guests an experience they will surely never forget.

**SALES & MARKETING**

During the Ship's recent visit to Australia, the Sales Team hosted a significant number of Prospective Resident tours on board. To date, these tours have resulted in one new sale and the possibility of additional sales from this market over the next few months. The Team is now preparing for the upcoming sales opportunities in New Zealand, Japan, Hong Kong, U.S. and Canada. The port visits are scheduled with qualified Prospects in New Zealand and Japan. In addition, we have increased our marketing activities with a focus on building a qualified pipeline of potential buyers leading up to the Ship's time in the U.S. and Canadian beginning in June.

On the Public Relations front, efforts that begin in 2016 for Australia, New Zealand and Japan are paying off. Four editorials have run in Australian publications with more to come. Residents helped to host two events: a shoreside Media Lunch at a Sydney restaurant in December in advance of the Ship's visit and a Media Breakfast held on board in January in Sydney. An article has been published in New Zealand's *National Business Review*, a proven channel for us, with more expected following several journalists coming aboard in NZ later this month. We've also had two strong stories run in Japanese magazines with more expected prior to the Ship's arrival. Efforts continue in Canada where the focus is currently on Vancouver and we are contacting key media across the U.S. for in-port events and short, two- or three-night sailings. Major cities/regions targeted include: Seattle, San Francisco, Los Angeles, South Florida (Fort Lauderdale/Miami/Palm Beach) and New York.

## New Residential Director



It gives me great pleasure to announce that Edmund "Eddie" Wong has joined *The World* as Residential Director (RD). Eddie will arrive on board on 6 February (Christchurch) and will train with Global Director Jennifer McClain, Eddie fills the role left open by David Stewardson. He will report directly to the General Manager and work closely with Linda Schultes, Director of Marketing and Sales Operations and the global sales team. Eddie is a dedicated leader with over 14 years' experience in sales & marketing management and operations. He has worked within the travel and hospitality industry for 10+ years specializing in revenue, marketing, guest experience, and developing new and existing customer sales. Most recently Eddie has worked for multiple brands in the RCCL Corporation served onboard as Marketing and Revenue Manager where he optimized shipboard revenue by developed cross-marketing sales strategies and consistently achieved his sales

targets. In these roles Eddie has achieved success as the No 1 ranked sales professional for several years. In addition he worked for the RCCL Corporation as Regional Account Manager Hotels & Transportation for the Europe, Middle East, Africa and Asia Pacific regions.

Prior to his time at sea, Eddie was Sales and Marketing Manager, for Travel the World (Sydney, Australia), where he developed marketing plans for five-star clients such as Silversea Cruises, and Windstar. He achieved a consistent growth of over 50% sales revenue per year and successfully launched a European campaign with sales growth of over 80%. His earlier career was in Sales and Marketing for luxury retail brands in Australia, where he achieved a solid track record of consistent market growth and exceeding sales targets.

Eddie holds a bachelor of commerce degree from the University of Sydney where he was a double major in finance and marketing and in addition to English, speaks Cantonese fluently.

## OPERATIONS

### Spotlight on Program Director Andy Dinsdale



I'm pleased that Andy Dinsdale has taken on a new role as Program Director, having previously served as the Ship's Enrichment Manager when he joined the organization in 2009 until 2014, and most recently as Residential Director. In this new role, Andy's primary responsibility is for the strategic planning and ongoing execution of lectures, entertainment, activities and special events that enhance the cultural experience of Residents & Guests. The Program Director will now oversee programming efforts on and off the Ship to create a cohesive, itinerary-based, annual program of activities and events. In this role Andy will work closely with the Destination Services and Operations teams shoreside as well as all of the departments on board to integrate program development efforts across the organization.

This Ship-based role was developed after much feedback from the community on the need for a more integrated and longer-term programming approach to assist Residents with personal planning in order to optimize all the opportunities we offer to enrich and bring the destination on board as we traverse the globe.

Andy is very well qualified to lead these efforts. During his five years on board as Enrichment Manager he excelled, gaining the well-earned trust and respect of Residents, Guests, and staff, not to mention cultivating valuable relationships with the multitude of lecturers, entertainers, musicians and expedition

specialists with whom he has worked. Following this, he assumed the residential sales role where he was equally successful.

One of Andy's first orders of business is to establish more effective ways to engage with the community in order to harness all of the great ideas and contacts our Residents have from their own experiences of living, studying and working around the globe, as well as personal contacts for individuals who can bring a wealth of enriching knowledge and experience to our community across the broad spectrum of the community's interests. Andy will be the Residents' primary contact in this regard going forward and we encourage Residents to reach out to him with ideas and contacts for onboard programming recommendations.

Prior to joining *The World* Andy was a property development manager and agent for AV&R Lanza Properties in the UK where he was solely responsible for the management and rental of private residential and commercial properties. He also served as Cruise Director of the Queen Elizabeth II, served nine years in the Royal Air Force, and has seen combat action in various parts of the world. Andy hails from Aldershot, England and is married to Wendy who was, until recently, our onboard Editor.

When not on board Andy is a family orientated man, who, with his Italian heritage, loves to visit his family, drive around Europe, read and enjoys horse riding.

## NEW NAVIGATOR

The rebuilding and redesign of the new Navigator is in its final development phase and has moved into the quality assurance and testing phases. As mentioned in the December issue of *CEO 360*, the site has been delivered to the Ship so that real-time testing of the various functions can be done. The site is on schedule to Go Live for our Navigator Team members (staff) in mid-February following the conclusion of the Ross Sea Expedition. In February/March the team will become familiar with the site and continue their training (which has already begun) where they'll learn new processes such as how to post information and photographs, manage online bookings (Destination Experiences, Spa, and Restaurant Reservations), display calendar events and more. With the previously announced project delays and another expedition around the corner, we have decided to move our Resident launch until after the Melanesia Expedition in April. We are working on a training schedule for Residents that will include shipboard workshops, a training manual, video tutorial, and private, one-on-one sessions for Residents on board as well as remote training for those who are not on board. We look forward to sharing the site with our Resident Beta Test Group and thank all the Residents who have given us suggestions that went into the project's scope of work.

If you are participating in the Ross Sea Expedition, the Florida Office is following along and sharing in your adventures by way of the amazing photographs our shipboard colleagues are sending over and via [EYOS's blog](#). I'm looking forward to hearing about your experiences firsthand in a few days.

Kind regards,



Pamela Conover