2023 Cruise360 Know Before You Go

Tuesday, April 18 – Sunday, April 23

CLIA CRUISE360® FORT LAUDERDALE

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CLIA CRUISE360® FORT LAUDERDALE

Before You Arrive

- **Build your Cruise360 schedule in advance** by logging into your profile on cruise360.org & **print schedule**
- Download the Cruise360 App
  - Step 1: Download the EventMobi App
  - Step 2: Click the search bar and search for code: 2023Cruise360
  - Step 3: Click “Launch App”
  - Step 4: Create an account using your email address

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Before You Arrive – Items to Bring

- **Cruise360**
  - iPads, Laptops, Notepad, and writing utensils (blue or black ink pen, or #2 pencil)
  - Business Cards
  - Your 2023 EMBARC ID
  - **The ID you used to register for ship inspections** (driver's license, state ID, or passport)
  - Comfortable Shoes
  - Tote bags for Trade Show Goodies
  - Dress in layers and bring a sweater - Convention Center can be chilly at times

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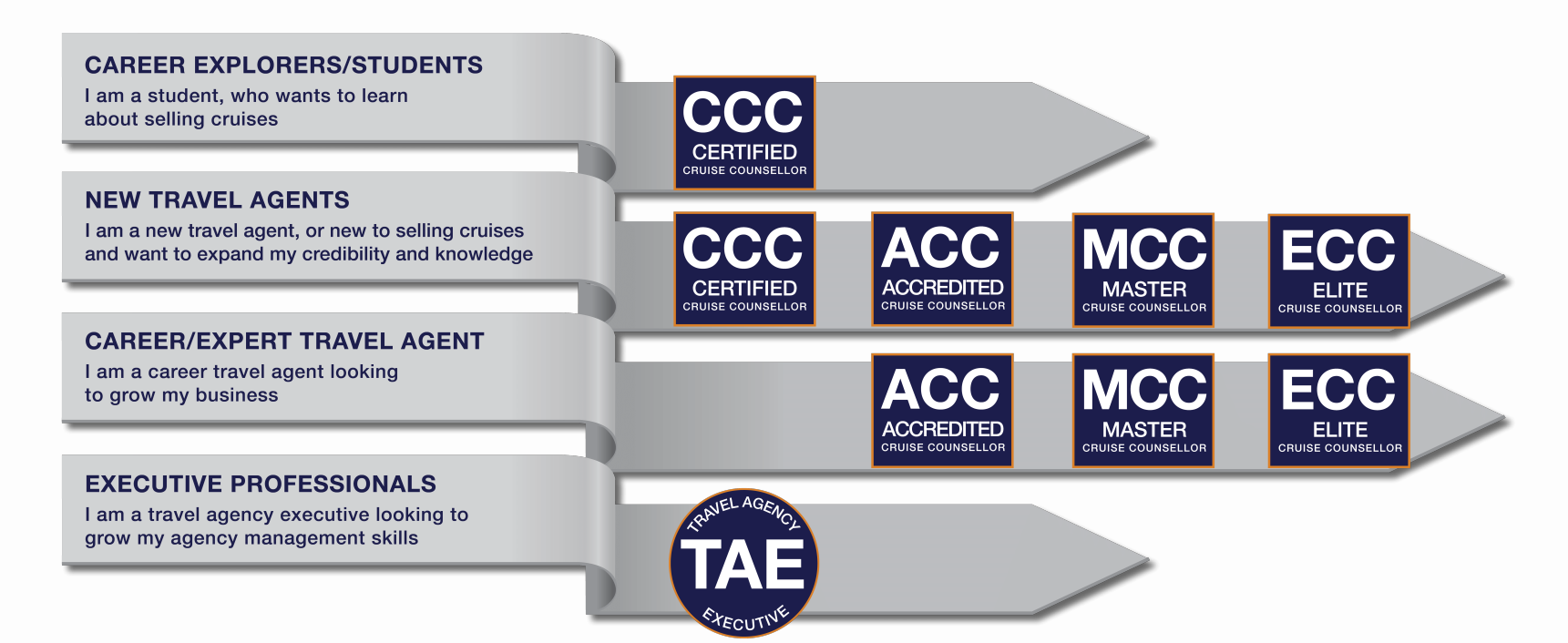
Which CLIA Certification is Right for You?



- Cruise360 is CLIA's largest Professional Development event of the year. To learn more about our Certification Program please visit us here.

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Cruise360 and CLIA Certification

PROFESSIONAL DEVELOPMENT | CLIA

If you have enrolled in 2023 certification before attending Cruise360 and would like to know how your attendance can get you closer to graduations, please see the following chart:

	CCC CERTIFIED CRUISE COUNSELLOR	ACC ACCREDITED CRUISE COUNSELLOR	MCC MASTER CRUISE COUNSELLOR (Traditional)	MCC MASTER CRUISE COUNSELLOR (ELP)	ECC ELITE CRUISE COUNSELLOR	TAE TRAVEL AGENCY EXECUTIVE
Mandatory Training	**N/A**	**40 of 40 Credits** • Any 4 CLIA Seminars (with passed quizzes) • Preconference Certificate Program (separate fee/pre-registration) (50 Credits)	**90 of 90 Credits** • Attendance at Cruise360 (40 Credits) • Preconference Certificate Program (separate fee/pre-registration) (50 Credits)	**50 of 100 Credits** • Any 5 CLIA Seminars (with passed quizzes) • Attendance at Cruise360 (40 Credits) • Preconference Certificate Program (separate fee/pre-registration) (50 Credits)	• Preconference Certificate Program (separate fee/ pre-registration) (50 Credits)	**2 of 8 Required Courses** • Effective Cruise Presentations 101 – Skills • Building Client Loyalty
Elective Training	**30 of 30 Credits** • Attendance at Cruise360 (40 Credits)	**80 of 80 Credits** • Attendance at Cruise360 (40 Credits) • Preconference Certificate Program (separate fee/pre-registration) (50 Credits)	**40 of 40 Credits** • Any 4 CLIA Seminars (with passed quizzes)	**N/A**	**50 of 50 Credits** • Any 5 CLIA Seminars (with passed quizzes) • Attendance at Cruise360 (40 Credits)	**30 of 30 Credits** • Any 3 CLIA Seminars (with passed quizzes)
Ship Inspections	**1** (1 Required)	**Up to 2** (5 Required)	**Up to 2** (3 Required)	**Up to 2** (10 Required)	**Up to 2** (2 Required)	**N/A**
Outside of Cruise360	• Attendance of one (1) CLIA Live or Virtual Training Events • For a list of other required courses for the CCC Certification, please visit cruising.org/CCC *+ 5 STATEROOM SALES* *+ 1 PERSONAL CRUISE*	• Completion of a CLIA Certificate Program • Attendance of one (1) CLIA Live or Virtual Training Events • Remaining Ship Inspections for the 5 required *+ 20 STATEROOM SALES* *+ 2 PERSONAL CRUISES*	• Completion of a CLIA Certificate Program • Attendance of one (1) CLIA Live or Virtual Training Events *+ 32 STATEROOM SALES* *+ 2 PERSONAL CRUISES*	• Attendance of one (1) CLIA Live or Virtual Training Events • Three (3) CLIA Global cruise line training program completions • One (1) comprehensive paper (3 – 5 pages) • Remaining Ship Inspections for the 10 required *+ 100 STATEROOM SALES* *+ 4 PERSONAL CRUISES*	• Industry Impact Activity • Completion of a CLIA Certificate Program *+ 60 STATEROOM SALES* *+ 1 PERSONAL CRUISE*	• Public Relations 101: Public Relations Basics for Your Cruise Business • Customer Relationship Management • Effective Presentations 101: Skills • Building Client Loyalty • Cruise Industry Leadership 501 • Cruise Industry Leadership 601 *+ 2 PERSONAL CRUISES*

To get the complete the remaining requirements for your certification, you can take advantage of the free courses that you receive with membership, purchase additional courses or register for one of our live training events, which include live and virtual ship inspections.

CLIA CRUISE360® FORT LAUDERDALE

Schedule of Events - Wednesday, April 19

Seminars & General Session I

- A full day of CLIA's industry leading Professional Development curriculum. Participants can attend up to five (5) CLIA seminars throughout the day, along with our opening General Session (meal included).

- Schedule:
  - 8:00 AM – 12:45 PM: CLIA Seminars
  - 1:15 – 2:30 PM: General Session I
  - 3:00 – 6:00 PM: CLIA Seminars
  - 6:30 – 7:30 PM: Graduate Reception (by invitation only)

CLIA CRUISE360® FORT LAUDERDALE

Schedule of Events - Thursday, April 20

Product & Destination Workshops, General Session II, Cruise360 Trade Show, and Hall of Fame Industry Awards & Gala Dinner

- Immerse yourself in the latest information from industry partners and destinations all over the world. Then, join us at General Session II (meal included), the Cruise360 Trade Show, and our Hall of Fame Industry Awards & Gala Dinner.
- Schedule:
  - 8:00 – 10:00 AM: Product & Destination Workshops
  - 10:30 – 11:45 AM: General Session II
  - 12:45 – 2:15 PM: Product & Destination Workshops
  - 2:15 – 6:00 PM: Cruise360 Trade Show
  - 8:00 – 10:00 PM: Hall of Fame Industry Awards & Gala Dinner

CLIA CRUISE360® FORT LAUDERDALE

Schedule of Events – Friday, April 21
Cruise Line Showcases and General Session III

- Learn about the hottest trends and most profitable sales initiatives during a full day dedicated to CLIA's Global Cruise Lines, along with our final General Session (meal included).

- Schedule:
  - 10:00 AM – 12:50 PM: Cruise Line Showcases
  - 1:10 – 2:40 PM: General Session III
  - 3:00 – 5:00 PM: Cruise Line Showcases
  - 5:00 – 6:00 PM: Greater Fort Lauderdale Reception

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Schedule of Events – Saturday, April 22 & Sunday April 23

Live Ship Inspections & Sightseeing Excursions

- Live Ship Inspections are back! Spend your day aboard one of the ship inspections offered, where you will learn all about what makes each ship unique. **Ship Inspections required pre-registration and we will not be able to add any further registrations on-site. Please remember to bring the ID you used to register for Ship Inspections (State ID, Drivers License, Passport).**

- Alternatively, join our host city at one of the offered Sightseeing Excursions showing all Greater Fort Lauderdale has to offer! To register and learn more about our sightseeing excursions please visit www.cruise360.org.

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CLIA Seminar Quizzing

- Quiz administered at the end of all CLIA seminars
- Quiz to be taken on **blue** side of Scantron form
- Write your **name**, the **date**, and the **CLIA seminar name** on the sheet
- “Student ID” will be your EMBARC ID number on your Cruise360 badge
- Grading will be done post Cruise360 and results loaded to your “My Training” dashboard
- If you are a Non-CLIA member we will not grade your quiz at the end of Cruise360.

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FAQs

- **Do I need to build my schedule in advance?**
  - Yes, it is highly recommended that you build your schedule in advance so that you can ensure you are able to attend the sessions of your choosing. If a session is not available, please note there will be a standby line in which people will be admitted based on space.
- **How do I build my schedule in advance?**
  - Log into your account at www.cruise360.org and select the sessions you would like to attend!
- **Can I take my CLIA seminar quizzes at home or on my own time?**
  - Yes, if you would like to take your seminar quiz at home, you may do so by navigating to the My Training section of your CLIA account, after you register for the quiz associated with your course, which can be found in our Product Catalog: https://cruising.org/en/product-catalog-page
- **Will CLIA store my luggage?**
  - No, CLIA can not accept any luggage during the duration of the program including Ship Inspections. Please work with your chosen hotel to store any luggage you may have.
- **Can we bring guests?**
  - 2023 Cruise360 is SOLD OUT! No further registrations are being taken at this time.
- **Can we bring children?**
  - Children are not permitted to attend Cruise360.
- **Will UPS be on-site during the Cruise360 Trade Show?**
  - UPS will be on site outside the Cruise360 Trade Show on Thursday to assist you with materials you wish to ship home.

For any further questions, please visit us at Cruise360.org or reach out to our Membership Services Team at info@cruising.org.

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