

## CLIA Announces New Cities, Courses And Certification Credits For Trainingfest 2008

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Cruise Lines International Association (CLIA) has announced details of TrainingFest 2008, the fastest way for travel agents to earn CLIA certification credits, including new cities and new seminars. New in 2008 is the ability to earn the mandatory training credits needed during the two-day TrainingFest to become a Master Cruise Counsellor (MCC).

TrainingFest provides travel agents throughout the United States and Canada with a convenient way to earn valuable credits toward CLIA certification by attending the two-day seminar program and trade show in any of 11 cities between July and September. For the first time, participation in four seminars and attendance at the trade show will fulfill CLIA Institute requirements for MCC accreditation. TrainingFest has grown in attendance every year since it was launched in 2006, including a 10 percent increase in attendance in 2007 for a total of more than 1,200 agents attending the event throughout North America.

'Along with cruise3sixty and our extensive ongoing program of online and classroom training courses, TrainingFest is a major feature of CLIA's commitment to provide all the tools and knowledge travel agents need to become expert sellers of cruises,' said Terry L. Dale, CLIA's president and CEO. 'The effort is a win-win situation for all of us because CLIA agents report an average increase in annual cruise sales of 261 percent after completing certification.'

TrainingFest cities for 2008 include:

Houston, July 10-11

Philadelphia, July 17-18

Las Vegas, July 24-25 (New for 2008)

Cleveland, July 31-August 1 (New for 2008)

Atlanta, August 7-8

Los Angeles, August 14-15

Toronto, August 21-22

Seattle, September 4-5 (New for 2008)

Baltimore, September 11-12

Edmonton, September 18-19 (New for 2008)

Chicago, September 25-26

New seminars for this year's TrainingFest include Power Selling Techniques and Cruising...Knowing the World You Sell. Both are Level 1 courses and recommended for agents with less than two years experience selling cruises. Other Level 1 seminars this year will be: Cruise Vacations - An Introduction and Principles of Professional Selling. The more advanced level 2 seminars will include: Building a Smart Business Plan, Customer Relations Management Made Easy, Selling to Special Interests - Niche Markets, and Cruising - The Ultimate Incentive.

In addition to the seminar program, TrainingFest will feature a CLIA member cruise line trade show that provides participants further opportunities to expand their knowledge of cruise products offered by each brand.

Fees for TrainingFest range from \$35 to \$105 depending on the number of seminars taken and whether the agent is a CLIA member. Admittance to the trade show is complimentary for all taking at least one seminar and for a small fee for anyone not participating in the seminar program.

For more information about TrainingFest and to fill out an application form, visit [www.cruising.org](http://www.cruising.org) or call 754-224-2200.

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