

Course On Port Cruise Management (25-29 September 2006 – Grand Barbados Beach Resort)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>0800 – 0900 Registration</p> <p>0900-1000 Opening Ceremony with Government/OAS Officials</p>	<p>0900 – 1030</p> <p>Identification of Destination Needs: Establishing a Brand Hugh Darley, IDEA Inc</p>	<p>0900 – 1030</p> <p>Market Research Techniques Roger Thomas, Research for Travel</p>	<p>0900 – 1030</p> <p>Financing Strategies in Ports In Ports Butterfield Bank (Bdos) Mr. Mariano Browne</p>	<p>0900 – 1100</p> <p>Case Study Project Work</p>
<p>1000 – 1030 COFFEE BREAK</p>	<p>1030 – 1100 COFFEE BREAK</p>	<p>1030 – 1100 COFFEE BREAK</p>	<p>1030 – 1100 COFFEE BREAK</p>	<p>1100 – 1130 COFFEE BREAK</p>
<p>1030 – 1115</p> <p>Review of Maritime Industry in Caribbean Gordon Wilmsmeier (ECLAC)</p>	<p>1100 – 1230</p> <p>Techniques in Developing Attractions and Activities Hugh Darley, IDEA Inc</p>	<p>1100 – 1230</p> <p>Brand Equity, Preparing the Marketing Plan Roger Thomas, Research for Travel</p>	<p>1100 – 1230</p> <p>Financial Appraisal for Projects and Capital Acquisition Ernst and Young (Bdos) Mr. Andre Walcott</p>	<p>1130 – 13:00</p> <p>Case Study Presentation</p>
<p>1115 – 1200</p> <p>Comparative Analysis of Cruise Industry in the Caribbean Gordon Wilmsmeier (ECLAC)</p>				
<p>1200 – 1330 LUNCH</p>	<p>1200 – 1330 LUNCH</p>	<p>1200 – 1330 LUNCH</p>	<p>1200 – 1330 LUNCH</p>	<p>1300- 1400 LUNCH</p>
<p>1330 – 1500</p> <p>Experiences of the World's Largest "Home Port of Call" Hydi Webb, Port of Miami</p>	<p>1330 – 1500</p> <p>Project Management Principles Hugh Darley, IDEA Inc</p>	<p>1330 – 1500</p> <p>Effective Marketing Methods Roger Thomas, Research for Travel</p>	<p>1330 – 1500</p> <p>Preparing Security Assessments and Plans for Cruise Ports Louis Sealy (Bdos)</p>	<p>1400- 1430</p> <p>Close Ceremony and Presentations</p>
<p>1500 – 1515 COFFEE BREAK</p>	<p>1500 – 1515 COFFEE BREAK</p>	<p>1500 – 1515 COFFEE BREAK</p>	<p>1500 – 1515 COFFEE BREAK</p>	
<p>1515- 1630</p> <p>Cruise Ship/Port Operations/Engineering considerations in design of Cruise Pier and Passenger Facilities Carlos Johansen (Canada)</p>	<p>1515-1630</p> <p>Case Studies of Successful Development Schemes: Montego Bay, St. Kitts, St Maarten Hugh Darley, IDEA Inc</p>	<p>1515- 1630</p> <p>Case Studies of Successful Marketing Strategies in the Travel Sector Roger Thomas, Research for Travel</p>	<p>1515- 1630</p> <p>Case Study Project Work</p>	