

CALL FOR PRESENTATIONS

Planning for the PVA Annual Convention at MariTrends 2012 is underway and the PVA Convention Committee is seeking convention speakers.

PVA Vessel and Associate Members... We Want You!

If you are a PVA Vessel member or a PVA Associate member, we would like you to become involved in the PVA convention as a presenter to pass along your knowledge and experience to all those in attendance.



Convention Program Focus

Last year's convention featured meaningful presentations from more than 65 individual presenters from all corners of the passenger vessel industry. Sessions are typically one hour in length. You can be a solo presenter or you can organize a panel presentation. Emphasis should be placed on making your session as interactive as possible. PVA convention attendees respond very favorably to "roundtable style" sessions where there are abundant opportunities to ask questions and engage in two-way communication.

The PVA Annual Convention at MariTrends 2012 will be organized around three main topic areas:

- **Sales and Marketing**
- **Regulation and Operations**
- **Guest Services**

There are numerous topics and subject matter that can fit into these broad categories

Following is a list of session title from PVA's 2011 convention as a guide.

- Social Media: Facebook, Twitter and Corporate Blogs
- Waterways Management Issues: Implications for All Vessel Operators
- Simply Green: Little Things that Can Make a Big Difference
- The Role of Technology in Customer Attraction, Retention and Fulfillment
- Discounting Your Product: Is it Good or Bad for Business?
- Online Advertising: How to Do It Successfully
- Building or Retrofitting a Green Vessel
- How to Analyze Your Ferry Operation
- Security Screening: What You Should Be Looking For
- New Ideas for Food and Beverage Revenue Generators

Challenges

- Planning and Developing a Marketing Plan
- Electronic Navigation Update
- Human Resources 2011 – What's Hot, What's Not
- Accident Reporting Requirements and Form 2692

Expectations of PVA Convention Speakers

1. Speakers are asked to submit a final electronic presentation before the convention. This presentation will also be posted on the PVA web site following the convention. If you choose to include a handout, you should plan to bring 50 copies to the convention.
2. Presentations must be prepared in such a way as to engage the audience.
3. Presentations must avoid blatant commercialism on behalf of a specific company or product and must offer timely, relevant information that is useful to passenger vessel owner/operators.



Get Involved Today!

If you would like to participate as a PVA Convention speaker* go to:
www.meshworkllc.com/PVA/PVA-Call-For-Presentations.html

* Please note that PVA staff will notify you directly about acceptance of your suggested presentation.

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