Organization of American States

SEMINAR "MAKING WAVES: BUILDING THE ICON DESTINATION"
NEWSLETTER

1. **Background:** The Eleventh Meeting of the Executive Board of the Inter-American Committee on Ports (CECIP) (held in Panama City, Panama, March 2010) approved Resolution CIDI/CECIP/RES. 4 (XI-10) of Subcommittee on Vessel Services. The mentioned Resolution includes in the 2010 Plan of Activities of the Working Group on Cruise Port Development (chaired by Barbados), the organization of a seminar on "Branding Strategies for Cruise Destinations". The seminar will focus on destination development, putting the port in the context of national destination branding and marketing. The seminar promises to be exciting and will bring together industry leaders in tourism destination development and branding.

2. **Name:** Seminar: "Making Waves: Building the Iconic Destination"

3. **Objectives:**

   a) To assist Caribbean member destinations in understanding how to develop an innovative cruise product

   b) To provide access to key industry professionals on best practices in cruise destination marketing and develop new benchmarks for the destination experience

   c) To provide a forum for member countries to build relationships and partnerships thereby enhancing the potential for joint regional marketing strategies.

4. **Organizers:** Barbados Port Inc., and the Inter-American Committee on Ports (CIP) of the Organization of American States (OAS).

5. **Dates, city, and venue:** The seminar will take place from Wednesday September 8th to Friday September 10, 2010 in Hilton Hotel & Resort. Barbados (Needham's Point, Saint Michael, BB 11000, Barbados, W.I., Tel: (246) 467-5986; Fax: (246) 434-5792; E-mail: latoya.louizon@hilton.com).

6. **Language:** English.

7. **Participants and fellowships:** Up to 30 participants from the OAS Caribbean countries. Participants shall be senior and middle managers of port companies, government officials responsible for ports, and/or senior staff of companies and organizations of port communities from Caribbean countries. Participants must also have two years of experience in the port sector. OAS/CIP will provide fellowships (12), consisting of airfare and lodging for a participant per participating country. Barbados Ports Inc., will select the local participants (up to 18) and the OAS/CIP will select the 12 fellows (and other participants with own financing from abroad, if that is the case).

8. **Requirements for all participants:**

   i. Be a citizen from one of the Caribbean countries.
   ii. Being between the ages of 25 to 50.
   iii. Have a university degree preferably related to administration, economy, engineering or a 5 years working equivalency.
   iv. Work in a port authority/port administration of your country.
   v. Two (2) years of experience in the port sector

9. **OAS Fellowships:** The CIP will provide up to 12 fellowships (including airfare and lodging) for participants from the *OAS Member States.* To apply for the fellowship, applicants must comply with the mentioned above requirements and send the following documentation to the CIP Secretariat (cip@oas.org ; dheredia@oas.org or via Fax: 1 (202) 458 3517) by **August 13, 2010**

   i. A copy of your university degree or a prove of your 5 years working equivalency
   ii. Letter of presentation by the port authority/port administration of your country
   iii. Copy of your current passport or ID
   iv. Completion of the attached registration form
   v. A brief and updated resume including labor experience

10. **Participants covering their own expenses:** Participants from all Caribbean countries interested in participate covering their own expenses must comply with the mentioned above requirements and send the following documentation to the CIP Secretariat (cip@oas.org ; dheredia@oas.org or via Fax: 1 (202) 458 3517) by **August 13, 2010.** The CIP will confirm their participation after the mentioned date.

   i. A copy of your university degree or a prove of your 5 years working equivalency
   ii. Letter of presentation by the port authority/port administration of your country including that the participant will cover their own expenses (airfare, lodging, meals).
   iii. Copy of your current passport or ID
   iv. Completion of the attached registration form
   v. A brief and updated resume including labor experience

ALL APPLICANTS MUST SEND THE REQUIRED DOCUMENTATION TO THE CIP SECRETARIAT, BY FAX: (202) 458-3517, OR E-MAIL: cip@oas.org; dheredia@oas.org. THE DEADLINE FOR RECEIVING APPLICATIONS IS AUGUST 13, 2010.

11. **Preliminary Agenda:**

   i. Global Tourism Trends and the Caribbean Market
   ii. Making Waves – Branding by Design
   iii. Making Waves Too: The Art of Storytelling
   iv. Creating Innovative Destinations

v. Branding from the Inside Out: Developing a Culture of Innovation
vi. Marketing & Developing the Branded Destination in the Global Market

12. **Hotel:** Participants covering their expenses are recommended to stay in the hotel where the seminar is located.

Hotel	
Hilton Hotel & Resort Barbados Needham's Point Saint Michael, BB 11000, Barbados, W.I. Tel: (246) 467-5986 Fax: (246) 434-5792 E-mail: latoya.louizon@hilton.com). Website: www.hiltoncaribbean.com/barbados	USD $211.5 per night/per person with breakfast and taxes included

13. **Coordinators:**

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Organization of
American States

SEMINAR "MAKING WAVES: BUILDING THE ICON DESTINATION"
September 8-10, 2010

REGISTRATION FORM
(To be filled out by all participants)

Country:_____

First and Last Name:_____

Title:_____

Institution:_____

Address:_____

Telephone:_____

Fax:_____

Email:_____

Companion(s):_____

Date: _____ Signature: _____

Send to the Secretariat of the CIP/OAS: Fax (1-202) 458-3517 and/or by e-mail: cip@oas.org; dheredia@oas.org