



## **RFP ON HOSTING CRUISE CONFERENCE**

### **International Food Wine & Travel Writers Association (IFWTWA)**

[IFWTWA](#) is seeking bids from cruise lines for upcoming annual conferences at sea. We have done these meetings aboard ship in the past and have found them to be mutually beneficial for the line and our association. We realize the need for ROI.

**Our Purpose For Cruise Line**—In addition to some meetings on sea days, our focus with these trips is the cruise line and vessel and to focus on what each unique ship has to offer. Since we recognize a cruise line provides all aspects of a vacation, we want to showcase it.

**Benefits**--In addition to the cruise conference being advertised on the home page of IFWTWA, we promote it via our monthly newsletter, Press Pass, an email blast to our members, the IFWTWA Blog, LinkedIn, Facebook, Twitter, TravMedia.com, Tripatini, and other online outlets. We would also consider providing a sidebar ad on our website for one year. Plus you never know who will be nominated for one of our Awards of Excellence.

All applicants sign an agreement that they will abide by the [IFWTWA Code of Conduct](#). All participants are expected to take part in all activities.

All participants send cruise representative, as well as IFWTWA, a link to their articles as they are published. All participants are expected to publish. If they do not come through, their applications are not submitted for future trips. That has not been a problem the last 4 years. Most publish or broadcast more than one article, in addition to many blog posts and social networking. IFWTWA also has a contest for submissions for best article from sponsored trips the past two years.

**Needs**--We could use 30 to 50 staterooms if U.S., Canada, Caribbean, Mexico or Panama Canal. If trans-Atlantic, Australia, New Zealand, South Pacific and Asia, Europe, or South America, it could be between 15 and 30 staterooms.

Our desire is to secure as many of the items listed below as possible:

- **Hosted welcome reception**
- **A talk by cruise line safety/environmental officer.**
- **A demo by your chef (we could bring a celebrity chef, but are happy to focus on the cruise line).**
- **A wine tasting (we could secure wine, but you may prefer your own).**
- **A mixology demonstration.**
- **Any behind the scenes tours you wish.**
- **One or two shore excursions.**
- **Each journalist would appreciate 250 Internet minutes for social networking and email.**
- **Meeting room for sea days.**
- **One of the lounges with a section for IFWTWA gathering for pre-dinner cocktails (journalists pay).**
- **We would allow guests to accompany journalists and share cabin.**
- **Any other special perks as you deem possible.**
- **Two staterooms for organizers.**

Once an agreement is reached, after the host provides a ship, itinerary, and date availability, we set up an application and itinerary on our website [www.ifwtwa.org](http://www.ifwtwa.org). We collect the funds and pay the cruise line. The cruise line determines the maximum number of cabins available.

Once we have registrations, we provide the cruise public relations coordinator with a spreadsheet that shows name and contact information, passport number, outlet, and profile link for each applicant. Examples of profiles included for each applicant are included for [Maralyn D. Hill](#) and [Michelle M. Winner](#).

We do charge our members a registration fee, as we are a non-profit and doing all the work takes extra hours of labor we have to pay. So we need the media rate, if necessary, to be as low as possible.

“Elvejord, Erik (HAL)” <[EElvejord@hollandamerica.com](mailto:EElvejord@hollandamerica.com)>, is the contact we had for our three Holland America Conferences at Sea. “Maja Gartmann ST LAX” <[maja.gartmann@switzerland.com](mailto:maja.gartmann@switzerland.com)> and “Pamela Wamback” <[WAMBACKP@gov.ns.ca](mailto:WAMBACKP@gov.ns.ca)> would both provide references.

The International Food Wine & Travel Writers Association (IFWTWA) is now a global network of journalists who cover the hospitality, lifestyle and business events fields, and the people who promote them.

Michelle M. Winner, President, and, Maralyn D. Hill Past President, Co-Chairs of the Conference/Media Trip Committee, are happy to work with you to bring the greatest return on investment.

Michelle [michelle@ifwtwa.org](mailto:michelle@ifwtwa.org) and Maralyn [maralyn@ifwtwa.org](mailto:maralyn@ifwtwa.org) 623 252 1939