AECO/IAATO Polar Field Staff Conference

Evolution and New Challenges in the Tourism Industry

Program October 1–4, 2017

OCT. 1st SUNDAY – WELCOME & INTRODUCTIONS

15.00 - 19.30 Arrival and check in

19.00 - 19.45 Informal get-together and reception
   Location to be announced

19.45 Welcome, introductions and practical information followed by dinner
   Frigg Jørgensen, Executive Director AECO
   Damon Stanwell-Smith, Executive Director IAATO
   Lisa Kelley, Head of Operations, IAATO
   Ida Winther, Office Manager, AECO

20.00 Dinner
   Restaurant

OCT. 2nd MONDAY – FIRST CONFERENCE DAY

07.00 - 08.00 Breakfast
   Restaurant

08.00 Opening of conference
   Frigg Jørgensen, Executive Director AECO
   Damon Stanwell-Smith, Executive Director IAATO

08.10 - 08.30 The Arctic Overall: New developments, projects and initiatives in the Arctic
   Frigg Jørgensen, Executive Director AECO

08.30 - 09.00 Antarctica Overall: Operational Developments in the Antarctic
   Lisa Kelley, Head of Operations, IAATO

08.50 - 09.00 Brief regional updates (5 minutes each)

09.00 - 09.15 Introduction to the first day
   Lisa Kelley, Head of Operations, IAATO
   Ida Winther, Office Manager, AECO

09.10 - 09.20 The Antarctic Peninsula in headlines: ‘large vessels’ / Category 2
   Karin Strand, Field Operation & Expedition Team Manager, Hurtigruten

09.20 - 09.25 The Antarctic Peninsula in headlines: ‘regular vessels / Category 1
   Brent Stephenson, Expedition Leader for Lindblad-National Geographic

09.30 - 10.00 Coffee & tea break
## THEME 2 – DEVELOPMENTS IN TECHNOLOGY, ACTIVITIES AND SCALE

**10.00 - 10.10**  
**New technology: The implications of new tools such as UAVs, ROVs, submersibles etc.**  
Rob McCallum, Founding Partner, Eyos Expeditions

**10.10 - 10.15**  
**Larger conventional cruise vessel operations:**  
Crystal Cruises traversing the North West Passage  
Rob McCallum, Founding partner, Expedition Voyage Consultants

**10.15 - 10.30**  
**DISCUSSION: New tools and new activities in the spotlight: What is at stake when the industry explores new frontiers?**  
Rob McCallum, Founding Partner Eyos Expeditions

**10.30 - 11.00**  
**Coffee & tea break**

## THEME 3 – MANAGING GROWTH

**11.00 - 11.10**  
**Tourism Growth in the Arctic – the example of Iceland:**  
Challenges related to tourism growth  
Guðrún Þóra Gunnarsdóttir, Director, Iceland Tourism Research Center

**11.10 - 11.20**  
**Tourism Growth in the Antarctic: Thinking outside the box. Challenges connected to new landings and new perceptions**  
Damon Stanwell-Smith, Executive Director IAATO

**11.20 - 12.00**  
**Breakout groups: Managing Tourism Growth**  
Breakout group discussions on managing growth in tourism: challenges, possible solutions and pitfalls.

**12.00 - 12.15**  
**CONCLUSIONS:**  
The breakout groups report back to plenary

**12.15 - 13.00**  
**Lunch**

**13.00 - 16.00**  
**HIKE UP THE VALLEY**  
Suitable clothes and hiking boots /mudboots are advised. Also bring towel and swimsuit for the hot spring.

**16.00 - 16.20**  
**Coffee & tea**

## THEME 4 – GUIDELINE IMPLEMENTATION & FIELD STAFF QUALIFICATION

**16.20 - 16.30**  
**Update on AECO guidelines**  
Frigg Jørgensen, Executive Director, AECO

**16.30 - 16.40**  
**Guideline implementation in Antarctica: Status and way forward**  
Lisa Kelley, Head of Operations, IAATO

**16.40 – 17.00**  
**BREAKOUT SESSION: 1. EL/guide responsibilities regarding implementation of guidelines**  
Breakout group discussions - EL/guides responsibilities; how to prepare and educate ourselves better

**17.00 – 17.20**  
**BREAKOUT SESSION: 2. EL/guide expectations of operators responsibilities regarding implementation of guidelines**  
Breakout group discussions - what do EL/guides expect from operators; what are the most important skill sets for guides

**17.20 – 17.50**  
**CONCLUSIONS:**  
The breakout groups report back to plenary  
Groups present the conclusions and results from the breakout discussions

## THEME 5 – WORKSHOP: RISK ASSESSMENT, INCIDENTS AND CRISIS MANAGEMENT

**08.00 - 08.45**  
**Crisis from A to Z - how to define, handle and prevent it - before, during and after**  
Roy Pedersen, Hurtigruten

**08.45 - 11.00**  
**Case studies and discussions**

**11.00 - 11.10**  
**Cruise Iceland presentation**  
Erna Kristjánardsdóttir, Marketing & Quality Manager, Cruise Iceland

**11.10 - 13.00**  
**LONG LUNCH BREAK WITH THE OPTION OF OUTDOOR ACTIVITY**  
Lunch will be served from 11-13. Those who want to can take a dip in the hotel’s geothermal pool or go for a walk or a run.

## THEME 6 – WORKSHOP: GOOD COMMUNICATION WHEN THINGS GO WRONG

**13.00 - 13.15**  
**CASE 4: Abandoning a vessel**  
Nicolas Dubreuil, Expedition Leader, Ponant

**13.15 - 13.40**  
**CASE 4: Breakout session: Group discussions about how to address the issue of communication during such an incident**  
Focus on communication to:  
1. Our guests  
2. The rest of the team onboard (particularly, but not limited to, the communication between the captain and the EL)

**13.40 - 14.10**  
**CASE 4: Conclusions:**  
The breakout groups report back to plenary  
A representative from each breakout group present the group’s thoughts on communication with guests or within the team (choose one). All other groups join in with additional relevant points.

## THEME 7 – CREATING AMBASSADORS

**14.10 - 14.15**  
**Citizen Science - setting the scene**  
Amanda Lynnes, IAATO Head of Communications & Engagement, IAATO

**14.15 - 14.30**  
**Citizen Science - Happywhale: Update about the KWID, WSID, SLP and Fin/Blue/Sei ID and other Happy whale projects**  
Ted Cheeseman, Happywhale Co-Founder

**14.30 - 14.35**  
**Citizen Science: Advantages of having a dedicated citizen science coordinator onboard**  
Ted Cheeseman, Happywhale Co-Founder
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>14.30 - 14.35</td>
<td>Citizen Science: Update on the Sea Ice Project</td>
<td>Alex Cowan, Polar E1 and geologist</td>
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<td>14.35 - 14.40</td>
<td>Citizen Science: Travel Experience Project</td>
<td>Claudia Roedel, The Antarctic Travel Experience Project</td>
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<td>14.50 - 15.00</td>
<td>Creating Polar ambassadors: Where are we and where do we go from here?</td>
<td>Amanda Lynnes, IAATO Head of Communications &amp; Engagement, IAATO</td>
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<td>15.00 - 15.30</td>
<td>Citizen Science DISCUSSION: Plenary discussion on how we as an industry can further the goal of tourism being part of the solution</td>
<td>Moderator: Amanda Lynnes, IAATO Head of Communications &amp; Engagement, IAATO</td>
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<td>15.30 - 15.40</td>
<td>Krill: the basis of the food chain and responsible fishing</td>
<td>Cilia Holmes Indahl, Sustainability Director, Aker BioMarine</td>
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<td>15.40 - 16.05</td>
<td>Coffee &amp; tea</td>
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<td>16.05 - 16.15</td>
<td>Sponsor presentation: Flavor of Iceland</td>
<td>Jón Ingi Einarsson, Managing Director Flavor of Iceland</td>
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<td>16.15 - 16.35</td>
<td>Project 1: O-VRAT</td>
<td>Frigg Jørgensen, Executive Director, AECO</td>
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<td>16.35 - 17.05</td>
<td>Project 1: Breakout groups: What to include in an O-VRAT (off-vessel risk assessment tool)</td>
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<td>17.30 - 17.50</td>
<td>Antarctic Systematic Conservation Plan</td>
<td>Damon Stanwell-Smith, Executive Director, IAATO</td>
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<td>18.30 - 19.30</td>
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<td>09.00 - 09.05</td>
<td>Practical information</td>
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<td>09.05 - 09.15</td>
<td>UK Antarctic Heritage Trust update</td>
<td>Lauren Luscombe, Operations Manager, UK Antarctic Heritage Trust</td>
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<td>Cultural interaction: Setting the scene</td>
<td>Inga Dora Gudmundsdottir Markussen, Secretary General, West Nordic Council</td>
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<td>09.35 - 09.45</td>
<td>Project 2: Arctic Youth Program</td>
<td>Frigg Jørgensen, Executive Director, AECO</td>
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<td>Project 2: Breakout groups: What should be included in the Arctic Youth Program?</td>
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<td>10.45 - 11.10</td>
<td>Coffee and tea</td>
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<td>11.10 - 11.40</td>
<td>Open floor/other matters</td>
<td>Moderators: Edda Falk, Communications Manager, AECO Amanda Lynnes, Head of Communications &amp; Engagement, IAATO</td>
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<td>11.40 - 11.50</td>
<td>Summary</td>
<td>Edda Falk, Communications Manager, AECO Amanda Lynnes, Head of Communications &amp; Engagement, IAATO</td>
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<td>11.50</td>
<td>Closing remarks</td>
<td>Frigg Jørgensen, Executive Director AECO Damon Stanwell-Smith, Executive Director IAATO</td>
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Be part of the discussion on social media:

#polarguides

**AECO**
- www.twitter.com/ArcticCruiseOp
- www.facebook.com/ArcticCruiseOperators/

**IAATO**
- www.twitter.com/iaato_org
- www.facebook.com/antarcticatouroperators/

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**Practical information**

**VENUE**

Hótel Örk  
Conference room: Aðalgerði  
Hveragerði, Iceland

*For more information, please see:*  
https://www.aeco.no/events/aeco-iaato-field-staff-conference-2017/

**TRANSPORTATION**

Information about bus transfer between Hótel Örk and Keflavik International Airport will be circulated by e-mail and posted online at:  