

AECO/IAATO Polar Field Staff Conference

Association of
Arctic Expedition Cruise
Operators **AECO** 

Evolution and New Challenges in the Tourism Industry



Photo: Martin Enckell, EYOS Expeditions

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
- THEME 1 – INDUSTRY UPDATES / SETTING THE SCENE**
- 08.00** **Opening of conference**
Frigg Jørgensen, Executive Director AECO
Damon Stanwell-Smith, Executive Director IAATO
- Introduction to the first day**
Lisa Kelley, Head of Operations, IAATO
Ida Winther, Office Manager, AECO
- 08.10 - 08.30** **The Arctic Overall: New developments, projects and initiatives in the Arctic**
Frigg Jørgensen, Executive Director AECO

- 08.30 - 08.50** **Antarctica Overall: Operational Developments in the Antarctic**
Lisa Kelley, Head of Operations, IAATO

Brief regional updates (5 minutes each)

- 08.50 - 08.55** **Svalbard in headlines**
Tore Hoem, Adventures Director
Hurtigruten Svalbard
- 08.55 - 09.00** **South Georgia in headlines**
Anja Erdmann, Expedition Operating Manager, Poseidon
- 09.00 - 09.05** **Greenland in headlines**
Lars Maltha Rasmussen, Polar Guide Coordinator and Expedition Leader, Albatros Travel
- 09.05 - 09.10** **Ross Sea in headlines**
Rob McCallum, Founding Partner, EYOS Expeditions
- 09.10 - 09.15** **Canada in headlines**
Boris Wise, Expedition Leader, OneOcean Expeditions
- 09.15 - 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
- 09.25 - 09.30** **Russia in headlines**
Alex McNeal, Expedition Leader, Quark Expeditions
- 09.30 - 10.00** **Coffee & tea break**

	THEME 2 – DEVELOPMENTS IN TECHNOLOGY, ACTIVITIES AND SCALE	17.20 – 17.50	CONCLUSIONS: The breakout groups report back to plenary Groups present the conclusions and results from the breakout discussions
10.00 - 10.10	New technology: The implications of new tools such as UAVs, ROVs, submersibles etc. Rob McCallum, Founding Partner, Eynos Expeditions	18.00 - 19.00	Informal get-together Location to be announced
10.10 - 10.15	Larger conventional cruise vessel operations: Crystal Cruises traversing the North West Passage Rob McCallum, Founding partner, Expedition Voyage Consultants	19.00	Dinner Restaurant
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 Eynos Expeditions	OCT. 3RD TUESDAY – SECOND CONFERENCE DAY	
10.30 - 11.00	Coffee & tea break	08.00 - 08.45	THEME 5 – WORKSHOP: RISK ASSESSMENT, INCIDENTS AND CRISIS MANAGEMENT Crisis from A to Z - how to define, handle and prevent it - before, during and after Roy Pedersen, Hurtigruten
	THEME 3 – MANAGING GROWTH	08.45 - 11.00	Case studies and discussions
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	11.00 - 11.10	Cruise Iceland presentation Erna Kristjánsdóttir, Marketing & Quality Manager, Cruise Iceland
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	11.10 - 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.
11.20 - 12.00	Breakout groups: Managing Tourism Growth Breakout group discussions on managing growth in tourism: challenges, possible solutions and pitfalls.		THEME 6 – WORKSHOP: GOOD COMMUNICATION WHEN THINGS GO WRONG
12.00 - 12.15	CONCLUSIONS: The breakout groups report back to plenary	13.00 - 13.15	CASE 4: Abandoning a vessel Nicolas Dubreuil, Expedition Leader, Ponant
12.15 - 13.00	Lunch	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)
13.00 - 16.00	HIKE UP THE VALLEY Suitable clothes and hiking boots /mudboots are advised. Also bring towel and swimsuit for the hot spring.	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.
16.00 - 16.20	Coffee & tea		THEME 7 – CREATING AMBASSADORS
	THEME 4 – GUIDELINE IMPLEMENTATION & FIELD STAFF QUALIFICATION	14.10 - 14.15	Citizen Science - setting the scene Amanda Lynnes, IAATO Head of Communications & Engagement, IAATO
16.20 - 16.30	Update on AECO guidelines Frigg Jørgensen, Executive Director, AECO	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
16.30 - 16.40	Guideline implementation in Antarctica: Status and way forward Lisa Kelley, Head of Operations, IAATO	14.30 - 14.35	Citizen Science: Advantages of having a dedicated citizen science coordinator onboard Ted Cheeseman, Happywhale Co-Founder
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		

14.30 - 14.35	Citizen Science: Update on the Sea Ice Project Alex Cowan, Polar El and geologist
14.35 - 14.40	Citizen Science: Travel Experience Project Claudia Roedel, The Antarctic Travel Experience Project
14.40 - 14.50	Citizen Science - The Invisible Forest: Engaging the Antarctic Tourism Community in Phytoplankton Research Allison Lee, Scripps Institution of Oceanography
14.50 - 15.00	Creating Polar ambassadors: Where are we and where do we go from here? Amanda Lynnes, IAATO Head of Communications & Engagement, IAATO
15.00 - 15.30	Citizen Science DISCUSSION: Plenary discussion on how we as an industry can further the goal of tourism being part of the solution Moderator: Amanda Lynnes, IAATO Head of Communications & Engagement, IAATO
15.30 - 15.40	Krill: the basis of the food chain and responsible fishing Cilia Holmes Indahl, Sustainability Director, Aker BioMarine
15.40 - 16.05	Coffee & tea
16.05 - 16.15	Sponsor presentation: Flavor of Iceland Jón Ingi Einarsson, Managing Director Flavor of Iceland
	THEME 8 – PROJECTS
16.15 - 16.35	Project 1: O-VRAT Frigg Jørgensen, Executive Director, AECO AECO has been granted funding from the Svalbard Environmental Protection Fund to develop an off-vessel risk assessment tool (O-VRAT). The tool will combine risk analysis with site vulnerability assessment, and will help EL assess and mitigate risks associated with off-vessel activities.
16.35 - 17.05	Project 1: Breakout groups: What to include in an O-VRAT (off-vessel risk assessment tool)
17.05 - 17.30	Project 1: The breakout groups report back to plenary
17.30 - 17.50	Antarctic Systematic Conservation Plan Damon Stanwell-Smith, Executive Director, IAATO
18.30 - 19.30	Informal get-together Location to be announced
19.30	Dinner Restaurant

OCT. 4TH	WEDNESDAY – THIRD CONFERENCE DAY
07.00 - 09.00	Breakfast Restaurant
09.00 - 09.05	Practical information
09.05 - 09.15	UK Antarctic Heritage Trust update Lauren Luscombe, Operations Manager, UK Antarctic Heritage Trust
09.15 - 09.35	Cultural interaction: Setting the scene Inga Dora Gudmundsdottir Markussen, Secretary General, West Nordic Council
09.35 - 09.45	Project 2: Arctic Youth Program Frigg Jørgensen, Executive Director, AECO
09.45 - 10.25	Project 2: Breakout groups: What should be included in the Arctic Youth Program?
10.25 - 10.45	Project 2: The breakout groups report back to plenary
10.45 - 11.10	Coffee and tea
	SUMMING UP
11.10 - 11.40	Open floor/other matters Moderators: Edda Falk, Communications Manager, AECO Amanda Lynnes, Head of Communications & Engagement, IAATO
11.40 - 11.50	Summary Edda Falk, Communications Manager, AECO Amanda Lynnes, Head of Communications & Engagement, IAATO
11.50	Closing remarks Frigg Jørgensen, Executive Director AECO Damon Stanwell-Smith, Executive Director IAATO
12.00 - 13.00	Lunch Restaurant

Be part of the discussion
on social media:

#polarguides

AECO

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IAATO

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Association of
Arctic Expedition Cruise
Operators **AECO** 



Practical information

VENUE

Hótel Örð

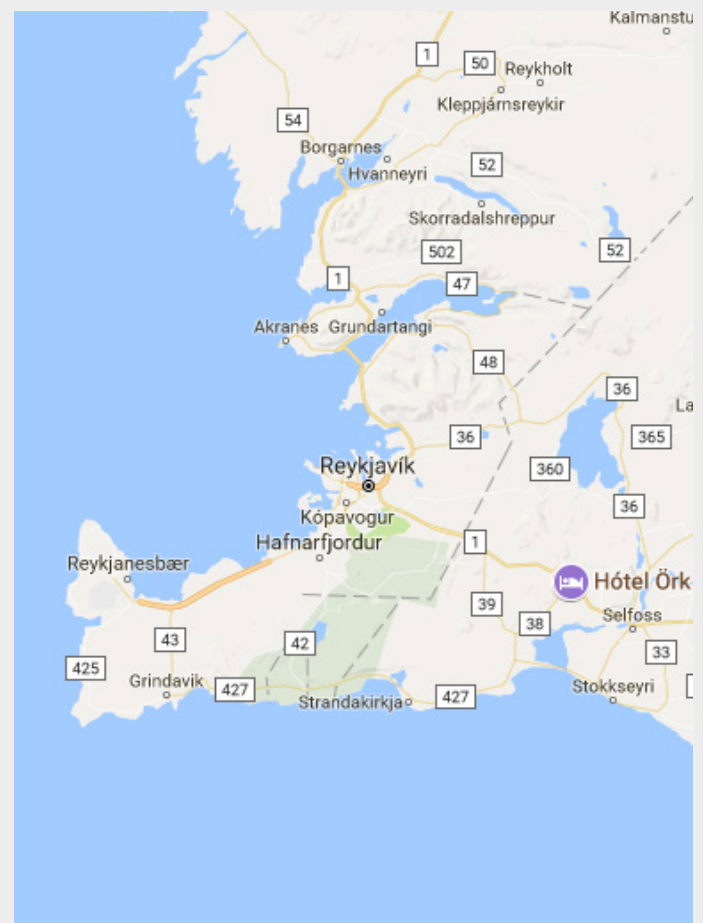
Conference room: Aðalgerði
Hveragerði, Iceland

For more information, please see:

<https://www.aeco.no/events/aeco-iaato-field-staff-conference-2017/>

TRANSPORTATION

Information about bus transfer between Hótel Örð and Keflavik International Airport will be circulated by e-mail and posted online at: <https://www.aeco.no/events/aeco-iaato-fieldstaff-conference-2017/>.



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