



Operations Manual

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Provision of Information and General Communication

General Public

The General Public that Adventure Cruise Line needs to communicate with is those individuals that are included in our target market of 18-35 year olds, who are single, couples, or newlywed. In order to accomplish this Adventure Cruise Line needs to cater all the information that is released with this in mind. As a whole Adventure Cruise Line must develop ideas that are in line with what this demographic wants and needs in a cruising experience.

Adventure Cruise Line will use print media and electronic media to communicate with the general public. Included in print media are newspapers, magazines and onboard newsletters. Electronic media includes websites, Adventure Cruise Line's Blog, and social media.

The information that will be released to the general public by Adventure Cruise Line includes information about the Royal Rumble's maiden voyage, the amenities that are on the Royal Rumble, and the entertainment provided by Adventure Cruise Line. The general public will not be privileged to information Adventure Cruise Line decides to be classified for only those members of the Adventure Cruise Line staff.

General Public Interest Spectrum

Light Interest

Newspapers
Magazines (General for target market)
Websites

Medium Interest

Newspapers
Magazines (Specialized for interests and general)
Websites
Adventure Cruise Line's Website

High Interest

Newspapers
Magazines (Specialized for interests and general)
Websites
Adventure Cruise Line's Website
Social Media
Blog
Newsletter

Print Media

Newspapers

Newspapers will be used to communicate information about Adventure Cruise Line to the general public. This information needs to be prepared with some form of a time delay in mind, since the information that will be released will

not reach the general public immediately. In order to provide newspapers with the information relevant to Adventure Cruise Line, we will provide them with press releases and news advisories in order to make them aware of new and upcoming information. Relevant information that newspapers will receive is information about Adventure Cruise Line's maiden voyage and all of the entertainment provided on the Royal Rumble.

The Miami Herald will be used to help gain publicity through their Cruise Ship Review, written by Marjie Lambert. Adventure Cruise Line will contact Ms. Lambert to allow her to tour the Royal Rumble prior to it setting sail. We will work to create a strong relationship with Ms. Lambert, since she is a highly trusted Cruise Ship reviewer and expert.

Miami Herald

Living Section

Travel Section Cursing

Featured Stories, Advertisements

Marjie Lambert

Cruise Ship Review

mlamber@miamiherald.com

*Website , Application, and Mobile

Magazines

Adventure Cruise Line will target three different types of magazines in order to release information about the company. The first type of magazines are related to Mixed Martial Arts fighting. In this category are the magazines, *Fight!* and *MMA Magazine*. The information that will be released to these magazines will focus on the fight and other activities involving the IMFC fighters on the Royal Rumble. We will release this information through the use of press releases as well as news advisories that can be used to write featured stories about having Mixed Martial Arts fighting visible on a cruise liner. We will also place an advertisement in each magazine in order to gain exposure and prospective guests for our cruise. Our main goal of using these magazines is to target fans of Mixed Martial Arts fighting.

The next category is men's magazines; in this category are *Men's Health*, *Outside Go*, *GQ*, and *Maxim*. We will use this category to reach the part of our target demographic, 18-35 year old males. The information released to this type of outlet will revolve around the overall experience Adventure Cruise Line strives to provide for our guests. We will provide these outlets with factsheets about the entertainment that is booked for the Royal Rumble, as well as press releases and news advisories.

The final category is considered travel magazines. In this category are the magazines *Cruise Travel*, *Destination Weddings & Honeymoons*, and *Travel + Leisure*. Our goal is to reach travelers who are looking to find a new kind of travel experience. Also, we are looking to reach the newlyweds who are looking for honeymoon ideas. The information that is provided to this type of magazines will be about basic information about the Royal Rumble's maiden voyage. Also,

Adventure Cruise Line will place advertisements within each of these publications in order to attract guests. The information released to these magazines will include information about both the ship itself, the destinations of the ship, as well as the entertainment offered on the ship.

The information we provide to magazines needs to be valid for a longer period than electronic media or newspapers, since magazines have a long shelf life and the general public tends to keep them longer. Press releases and news advisories will be used to provide information to writers in order to gain placement in magazines.

Cruise Travel

Feature Stories, Advertisements
Susan Buckland
Lakeside Publishing Company, LLC
990 Grove Street, Suite 400
Evanston, IL 60201-6510
Phone: 847-491-6440
Fax: 847-491-0459

Destination Weddings & Honeymoons

Destinations
Feature Stories, Advertisements
460 North Orlando Avenue
Suite 200
Winter Park, FL 32789
*Website

Fight!

News and Features
Features Stories, Advertisements
Shawn Christie
Director of Sales
(404)250-1789 ext 126
*Website

GQ

Food and Travel
Features Stories, Advertisements
Jim Stoltenberg
GQPublicity@condenast.com
*Website and Application

Maxim

Sports and Feature Stories
Features Stories, Advertisements
Jim Sammartino
Associate Publisher
Integrated Sales
212-372-3879

*Website

Men's Health

Feature Story

Feature Stories, Advertisements

Ronan Gardiner

Associate Publisher

212-808-1429

Ronan.Gardiner@rodale.com

*Website, Application

MMA Magazine

Feature Stories, Advertisements

<http://www.mmamagazines.com/>

Outside's Go

Travel

Feature Stories, Advertisements

Walker Mason

Publisher

wmason@outsideGo.com

*Website

Travel + Leisure

Destinations

Feature Stories, Advertisements

JP Kyrillos

VP/Publisher

212-382-5638

JP.M.Kyrillos@aexp.com

*Website, Application

Newsletter

Adventures Cruise Line will create a newsletter to be distributed on the Royal Rumble to every guest cabin to allow them to be aware of the upcoming events that are going to be offered on the ship. This newsletter will be created by the onboard staff and will be distributed throughout the cabins by the cleaning staff, every four days.

The newsletter should be formatted in page increments of fours. The front page should have the most important or exciting story featured on it, as well as other important stories. The inside should be a continuation of the stories from the front page as well as other stories. There should be clearly labeled sections that cover topics such as entertainment, ship information, restaurant menus, and destinations.

The entertainment section should cover information about the upcoming shows, the artists' biographies, and a schedule of events. Under the ship information section, there should be information about the various amenities available on the ship, their hours of operations, and any special events occurring in the upcoming days. Restaurant menus should be as up to date as possible and include any special events taking place at our restaurants. Finally, there should be

a guide to each of our destinations. Included in this guide should be a brief history of the country or city we are docking in, descriptions of the shore excursions that are available there, and the times the ship is docking and leaving.

On the back of the newsletter, there needs to be an information section, which includes contact information for various services available on the ship, including emergency assistances, cleaning staff, and maintenance.

Electronic Media

Adventure Cruise Line Official Website

The Adventure Cruise Line website will act as a permanent tool for communicating with the public. On the website we will provide information about the latest news about what is planned for the Royal Rumble's maiden voyage. Also, it will act as a way for guests to register for the cruise. Adventure Cruise Line's official website will have areas dedicated to explaining our mission statement, the Royal Rumble, accommodations, amenities, restaurants, onboard entertainment, destinations, and contact information.

The Royal Rumble section of the website will include statistical information about the ship; including its capacity, number of crew members, number of cabins, and the number of lifeboats. The accommodations section will outline the seven different types of cabins offered on the Royal Rumble, including a photo of each as well as dimensions. The amenities and restaurant sections will provide guests with a list of every amenity and restaurant offered on the Royal Rumble as well as a photo of each. The Entertainment section will provide guests with a short biography of each of our celebrity guests as well as a photo of each. Triumph Unlimited Entertainment will also have a page to be used to update information about the MMA fights and a link to their website. Finally, the destinations section will include a map of the Royal Rumble's destinations. Also, included in this section is information that guides guests to our blog, which contains detailed descriptions of each destination.

The information provided by the website will be current and can be updated whenever necessary. It will also be linked to all of the other forms of electronic media Adventure Cruise Line has taken advantage of including our blog and all forms of social media.

Link: <http://adventcruiselines.weebly.com/index.html>

Other Website

Adventure Cruise Line will advertise with the following travel websites, *Askmen.com*, *Cruise.com*, *Kaykak.com*, and *TheKnot.com*. The information shared with these sites will be about the cruise itinerary, the Royal Rumble itself, and information about how to book a cabin on the Royal Rumble. This information needs to be valid for a long time because once the information is sent it will not be able to be changed. We will provide information to this public through the use of fact sheets to provide information for their sites.

Askmen.com
Sports and Entertainment
Feature Stories
editorial@askmen.com
(514)908-2552

Cruise.com
Cruise Information
Destination, Advertisements,
<http://www.cruise.com/>

Kayak.com
Cruise Information
Destination, Advertisements,
Tim Knowling
Director of Business Development
1-203-899-3126
bdcontact@kayak.com

TheKnot.com
Honeymoons
Feature Stories, Advertisements
<http://www.theknot.com/the-knot-advertising.aspx>
*Magazine

Blog

Adventure Cruise Line's blog will act as a way for us to keep the public up to date on the plans of the Royal Rumble. It will present the public with information about all of the entertainment opportunities available on the Royal Rumble. It acts as an ongoing marketing tool, in that interested members of the public can check daily for new information. The blog itself can be updated numerous times daily, so that all pertinent information can be released immediately. Information that should be covered on Adventure Cruise Line's Blog includes the destinations, the Royal Rumble's amenities and restaurants, and entertainment.

The blog can also be used as a way to keep the public up-to-date about when the cruise is actually taking place. A member of the entertainment team will be updating it every few days, telling the general public about the event on-and-off the Royal Rumble. This member should cover events that had just taken place as well as foreshadowing upcoming events. This will act as a way to gain more interest in the next voyage of the Royal Rumble. Also, it will allow guests on the ship to see what other entertainment opportunities are available for them to enjoy.

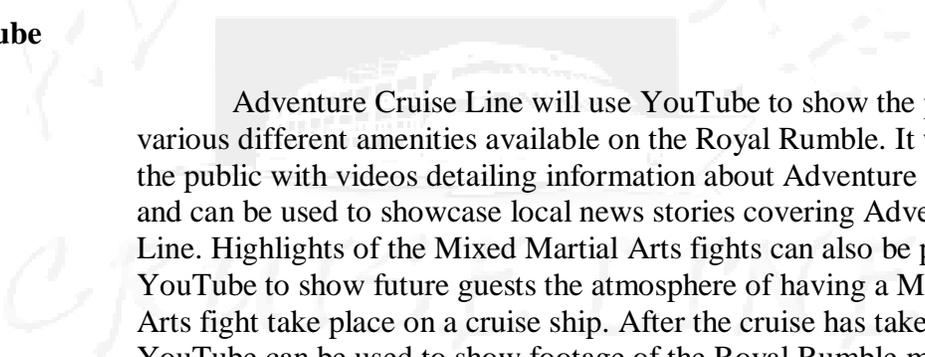
Social Media

Twitter/Facebook

Adventure Cruise Line will use Twitter and Facebook as ways to get new information immediately to the public. Also, they can be used to direct the public to Adventure Cruise Line's website or other news sites when more information becomes available. These platforms will be updated and monitored by our entertainment board, which will be in charge of updating them when new information is released to the public.

Information to be placed on these platforms should remind the general public of upcoming news releases, new announcements, and direct them to our website for more information. Since information releases through these mediums cannot be overly long, all postings on here must be worded so it attracts the attention of the general public. Basically when updating this form of media, you need to follow the same format you would when writing a header for a press release. Also, both can act as a platform for Adventure Cruise Line to interact with the public, obtain feedback, and answer questions.

YouTube



Adventure Cruise Line will use YouTube to show the public the various different amenities available on the Royal Rumble. It will provide the public with videos detailing information about Adventure Cruise Line and can be used to showcase local news stories covering Adventure Cruise Line. Highlights of the Mixed Martial Arts fights can also be placed on YouTube to show future guests the atmosphere of having a Mixed Martial Arts fight take place on a cruise ship. After the cruise has taken place, YouTube can be used to show footage of the Royal Rumble maiden voyage. By providing visuals of the actual cruise itself, Adventure Cruise Line hopes to draw the attention of future guests.

GoWalla

Adventure Cruise Line will use GoWalla to make an interactive experience for our cruise guests. It will be used when the cruise is taking place, so guests can check in when the Royal Rumble docks at its various locations. Adventure Cruise Line has created a trip that includes all of the Royal Rumble's destinations, so once completed guests can earn a special badge. It will also allow guests to leave feedback about what different shore excursions they enjoyed at each port. This will help Adventure Cruise Line plan future cruise routes.

Employees

In order for Adventure Cruise Line to run smoothly, communication with our employees is critical. Our employees are broken into three levels: First, Second, and Third. Based on the level each employee is ranked on, it will dictate what information

they will receive and how they will receive it. In order to distribute information to employees Adventure Cruise Line will use weekly meetings, weekly newsletter emails, daily emails, and cell phone contact. Also in case of a crisis situation, each employee will understand what their role would be for each situation, and how to respond to it properly.

For more information about how employees will receive information by Adventure Cruise Line please see the employee relations section of this manual.

Image Shaping or Enhance via Organizational Publicity

Mission Statement

At Adventure Cruise Line, we strive to offer all our guests the finest and most exhilarating cruising experience. We do this while maintaining our unique image of catering to the needs of the younger guest demographic of eighteen to thirty-five year olds. We provide ample opportunities both on and off the ship for our guests to have a thrilling adventure while exploring our numerous Caribbean destinations. Our goal as a cruise line is to offer our guest the vacation of a lifetime that will truly be unforgettable.

We are a proud member of the World Cruise Ship Entertainment Society (WCSES). Moreover, we are a Miami based cruise line that was created as the brain child of our three directors. We are based out of Miami due to the fact that Miami is the cruise capital of the United States. It also is prime location to set sail into the Caribbean. As a company we are targeting a different type of customer, instead of going after the typical cruise guest, families and senior citizens. We are targeting eighteen to thirty-five year olds who are single, couples, or newlyweds. Due to this we are changing the way that we think about the typical cruise experience, and making it more exciting and adventurous.

Organizational Publicity

In order to convey Adventure Cruise Line's mission of providing a unique cruising experience for our clientele, the following tactics will be followed.

1. Advertising must be done through nontraditional media outlets that are chosen in order to reach our target market. These media outlets will include magazines and websites that target similar demographics as us.
2. Input from our guests is valued and will be taken seriously, meaning that issues brought to our attention will be remedied immediately. We will solicit feedback from our guests through our social media platforms; Facebook, Twitter, and GoWalla. Also, every cabin on the Royal Rumble will have a survey guests can fill out rating their stay and any changes that they may wish to see.
3. Adventure Cruise Line will partner with charities that directly impact our target demographics. These charities must be ones that our target demographic influences directly. In partnering with them we will show that we are dedicated to similar interest.

4. All entertainment offered on the Royal Rumble will fit the needs and desires of our guests. Our entertainment will be popular acts for our target market, and we will advertise our affiliation with them through all forms of our communication.
5. Staff members will be required to dress in their appropriate uniform at all times when on duty. When off duty staff members are still required to act in a manner that best represents our company. They will also not be allowed to provide any information not deemed by Adventure Cruise Line to the public.

Community Relations

Wounded Warrior Project

Adventure Cruise Line is a proud partner of the Wounded Warrior Project. The Wounded Warrior Project is an organization based in Jacksonville, Florida that is dedicated to honoring and empowering wounded warriors. Their vision is to foster the most successful, well-adjusted generation of wounded warriors in this nation's history. The Wounded Warrior Project has five core values which are fun, integrity, loyalty, innovation, and service.

Adventure Cruise Line will be taking part specifically in Project Odyssey, which is designed to help heal wounded warriors spirits and help to overcome combat stress through outdoor retreats that encourage warriors to connect with nature and their peers.

The way that Adventure Cruise Line will be taking part in Project Odyssey, is by inviting ten wounded warriors and a guest of their choice to take part on the maiden voyage of the Royal Rumble free of charge. We believe that Adventure Cruise Line can offer these wounded warriors the opportunity to participate in activities that correspond with the Wounded Warrior Projects five core values.

Warriors will have the opportunity to connect with nature through the various different shore excursions available at the Royal Rumble's destinations. Among the shore excursions that are available include activities such as snorkeling, scuba diving, kayaking, horseback riding, safari rides, swimming with stingrays, and various other tours. Warriors will also be able to enjoy the entertainment provided on the ship, especially the high impact entertainment that will be provided by the Mixed Martial Arts fights.

Adventure Cruise Line chose to partner with the Wounded Warrior Project due to a couple key factors. The first is that the current age of soldiers is younger in this war era than it has been in previous wars. Due to this the wounded warriors that are returning home to recuperate fit perfectly within our target demographic. Also, this is the demographic that is a loyal fan base for Mixed Marital Arts fighting. Mixed Marital Arts fighting has a history of supporting our troops and we want to continue this support. The next reason Adventure Cruise Line has chosen to partner with the Wounded Warrior Project is because we believe that honoring our veterans is important and is gaining importance as more and more soldiers are sent to war.

The soldiers that will be taking part in our cruise will be invited through contacting the Wounded Warriors Project and having them suggest a warrior.

Wounded Warrior Project
7020 AC Skinner Pkwy, Suite 100
Jacksonville, FL 32256
904-296-7350

Adventure Cruise Line will proudly advertise our partnership with the Wounded Warrior Project through the use of their official website and all official publications created. Adventure Cruise Line believes that working with the Wounded Warrior project is vital because this generation of soldier directly represents our company as a whole.

Green Initiatives

Cruise ships generate a large amount of pollutants into the air and water when they cruise. Due to this fact Adventure Cruise Line has dedicated itself to being an environmentally friendly cruise line. The first way that Adventure Cruise Line plans on being more environmentally friendly is by reducing the number of pollutants that are released into the water.

The first type of pollutant that we will reduce is blackwater. Blackwater is sewage, wastewater from toilets and medical facilities. Blackwater can contain bacteria, pathogens, viruses, intestinal parasites, and other harmful agents. Similar to blackwater cruise ships also produce greywater. Greywater is wastewater from sinks, showers, galleys, laundry, and other cleaning activities. Harmful chemicals, detergents, and oil can be released into the water when greywater is dumped. In order to combat both blackwater and greywater the Royal Rumble will be equipped with a Rochem membrane bioreactor, which will filter blackwater and greywater into nearly drinkable quality to be reused as technical water.

The next type of pollutant that Adventure Cruise Line will work to reduce is solid waste. This included glass, paper, cardboard, aluminum and steel cans, and plastics. It has been found that each cruise ship passenger generates at least two pounds of solid waste per day. Instead of burning this solid waste and dumping the ashes into the ocean, like most cruise ships do, Adventure Cruise Line will instead sort and compact everything. Once the waste is sorted and compacted, it will then be recycled at port, if available, and if not it will be held in the Royal Rumble's storage until returning to Miami.

The last type of pollutant Adventure Cruise Line will work to reduce is air pollution. The majority of the air pollution generated from cruise ships is caused by diesel engines that burn high sulfur content fuel oil, which in turn produces sulfur dioxide, nitrogen oxide, carbon monoxide, carbon dioxide, hydrocarbons, and particulate. In order to combat this, the Royal Rumble will be fitted with a cctv monitoring system on the smoke stacks, which will monitor the output of the clean burning gas turbines.

The fact that the Royal Rumble is a greener type of cruise ship will be advertised on Adventure Cruise Line's official website as well as all other print publications that are created and distributed by Adventure Cruise Line. When the Royal Rumble is christened the fact that it is environmentally friendly will be at the forefront. The decision to have the Royal Rumble be a greener type of cruise ship came from the fact that the younger generation is more and more concerned with the current state of our environment. They wish to work to conserve as much of our environment for the future generations.

Employee Relations

First Level

First Level employees are those employees that are deemed to be essential for the overall function of the Royal Rumble. These individuals include managers, captains, and directors. These individuals will receive the most information about the entire ship and will be privileged to more information than other employees. They will dictate what information is released to the lower level employees. They will also contribute to the making of important decisions regarding the cruise.

First Level employees will be the ones that deal with media outlets. They will dictate what information is released to the general public and how it is going to be released. They will also be in charge of responding to any negative publicity that could occur.

In case of a crisis situation these are the individuals that will be first contacted in order to activate the lower level employees, and to make critical decisions during the situation. They will be in charge of reporting the situation, if they see fit, to any media outlets.

Second Level

Second Level employees are those employees that act as liaisons between the top level managers and the bottom level employees. These individuals include shift managers, department managers, and show managers. These individuals will report to first level employees and will receive information about news and developments related to the functions of their specific position on the crew. They are in charge of the third level employees and will be in charge of passing information on to the third level employees.

In case of a crisis situation these are the individuals that will be first contacted by first level employees and will be put in charge of organizing and activating third level employees.

Third Level

Third Level employees are the employees that are responsible for taking care of daily tasks that are needed to keep the Royal Rumble running at the high level of excellence that is expected. These individuals include waiters, spa attendants, cleaning crews, lifeguards, casino dealers, bartenders, busboys, and entertainers. These individuals will report to second level managers and will only be privileged to the information that is required for them to be able to perform their duties. They will also be given the information that is needed to interact with the guests as well as answer any questions that they might have. Information that is giving to the guests should only be the facts about the ship, entertainment, and destinations. No information that is considered company information should be told to guests. Third level employees should also not talk to any media outlets unless requested to do so by an upper level manager.

In case of a crisis situation these individuals will be the ones that interact directly with the guests. They will be in charge of communicating directions to the guests on how

to respond to the situation. When communicating with the guests in time of a crisis situation third level employees should only tell guests information that is necessary, and all information told to guests should be done so in a manor to reduce panic.

Meetings

Each department will be required to have weekly meetings to cover any information that needs to be covered. It will be at these meetings that first level employees give information to the second level employees. This will also be the time that managers can bring up any problems that need to be addressed within the department or that pertains to the entire ship.

Daily meeting will be required for those positions that have a set shift schedule. These meetings will take place prior to the start of the shift and will fill in third level employees on what information they need to be aware of for that particular day. This will also be the time where issues with that area of operations can be addressed and resolved. During this time third level employees will be able to clarify any questions that might have been asked during their prior shift.

Meetings among first level employees will take place prior to the Royal Rumble setting sail. Then after this initial meeting, meetings will be called when necessary. These meetings would take place when a crisis situation arises, or when there is a critical decision needs to be made.

Email Updates

Emails will be sent out daily to every employee on the cruise ship that will entail an itinerary of the events taking place that day. It will also address any issues that have come to light, and how this issue needs to be resolved. Within these emails there will be friendly reminders about the policies of Adventure Cruise Line and how those policies must be carried out on a daily basis.

Cell Phones

Company Cell phones will be provided to every member of the staff for company use only. These cell phones will be used to reach staff members with urgent messages and directions that need to be enacted immediately. Adventure Cruise Line will have an emergency alert system that will be designed to alert all staff members of a crisis situation taken place. Once these alerts have been sent out staff members must respond how they have been trained to respond.

Cell phones should also be used in case of emergency situations taking place and a staff member needs to contact their supervisor or an emergency staff member.

Operations Manuals

Operations Manuals will be present at various work stations throughout the Royal Rumble. Within each of these manuals will be information needed by employees on a daily basis. It will provide all employees with necessary contact numbers, maps of the

ship, the cruise itinerary, as well as answers to commonly asked questions. Also, present in this operations manual will be a log that employees will be able to record any key events or facts that took place during their shift. This will allow other staff members to see what took place during other shifts and to make them aware of everything taking place.

Another key part of this manual will be the emergency action plan. This section will detail what should be done in case of various crisis situations. This will outline the ships risk management plan and have the necessary forms for reporting incidents that could happen.

Recruiting and Business Development

Recruitment Policy

At Adventure Cruise Line we pride ourselves on providing the best quality service and entertainment on the open sea. The way we do this is employing the most qualified and experienced professional staff available. Finding the right prospective employees and transforming them into the reliable, hardworking staff Adventure Cruise Line prides itself on is accredited to the Public Relations Department tireless recruitment efforts.

This section outlines the recruitment processes and policies of the organization and the guidelines of business development. The recruitment process will be conducted by the organization's Public Relations department. The department will be responsible for recruiting, interviewing, and screening prospective employees. Organizational employment needs will be outlined by the first level employees and the organization's recruitment team will use two determining methods for hiring new employees. The first method will be to look within the organization to find a potential candidate to fill the vacant position. This method bodes well for the organization because current employees know procedures and policies of the organization already. The second method will be to conduct a search outside of the organization to find prospective employees who have experience in the open job position. This method will be done by the recruitment team and will involve the use of certain outside services to find the best overall candidates to interview.

Employee Applications

For persons interested in working for Adventure Cruise Line applications can be found in the organization's Human Resource department. Applications must be fully completed and have a resume included with the finished application. Applications not fully completed will be voided and discarded at the discretion of the H.R. department head. Applicants will be contacted and given a time for an interview after the application is reviewed and deemed completed. An interview will be scheduled and applicants will be asked questions pertaining to the position and their background. Applicants will be hired based on qualifications, past experiences, and skills. A full list of qualifications can be found in this document under "Employee Qualifications."

Employee Qualifications

Each Adventure Cruise Line employee must meet qualifications implemented by the Executive Director, Laura Shifflet, and perform all responsibilities and duties with professionalism and integrity. The purpose of the employment qualifications is to ensure employees are qualified for the roles and positions they are required to perform in.

Adventure Cruise Line intends on putting the best qualified employees in all positions so assigned tasks and duties are fully completed in a timely manner. Any prospective employee not meeting qualifications will be fitted into a position where their level of experience best suits them. The head of the 2nd level employees will be in charge of the hiring and interviewing process. He or she will have a list of qualifications for each job position that must be fully met before a prospective employee is hired. Lastly, any current employee who does not meet current qualifications will have their qualifications updated through proper training and schooling paid for at the expense of Adventure Cruise Line. A current list of qualifications for each employee level is listed below:

First Level Employees

- Must possess appropriate license(s) and accreditation to maneuver ship
 - Captain
- Must attend safety and risk management course
- Must have great communication skills
- Must have a background in public relation
- Must have a history of past leadership positions
- Must have good management skills
- Must have ability to make proper decisions
- Must have appropriate schooling

Second Level Employees

- Must have skills as a liaison
- Must have technical skills
- Must have good communication skills
- Must attend safety and risk management course
- Must have a track record of leadership roles
- Must have background in area of interest
- Must have CPR certification
- Must speak second language
 - Portuguese, Spanish, English

Third Level Employees

- Must possess hands-on skills if position calls for it
- Must attend safety and risk management course
- Must have CPR certification
- Must have certification

- Chefs, lifeguards, bartenders
- Must be highly motivated
- Must read over risk management plan and sign document

Employee Training

Upon being hired by Adventure Cruise Line each new employee must attend a mandatory orientation. This orientation will cover all important information regarding employment within the organization. Things that will be covered in the orientation are: the mission statement, organization policies and procedures, the organization's culture, and the organization's goals. The orientation is meant to introduce new employees into the organization and explain what is expected of an Adventure Cruise Line employee. Lastly, the orientation will be conducted by the organization's Human Resources personnel.

After new employees have attended an orientation they will be placed into a training program to learn the skills necessary to perform the tasks assigned to them within their position. The training program will consist of a short one hour tutorial administered by the head of the specific department the new employee will be stationed in. The tutorial will include all necessary information to train new employees on their position. In addition to the tutorial session, new employees will pair with a current employee and receive firsthand experience. This type of training will serve as the new employee's official training and will prepare them for their position. The current employee who is selected to train new employees will be responsible for conducting a performance evaluation. The performance evaluation must be passed on to the head of the Human Resources department and the new employee's progress must be deemed acceptable before working on their own. Once employees have finished training they will be given orders and assignments and put into the workforce.

Employee Contracts

Adventure Cruise Line employees will be required to sign an employee contract upon being hired to work for the organization. This contract requires the newly hired employee to acknowledge he or she understands all rules and regulations they must adhere and what expectations they must meet. With a contract in written form both the employee and employer have a form of legal documentation in the event it is needed. Additionally, Adventure Cruise Line may terminate the contract of any employee with just cause at any time.

Launching New Products and Innovations

M.M.A. Fight Card

Adventure Cruise Line, a proud member of the World Cruise Ship Entertainment Society, will be hosting a professional Mixed Martial Arts fight card aboard the Royal Rumble. The Royal Rumble will play host to a second level tier of MMA fighting called the International Maritime Fighting Championships. To promote and stage the event,

Adventure Cruise Line has partnered with Triumph Unlimited Entertainment. Triumph Unlimited Entertainment is an organization that stages and promotes MMA professional fighting, mainly within the IMFC level, on cruise ships throughout the world. Together, Adventure Cruise Line and Triumph Unlimited Entertainment will coordinate efforts to stage a premiere event aboard a unique platform in front of hundreds of guests. This new type of entertainment aboard our ship will serve as an opportunity for hosting future events similar to this one. This event will draw new prospective guests and entertainment clients; therefore, Adventure Cruise Line will demonstrate professionalism and prove capable of staging major events so future business opportunities can be earned. The public relations and marketing departments will be responsible for positioning the fight card in the market and peaking the target market's interests. The goal is to attract new business partners and prospective guests through the fight card event. This should be achieved by catering the organization's message and agenda to the target market by using certain aspects to peak interest as well as partnering with entertainment organizations within our public's likes and interests. This can be done in many ways, therefore, in order to make a financial profit and gain exposure for both Triumph Unlimited Entertainment and Adventure Cruise Line, a series of guidelines and policies must be followed.

- The event will be held in one of the listed destinations during prime time hours.
- News of the fight card must be posted on all official websites for both organizations.
- The Marketing Department must advertise for and market the fight in all appropriate places as listed in the Communications section of this manual.
- Adventure Cruise Line must release a podcast to post on the official website pertaining to the fight card for guests to listen to.
- Information of the fight must be posted in various locations aboard the ship informing guests of the fight card.
- The Public Relations department must contact appropriate television networks for televising the event.
- Television contract rights must be secured prior to the fight.
- A media guide must be created and available for sale for the event.
- Merchandise should be available for fans and spectators prior to and after the event.
- Press conferences introducing the fighters prior to the event must be in accordance with the policies of Triumph Unlimited Entertainment.

Life as a MMA fighter contest

A second special event Adventure Cruise Line is proud to offer guests is a rare chance to work out alongside a MMA fighter for a day. The contestant(s) will be chosen at random after filling out entry forms for the contest. This rare chance of training alongside a MMA fighter will cater to both female and male guests looking to feel for themselves the adrenaline rush and ferocity of MMA fighting. The drawing for this contest and the actual training session will take place before the fight card while the MMA fighter is in the midst of training for the upcoming big night event. A selected

time and date must be approved by Unlimited Triumph and relayed to the fighter. This contest will be available to all guests in good health over 18 years of age, male and female. This contest will undoubtedly create a buzz among guests and should therefore be advertised as following:

- Posted on the official website of Adventure Cruise Line with a hyperlink to the entry form.
- Posted throughout the ship on message boards and posters with details as to how to enter.
- Included on any upcoming podcasts.
- Posted on the official social media networks of Adventure Cruise Line.
- Advertise contest on any video releases.

Educational Efforts

Learning Objectives

Adventure Cruise Line is located in Miami, Florida, which is home to one of the top cruise ship docking venues in the world. There are many other cruise ship organizations located in this area competing for prospective guests on a day-to-day basis. Setting our organization apart from the rest of the competition is imperative for becoming a world renowned cruise ship organization. At Adventure Cruise Line, we are continually striving to become a top organization among competitors; therefore, our organization has taken part in different educational efforts to advance the organization's agenda. The organization's purpose in learning new things is to enhance the guests' experience aboard the ship by providing the highest quality service possible based on developments made from research. With that said, first level employees in the public relations and marketing departments will be working together as one researching and discovering new ways to improve the organization's culture, mission, and processes. The first level employees of both departments will attend conferences, contact appropriate research firms, utilize guest surveys, and do research of their own to learn more about improving the organization. If the organization fixes what is not working and improves certain aspects through research and learning, then the organization can reach its peak and better understand their publics, how to reach their publics, and what works best in reaching them. Below is a list of objectives the first level employees should accomplish to learn about the organization's needs and what should be done to learn from this information:

- The organization should thoroughly understand the wants and needs of cruise ship guests by utilizing guest surveys.
- The organization should research the demographic information of current and past riders among all cruise ship lines available.
- Understand the wants and needs of MMA fighting fans and spectators by contacting partner.

- Determine appropriate pricing for booking cruises for guests based on demographics rather than covering operational costs.
- Investigate how the public feels about MMA fighting and what percentage of them are heavy users through research.
- Learn about how to influence and transform light users into heavy users aboard the voyage.
- Research which regions are turning up the most cruise ship guests and MMA fighting fans.
- Listen to past guests' complaints and comments to determine what should be or should not be done in order to improve the experience aboard the Royal Rumble.
- Look into other possible forms of entertainment for the upcoming voyage that are appealing to our target public.
- Research which television networks regularly cover MMA fighting and negotiate possible television contract.
- Investigate which areas internally need improvement for providing a better experience for the guests.
- Determine what is working to attract prospective guests for traveling with our organization.
- Make sure all potential media outlets are being utilized to reach target publics.
- Research how to improve upon keeping the organization in a positive light.
- Learn how to cope with crisis and returning the organization to a positive light.

Action Plans

Adventure Cruise Line will make significant strides to accommodate more than just the upper and middle class guests. The purpose of this is due to the target market the organization is marketing to for the upcoming voyage, certain aspects need to be altered to make the trip possible for some guests. Eighteen to thirty-five year old singles and newlyweds are generally starting their careers; therefore, have little money to spend on a trip such as this one. However, Adventure Cruise Line is set on trying to accommodate these folks by lowering booking prices and making changes in other areas of expenses.

Not to say our organization is a low-end, discount cruise line, but we need to cater to our target market in order to compete with other cruise lines in the Miami area. It is possible to make a profit while lowering prices because guests of our target market will see what we're doing as a gracious act and choose to invest on our voyages. Our organization will keep prices low and not raise the prices of other things on-board the ship for the main reason of catering to our target market and making a dream vacation possible for young adults who may or may not have the excess money to cover a vacation of this sort.

Lastly, our organization will not stress how we are much lower in costs than other cruise lines because we want to keep our status as a top cruise line in the Miami area. Rather, we will let our prices and professionalism speak for themselves.

Obtaining Feedback/Reaction

Gaining Feedback From Guests and the Media

We here at Adventure Cruise Line believe in providing the safest and most enjoyable platform for our vacation goers. By obtaining feedback from the media and past guests, we are able to adjust to a dynamic environment. By gaining this feedback, it allows us to modify our cruise experience to best suite those who plan on taking a trip with us. We gain this feedback and reactions from many different social media outlets, print media, and surveys that we will give out. Once we find out exactly what our guests enjoyed or are enjoying about the trip, and what they would like to look forward to in their next venture with us, we can adapt, creating the most enjoyable experience for all of those involved.

Adventure Cruise Line prides itself in its ability to cater to what the customer wants, rather than what is best for the company. If we only cater to our own financial needs, our guests will not be happy, and if they are not happy, then they will not trust us and stick with us for their future endeavors.

Technology

In the technology driven world of today, any information one wants to put out or share with the world can be done with the simple click of a button. Recent technological advancements in social media outlets like Twitter and Facebook allow online users to post information quickly and easily to the Internet for all to see. We use this to our advantage. By gaining this knowledge and feedback from past guests and others in the media, we will be able to gage what the vacation goers enjoyed, and also what they did not. By getting this information, we can alter our cruise experience in ways that amend any problems or issues they might have had with our ship or entertainment avenues. We can adhere to their requests for the betterment of the company, and the betterment of the experience for all those evolved.

We here at Adventure Cruise Line are not just selling a vacation. We are selling an experience of a lifetime. We want our guests to come away from their trips saying that they cannot wait to come back; that this is just what they needed with a break from the hardships of everyday life back at home.

Different Platforms for Gaining Feedback and Reaction for Guests

Twitter

In the recent years, a popular social networking platform has arrived on the scene. Twitter allows people to post short little anecdotes about what is happening in their world, and the world around them. This platform provides people with a chance to send their message out to anyone who wants to hear it. We plan on using this social media platform to reach out to our potential guests and past guests to ask them for feedback. We here at Adventure Cruise Line want to hear what those around us think about our experience, and we encourage constructive criticism. It is all about what the vacationer

wants. If they do not tell us what they do not like, we will not know what to change to make the experience more enjoyable. With Twitter, you do not even have to sign up for anything to get your message out. By simply typing @JointheAdventur into their Twitter message, it will be relayed to our account, providing us with instant feedback from those passing on a message. This provides a simple, yet straightforward way to get in contact with us, and gives us a method of adapting to the reactions of our guests.

Facebook

We have a Facebook page, which can be accessed at <http://www.facebook.com/pages/Adventure-Cruise-Line/195021317191779>. On our page, anyone who is a friend on Facebook of Adventure Cruise Line can post feedback that is readily available to not only the employees of ACL, but also all those vacation goers who are also friends with us. They can collaborate with anyone trying to give us feedback to help them give their own feedback about their experience. This can help further their ability to get us to adapt to their wants and needs, so we can provide the best experience possible that is not only best for us, but is best for our guests. Along with Twitter, Facebook is a great way for our past and potential guests to get in touch with us, and easily share their viewpoints on our company, and our experience.

Surveys

Surveys provided at the end of the cruise will also give guest a quick platform to give feedback from their experience while it is still completely fresh on their minds. They will not be clouded by any possible negatives that could present themselves back at home. They will have the full experience fresh on their mind, so they can fully give their first impression after the trip. This is a simple, optional way for the guests to try to provide us with feedback on things they liked and did not about their cruising experience.

Questions

A good way to get feedback as it happens rather than only after the fact is to ask questions during the vacation experience. All our employees and staff are trained to approach all of the cruise goers during the trip and ask them how they are feeling. We will ask them what they are enjoying and if there is anything we can do to provide them with a better experience. The main purpose of this cruise is to provide an entertaining time for all those involved. If we can approach our guests and get feedback on what they like and how they are viewing their experience so far, we can adjust as best as we can on the fly to provide an even better time for them. Like we have said before, and will say again, it's all about the guests having a safe and enjoyable experience.

GoWalla

Our guests will also be given the opportunity to use GoWalla which is location based social network where the users and our guests will be able to check in with the mobile devices to different spots on the cruise line trip, allowing them to get points and special badges. The platform will also allow the guests to leave feedback on what parts of the trips shore excursions they believed were the most enjoyable. As we said, any type of feedback that they can provided us can be helpful for us to try and plan a more rich and enjoyable experience in the future.

Coping with Crisis

Handling Crisis Initially

The best thing to do in a situation of crisis is to remain calm. If you present yourself as calm, those around you will be more reassured that things will be handled in a safe and calm matter. If you come off as nervous or unprepared, chaos can ensue, and that can only lead to more problems. So the best thing to do is remain cool, calm, and collected. Projecting an air of confidence can calm others around you, giving them reassurance of a solution, rather than a bigger problem.

Types of Crisis

There are three different levels of crisis; ranging from immediate, emerging, all the way to sustained, or long lasting.

Immediate

This is when crises happen suddenly, mostly without warning, and there is very little time for research on the problem, and planning to prevent it. Reaction is the most important element for this type of crisis. When something happens immediately, and there is no warning, we need a staff that can react quickly and efficiently, and maintain a calm, but stable demeanor. Panic can likely ensue, so maintaining a calm and collected demeanor can help soothe the guests, and provide a safer environment to try and contain the problem.

Emerging

With an emerging crisis, there is some time to plan and come up with a hopeful solution beforehand, as to avoid any possible complications, but it still can erupt at any moment, because it is a crisis situation that is brewing. The best way to react to this is to try and be prepared as best as possible. At Adventure Cruise Line, we try and prepare our staff for any possible situation that could arise, ranging from a man overboard, all the way to a hostage situation. We have to be prepared to deal with anything that comes into play. Giving our staff comprehensive training months in advance of departure ensures

that any possible situation that could arise is thought of before, and planned on a course of action to best contain the situation.

Sustained

Possibly the worst type of crisis situation is a sustained crisis, because even when dealt with, it is long lasting, and might not be possible to completely fix even when properly attempting to manage. The best possible course of action is to make sure you are well prepared, have back up plans if the original plan does not work, and have a course of action that will at least dampen the effects of the crisis, if it cannot be fully expunged. As we said before, Adventure Cruise Line goes through a rigorous training period to try and prepare all that are involved for any possible situation that could arise, and we believe that we can handle, if not manage, any situation that presents itself. We pride ourselves in maintaining the most comfortable, best possible environment for all our guests, all while putting the safety of them, and everyone on our crew, at the forefront.

Spinning It

Internal Problems

When there is a problem with the employees and the ships workers, it's best to not get this news out to the public, unless completely necessary. Internal issues could cause concern and doubt in the guest's minds on whether or not this cruise line is the best option for them. If the problem can be solved in a quick and harmless fashion, then there is no need to share this with the public. Panic and doubt is not good for business. By finding a simple solution, no one will have to have any issues with the way we are running our company, and everyone can be happy

Personal Issues

If it gets out that an employee of Adventure Cruise Line is not performing his/her job to match the morals of our company, firing that individual and stating that they were not up to the standards that we set for our company is the best possible action. This could be advantageous for the betterment of our company, and show us in a positive light, even while showing that we had something negative. Admitting to our mistakes and showing we will not tolerate them is a great way to gain trust of those around you.

Facility Issues

If there is a problem with the Cruise Liner, and it cannot be easily fixed, then it would be imperative to find and contact help if the resources on the ship are not sufficient enough to remedy the issue. We will have to reassure the public and the guests that the problem is being handled, and that hopefully everything will be fixed in a safe and timely fashion to provide the safest and most enjoyable experience possible. We are still a relatively new company, and have not worked out all the kinks to provide the perfect vacation, but we will let the public know that we are striving every day to do our best to

provide the best possible vacation for all of those involved. Problems sometimes arise, but ignoring them is not an option. We have to own up to our mistakes, and fix them in a safe and timely manner which best suites our morals and values as a company.

External Problems

When there is a problem off the ship, with the media or past vacation goers criticism of our cruise line, we have to make sure we can try to explain to them that we are working to provide the best possible experience for all of those involved. We are a guest first company. What the guest wants is what the guest should get. To provide the best possible experience, we have to adhere to those who have issues with the way we do things, or the platform that we host them on.

Media Criticism

As we stated before, if the media is releasing statements that are negative towards our company, it is our duty to explain to the public that our intentions are not to make the experience any less than the best possible for those looking to vacation with us.

Past Guests and Potential Guests Criticism

If we are presented with a situation where past or potential guests are using social media to bash our cruise ship and company saying that we are not providing the best platform for them to vacation on, we need to explain to them that we are a growing company, still trying to learn what everyone wants and what is best with everyone.

Social Media

Social Media Outlets to Express Our Message

Like we stated before, technology is a plays a very prominent role is getting out information and gaining information. There are so many different platforms used on the Internet today that allow information to be readily exchanged between different publics. At Adventure Cruise Line, we plan on utilizing any possible platform to reach out to our publics to try and convince them that we are looking to provide the safest, and most entertaining vacation experience out there today. But while technology provides a quick and easy outlet to get out information to the public, there are still different types of tangible media outlets that can be used to divulge information about our company.

Print Media

Newspapers

Newspapers will be used to communicate information about Adventure Cruise Line to the general public. This information needs to be prepared with

some form of a time delay in mind, since the information that will be release will not reach the general public immediately. In order to provide newspapers with the information relevant to Adventure Cruise Line, we will provide them with press releases and news advisories in order to make them aware of new and upcoming information. Relevant information that Newspapers will receive is information about Adventure Cruise Line's maiden voyage and all of the entertainment provide on the Royal Rumble.

Magazines

Adventure Cruise Line will target three different types of magazines in order to release information about the company. The first type is magazines that are related to Mixed Martial Arts fighting. In this category are the magazines, *Fight!* and *MMA Magazine*. The information that will be released to these magazines will focus the fight and other activities involving the IMFC fighters on the Royal Rumble. We will release this information through the use of press releases as well as news advisories that can be used to write featured stories about having Mixed Martial Arts fighting visible on a cruise liner. We will also place an advertisement in each magazine in order to gain guests for our cruise. Our main goal of using these magazines is to target fans of Mixed Martial Arts fighting.

The next category is men's magazines; in this category are *Men's Health*, *Outside Go*, *GQ*, and *Maxim*. We will use this category to reach our part of our target demographic, 18-35 year old males. The information released to this type of outlet will revolve around the overall experience that Adventure Cruise Line strives to provide for our guests. We will provide these outlets with factsheets about the entertainment that is booked for the Royal Rumble, as well as press releases and news advisories.

The final category is considered travel magazines. In this category are the magazines *Cruise Travel*, *Destination Weddings & Honeymoons*, and *Travel + Leisure*. Our goal is to reach travelers who are looking to find a new kind of travel experience. Also we are looking to reach the newlyweds who are looking for honeymoon ideas. The information that is provided to this type of magazines will be about basic information about the Royal Rumble's maiden voyage. Also Adventure Cruise Line will place advertisements within each of these publications in order to attract guests. The information released to these magazines will include information about both the ship itself, the destinations of the ship, as well as the entertainment offered on the ship.

The information we provide to magazines needs to be valid for a longer period than electronic media or newspapers, since magazines have a long shelf life and the general public tends to keep them longer. Press Releases and News Advisories will be used to provide information to writers in order to gain placement in magazines.

Newsletters

Adventures Cruise Line will create a newsletter that will be distributed on the Royal Rumble to every guest cabin to allow them to be aware of the upcoming events that are going to be offered on the ship. This newsletter will be created by the on board staff and will be distributed throughout the cabins by the cleaning staff, every four days.

The newsletter should be formatted in page increments of fours. The front page should have the most important or exciting story featured on it, as well as other important stories. The inside should be a continuation of the stories from the front page as well as other stories. There should be clearly labeled sections that cover topics such as entertainment, ship information, restaurant menus, and destinations.

The entertainment section should cover information about the upcoming shows, the artists' biographies, and a schedule of events. Under the ship information section, there should be information about the various amenities available on the ship, their hours of operations, and any special events occurring in the upcoming days. Restaurant menus should be as up to date as possible and include any special events taking place at our restaurants. Finally there should be a guide to each of our destinations. Included in this guide should be a brief history of the country or city that we are docking in, descriptions of the shore excursions that are available there, and the times that the ship is docking and leaving.

On the back of the newsletter there need to be an information section, which includes contact information for various services available on the ship, including emergency assistances, cleaning staff, and maintenance.

Electronic Media

Adventure Cruise Line Official Website

The Adventure Cruise Line website will act as a permanent tool for communicating with the public. On the website we will provide information about the latest news about what is planned for the Royal Rumble's maiden voyage. Also it will act as a way for guests to register for the cruise. Adventure Cruise Line's Official Website will have areas that are dedicated to areas explain our mission statement, the Royal Rumble, accommodations, amenities, restaurants, on board entertainment, destinations and contact information.

The information provided to the website will be current and can be updated whenever necessary. It will also be linked to all of the other forms of electronic media that Adventure Cruise Line has taken advantage of including our blog and all forms of social media.

Other Websites

Adventure Cruise Line will advertise with the following travel websites, *Cruise.com*, *Kayak.com*, and *TheKnot.com*. The information that will be shared with these sites will be about the cruise itinerary, the Royal Rumble itself, and information about how to book a cabin on the Royal Rumble. This information needs to be valid for a long time, because once the information is sent it will not be able to be changed. We will provide information to this public through the use of fact sheets to provide information for their sites.

Blog

Adventure Cruise Line's Blog will act as a way for us to keep the public up to date on the plans of the Royal Rumble. It will present the public with information about all of the entertainment opportunities that will be available on the Royal Rumble. It acts as an ongoing marketing tool, in that interested members of the public can check daily for new information. The blog itself can be update numerous times daily, so that all pertinent information can be released immediately. Information that should be covered on Adventure Cruise Line's Blog includes the destinations, the Royal Rumble's amenities and restaurants, and entertainment.

Social Media

Twitter/Facebook

Adventure Cruise Line will use Twitter and Facebook as ways to get new information immediately to the public. Also they can be used to direct the public to Adventure Cruise Line's website or other news sites when more information becomes available. These platforms will be updated and monitored by our entertainment board, which will be in charge of updating them when new information is released to the public.

Information that should be placed on these platforms should reminded the general public of upcoming news releases, new announcements, and direct them to our website for more information. Since information release through these mediums cannot be overly long, all postings on here must be worded so that is attracts the attention of the general public. Basically when updating this form of media, you need to follow the same format you would when writing a header for a press release. Also both can act as a platform for Adventure Cruise Line to interact with the public and obtain feedback, and answer questions.

YouTube

Adventure Cruise Line will use YouTube to show the public the various different amenities available on the Royal Rumble. It will provide the public with

videos that detail information about Adventure Cruise Line and can be used to showcase local news stories that cover Adventure Cruise Line. Highlights of the Mixed Martial Arts fights can also be placed on YouTube, to show future guests the atmosphere of having a Mixed Martial Arts fight take place on a cruise ship. After the cruise has taken place, YouTube can be used to show footage of the Royal Rumble maiden voyage. By providing visuals of the actual cruise itself, Adventure Cruise Line hopes to draw the attention of future guests.

GoWalla

Adventure Cruise Line will use GoWalla to make an interactive experience for our cruise guests. It will be used when the cruise is taking place, so that the guests can check in when the Royal Rumble docks at its various locations. Adventure Cruise Line has created a trip that includes all of the Royal Rumble's destinations, so that once complete guests can earn a special badge. It will also allow guests to leave feedback about what different shore excursions they enjoyed at each port. This will help Adventure Cruise Line plan future cruise routes based on the feedback provided by our customers.

