

Cruise speaker considerations

Unlock the Past cruises

Over 70 presenters have spoken on our Unlock the Past cruises.

Plainly this is far more than we can offer full support for. Our general approach when choosing presenters is for a balanced and fairly wide ranging program of international interest. For our major cruises with a significant conference (generally those with at least 4 or 5 days at sea) our speaker team may consist of:

- » 1 – 2 lead presenters fully supported with a cabin on the cruise and travel expenses to and from the cruise departure point. Whilst other speakers may be great contributors on the cruise, it is only a small number of high profile presenters we can offer this level of support to. We choose these as the most likely cruise drawcards in the first place
- » 1 – 3 other presenters we can support at the level of a free berth in a shared cabin, often depending on what cruise promotion they can bring
- » 2 – 4 further presenters that we will support at varying levels on the cruise with an agreed speaker's fee being offered. The fee will be based on the number and appeal of the topics offered
- » We generally reserve about 20 to 30% of speaking spots for those who come on the cruise as fully paid cruisers—if they have recognised expertise and presentation skills. Most will only do one or perhaps two talks, but these often add great variety and value to the program, often dealing with subjects that would not normally be part of a conference program. However unless the topic is of wide appeal, payment is not normally made for these talks

We welcome speakers other than those we can fully support, but they will have to justify their commitment to the cruise in one or more ways:

- » as a working holiday—with an agreed level of support from us
- » as a platform (like any other conference or fair) to promote/sell their own products and services, consult or take commissions
- » come with some sponsorship (financial or promotional value to us) from others—or as a self-sponsorship opportunity
- » as a promotional partner with us—helping to market our cruises through available avenues—with some offsetting support
- » as an Unlock the Past guide book author

Here are some of the factors that influence our decision:

- » lead presenters who are themselves a significant drawcard to the cruise. It is generally the top few speakers who will attract paying cruisers
- » other presenters who will add significantly to the variety and quality of the conference on the cruise
- » balance on any one cruise—avoiding significant duplication—and gaps in must-have subject areas
- » those with a paying cabin partner, or who is willing to share with someone we can match them with
- » being an existing or prospective author of guide books published with Unlock the Past
- » “Promotional partners”—those with significant avenues to promote our cruises (e.g. mailing lists they are prepared to use, at events they exhibit at—and are willing to take our brochures)
- » a practical reality is that there are many who are no doubt well qualified, but who we at Unlock the Past, and Australians generally (always the majority on any cruises), just do not know or don know well. We do welcome and value those who are new to us, but we will always use them, at least initially, alongside speakers with proven appeal to our cruisers
- » **those who offer early have the best chance of a place on the program**—cruises have a limited number of program spots!

Benefits for prospective speakers

- » a unique and interesting conference with audiences in most cases quite different from what they are accustomed to
- » the opportunity to combine a great holiday experience with “work”
- » a valuable networking experience with other presenters and cruisers—in many cases in areas new to them
- » a platform to promote/sell any products and services they may have to offer
- » reasonable time out from involvement with our conference group to enjoy cruise ship life