



**VISIT
LAUDERDALE**
EVERYONE UNDER THE SUN

Fantastic 5 Takeaways

First: The 5 W's	<p>Who: Cruise Planners Annual Convention What: Trade Show Franchise Owners When: October 7-10, 2024 Where: Fort Lauderdale, Florida Why: Education and tradeshow for over 700 Franchise owners</p>
Fantastic Five Takeaway #1	<p>Sponsoring the opening reception is a good sponsorship since most agents arrive that day and it is one of the first things they do. I would recommend in the future to have at least 2-5 minutes of "mic time" to at least say welcome to Greater Fort Lauderdale and address the crowd. The step and repeat and overall theming looked great!</p>
Fantastic Five Takeaway #2	<p>Unfortunately, due to low sign-ups we had to cancel our 30-minute education session. I think in the future we do not offer this. The agents are in our destination, and we are up against major cruise lines doing presentations, which is more enticing to the agents.</p>
Fantastic Five Takeaway #3	<p>The tradeshow, though light in attendance due to the hurricane forecast, was very engaging. Many advisors stopped to ask questions to us and our partner hotels and Port Everglades.</p>
Fantastic Five Takeaway #4	<p>The bag drop for the opening general session is a nice touch, as every advisor attends that breakfast. Stacy Ritter's video is also shown at the breakfast as a welcome message. You then see the bags the rest of the conference, which is great!</p>
Fantastic Five Takeaway #5	<p>For 2025 I suggest working with Cruise Planners to get a little bit larger of a space to bring more partners. This was a popular tradeshow among partners, and we could have a much larger presence.</p>