

The informatology Forum

Raid



Update: 22/10/08

Host: Royal Caribbean onboard “Independence of the Seas”

**Raid: Training that raises a Company Profile
on Wed 15 October 2008 in Southampton**

The Raiders said...

"It was **useful, practical & focused.**

The lack of competitive nature between the raiding organisations worked well, and the questions for and answers from guests were excellent."

Learning and Development Manager, **British Red Cross**

"It was **exciting, inspiring & motivational.**

The discussions worked well."

E-Learning Manager, **Colchester Institute**

"It was **enlightening, interesting & helpful.**

What worked well was being taught by experts, with lots of examples and open discussion."

Trainer & HR Project Manager, Learning & Development Team, **Badenoch & Clark**

"It was **informative, enthusiastic & friendly.**

The discussion between delegates was really useful. It was good to hear other people's views and experiences, particularly about social networking and WebEx."

Learning & Development Adviser, **Natural History Museum**

"It was **fascinating, involving & open.**

Good atmosphere, right number of people and variety of organisations. Format of presentation mixed in with discussion kept it fresh."

Deputy News Editor, **People Management Magazine**

"It was **inspiring, sharing & comforting!**

Great to share and get feedback from learning professionals and let people experience the brand.

We are all novices with lots to learn and a need to share."

Training Manager, **Royal Caribbean (the Host)**

"It's **invigorating, thought provoking & inspirational.**

The discussion has been very inspirational and I have left with many, many ideas. Michelle and David have achieved so much. This has allowed me to consider so many other options for our delivery. Keep the Raids coming."

People Development, **Skipton Building Society**

"It was **inspirational, informative & interesting.**

The format worked well. Always good to attend sessions led by live case study and this is an inspirational one that you can see growth in. It is important to keep an open mind to trying new ways of doing things."

HR Director, **Ticketmaster UK**

"It was **honest, fun & reflective.**

What worked well for me was the personalised advice, the enthusiasm and the structure. It raised the question about how do we inject personality into our online offerings"

Laura Overton, **Towards Maturity**

"It was **informative, engaging & enjoyable.**

Excellent format. I still have a lot to learn but it is really enjoyable learning from the experiences of others.

Obviously the informatology logo sunk in!"

Marketing Manager, **University of Southampton**

Ten Key Points

a selection of suggestions and ideas from the hosts and raiders

1. When the need for e-Learning kicks in

e-Learning becomes highly attractive once your organisation is beyond a certain size, and delivering on-site group training becomes impractical. However, face to face training may always have a place; hence the appeal of the blend.

2. Engaging People at Face to Face Training

RCCL wanted their travel agents to “live the brand” even if they could not actually visit a cruise ship. So they arrange some ten events a year for around 100 participants a time. These events are high-energy highly participatory learning days with role play where people simulate setting up their own travel agency, culminating in their producing a 30 second video that gets shown at the end.

3. Attracting People to face to face training

To encourage participation in training RCCL also provides...

- A magazine with a free coffee sachet or lollipop attached, to encourage people to take the time out, relax and read.
- An area at Facebook, MySpace and Bebo where the training videos can be viewed, and people are rewarded for getting friends to join the group.

4. Engaging People in Online Learning

The e-Learning solution, created working with Frontpage in Scotland (see <http://www.frontpage.co.uk/img/rccl.pdf>) has been designed around the sailing metaphor and features an appealing mix of video, virtual ship tours, text and puzzles.

In the online Captain Zone, which can only be entered by people that have completed the e-Learning, they receive further training in 20 to 30 minute chunks. This includes blogs and vodcasts, interactive games and competitions.

The use of video and social networking is important as it gives students the chance to get to know you as people, and this is an important dimension especially in the context of the leisure industry.

- Testing knowledge in a format based on a recognisable TV game can attract great interest. RCCL have “Sale or no Sale”, for example.
- A raider mentioned that they now email people with embedded videos that look and run just like a YouTube video, and so are easy to activate.
- RCCL have a professional looking actor on video greeting people at the website – and keep this fresh by changing the message each week, from a stock of pre-recorded clips.
- Rapid e-Learning development can have its advantages, but you must weigh these against the likelihood of the data needing to be analysed in more sophisticated ways, that would benefit from a more strategic design at the outset.

5. Attrition

Despite the very engaging nature of the materials, there has always been a problem getting more than 50% of students to complete the e-Learning.

Suggestions included...

- The possibility that people who do not complete have nevertheless taken from the training as much as they want, in which case this might not in fact be a problem.
- Put out a survey where people report back how it has helped you get more business.

6. Personality & Social Networks

Use social networking as an alternative way of promoting and get a fan site. There is some admin. cost if you want to control who can see it. The RCCL audience is very Internet savvy and so a social network site is appreciated. Social n/w brings personality into the mix, bringing to life what might otherwise be a rather stagnant passive e-learning.

- Many companies are using Facebook and it is now legitimate, but many others still block its use
- Having blogging can engage managers to participate
- New entrants from schools and universities now expect social networking
- Publishing videos and news to the social network even a day before placing these at a general website creates a feeling of attachment and an interest.

7. Involving Managers

As mentioned above, managers writing a regular or a guest blog can help encourage their participation and interest.

Also running competitions for staff can attract the interest of managers keen that their teams not underperform.

8. Involving Students

- Let the students upload vodcasts about their own successes – possibly within the safety of their own company-zone to avoid giving away ideas to competitors
- Encourage travel agents to invite clients to give feedback about and upload vodcasts of their trips
- Find out most effective ways to design training by asking students, and by controlled comparison of the impact of different approaches on actual sales.

9. Flexibility

RCCL is trying out different training delivery methods to suit how different customers want to work. Examples are...

- Using WebEx to broadcast live interactive programs at unsocial hours – such as “Midnight Training”. It’s particularly popular with home workers that are too busy during normal working hours. This works well if it’s offered as a choice, not if attending at that time is made compulsory.
- In November 08 RCCL will be delivering training to groups of agents on a town by town basis in a parked PC Coach.

10. Venue

You cannot underestimate the impact of a great venue... see <http://www.myroyalcaribbean.co.uk>

From the original brochure...

About the Host

Royal Caribbean is a Norwegian-American cruise ship company based in Miami, Florida. With 20 ships in service and three under construction, Royal Caribbean Cruises Ltd. also operates Celebrity Cruises, Pullmantur Cruises, Azamara Cruises and has a stake in Island Cruises.

Royal Caribbean Cruise Line was founded in 1968 and its first ship, the Song of Norway, went into service two years later. Royal Caribbean received widespread global recognition when in 1982 it launched the Song of America, at the time the third largest passenger vessel afloat.

In 1999 the Voyager of the Seas, the line's newest and the world's largest cruise ship, entered service with much attention from the news media. Freedom of the Seas, launched in 2006 as the largest passenger vessel in the world, followed in 2007 with its nearly twin ship Liberty of the Seas, and most recently in 2008 with Independence of the Seas.

An even larger Oasis Class will be launched in 2009, guaranteeing Royal Caribbean the ship size lead for years to come.



About the Raid

This Raid looks at how a high-profile company is applying a blend of learning techniques to address a specific challenge, that of raising awareness for their brand in a competitive market.

Key elements of this successful blend are...

- An award-winning e-Learning program
- A residential bonding seminar
- A Web 2.0 online community

This Raid is for people interested in one or more of the following...

- E-Learning and blended learning
- Creating a learning community
- Training for Sales
- Networking with L&D colleagues

The stunning venue will contribute to a highly memorable and enjoyable day's learning.

For the RCCL training team's blog visit...

<http://cruisingforexcellence.zblog.co.uk/>



www.royalcaribbean.co.uk/independence_launch/

http://youtube.com/results?search_query=independence+of+the+seas

The Agenda for the Raid

Arrive at dockside - 09:30

Ship Tour

Exclusive escorted tour.

Welcome and Introductions

What has brought you here to this Raid today?

Raising Brand Awareness

The thinking behind the “Cruising for Excellence” training and how it is helping raise awareness of the RCCL brand in a competitive market.

The e-Learning Program

An award-winning approach to e-Learning whereby students progress through three distinct levels.

How the e-Learning solution was selected and created.

A demo of the materials.

Buffet Lunch

Seminar at Sea

About the residential week at onboard for travel agents, which forms the face-to-face part of the blended learning approach.

Social Networking

“The Captain Zone”. Using a web 2.0 online community to support and nurture ongoing connection after the training.

Summary and Feedback

Outstanding questions and views

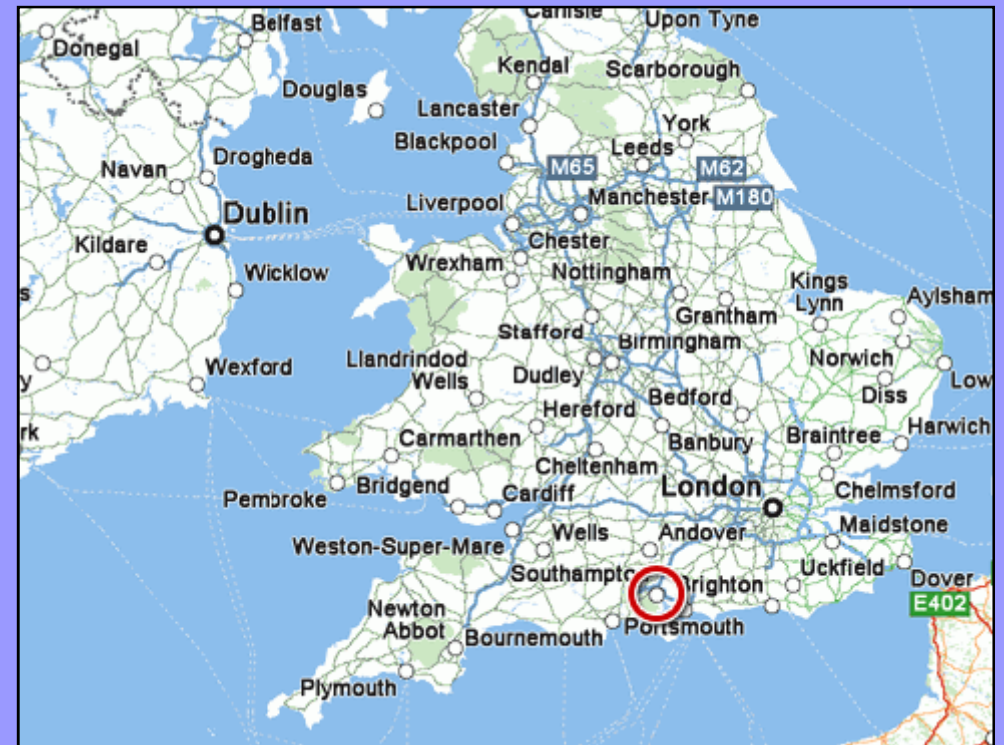
15:30 end

The Venue

The Raid takes place onboard the “Independence of the Seas” at City Cruise Terminal, Southampton SO14 3QN

Raiders will be required to bring a valid passport or photo driving licence with them for security purposes. Failure to do so will unfortunately result in boarding being declined. No exceptions can be made.

The optional ship tour involves a considerable amount of walking and climbing of stairs over a one hour period. Suitable footwear should be worn.



Fees

1. If you have recently* attended or are booked on an informatology conference or raid:-

- one place @ £400 [£470 with VAT]
- two places @ £800 [£940]
- a Forum Pack** or Pass** @ £1,200 [£1,410]

* within the last 30 days

2. If you have **not** recently* attended and are **not** booked on an informatology conference or raid:-

- one place @ £595 [£699.13]
- two places @ £995 [£1,169.13]
- a Forum Pack** or Pass** @ £1,395 [£1,639.13]

** The Forum Pack is four tickets, and the Forum Pass is one seat. Both may be shared across your contacts, and applied to any Forum conference or raid, subject to terms and availability. Call 020 8642 3980 for details.

This raid is considered most suitable for people responsible for Sales, HR, L&D and/or e-Learning; It is not open to participants from training vendor companies. Places are allocated on a first-booked basis, and are subject to acceptance by the host. Due to the nature of the venue there is a limited availability of places on this raid, and a very limited availability for second places from a single organisation. Bookings close not later than 15 September 2008, as passport IDs of raiders need to be provided to the host a month ahead.

Call 020 642 3980 to check availability.

To reserve your place email your participant details (name, job title, company, email, phone, passport #) and details for our invoice (address, p/o if needed, + are you paying by cheque, transfer or card) to services@informatology.com

Or book online by card at <http://rcclraid.eventbrite.com/>

The Raids Program

This Raid is one of a series of exciting, challenging and engaging experiential events arranged by the informatology Forum.

Raids offer unique insight gleaned direct from the hard-earned experience of practitioners that have discovered what works well and what does not. Candid “warts and all” living case studies with open interaction between informed peers.

Would you like to host a Raid?

Contact Stephen Citron on 020 8642 3980 or at stephen.citron@informatology.com to discuss.

All Raids listed at: www.informatology.com, click on *Forum* and select [conferences/raids]

Further information about Raids is at...

www.informatology.com/forum/informatology-Forum-Raids.pdf

Information about fees is at...

www.informatology.com/forumfees.pdf

DETAILS OF THIS RAID MAY BE SUBJECT TO CHANGE AT ANY TIME AND WITHOUT NOTICE

**insight
influence
impact**

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