



## **Booking Manager Summit Announces Plans for the 6th Edition of the Three-Day Event**

**Zagreb, Croatia, June 24th, 2024**

The Booking Manager Summit, the only conference dedicated to the yacht charter industry, proudly announces the 6th edition of its renowned three-day event.

Booking Manager Summit remains the premier educational event for charter professionals. Its ongoing mission is to provide a holistic approach to educating industry professionals in all aspects of business, including finance, customer experience, sales, marketing, and more. For three days, Zagreb becomes the capital of empowerment for big, medium, and small businesses alike to tackle market challenges.

Summit 2024 is expected to attract more than 500 charter professionals from 30 countries around the globe. The majority of the attendees will gather at the Hilton Garden Inn hotel from 6th-8th of November, while others from distant charter markets such as the Maldives, BVI, and the United States will join virtually through the immersive Booking Manager Summit app. The 6th edition has already announced some headliner speakers and experts in their respective fields who will merge their subject matter know-how with unique yacht charter industry challenges. Andy Morris, the Sales Conversion Strategist known for helping sales leaders enable their sales teams to increase conversions and the founder of the "Confessions of a Serial Seller" podcast, recently concluded a study where he interviewed the top 100 sales performers worldwide to understand their unique strategies for gaining an unfair advantage over their competitors. This November, he will share his findings with the attendees of Booking Manager Summit.

Alongside Andy, another fantastic speaker will share his insights on the Summit's stage, Donald C. Kelly, three times LinkedIn Top Voice in Sales, known for helping teams thrive in B2B sales and recognized by industry giants such as HubSpot. He will teach attendees how to use all available communication channels to deliver the right messages to audiences. To help attendees tackle the challenges of changing customer behaviour, Boris Šurija, one of the top talents in the field of business psychology in Europe, will introduce ideas on the use of language to increase conversions and customer experience.

Already announced Tax and Finance advisors Danijela Dobrić Stanović and Bojan Huzanić, along with audience favourites, Google Ads and Google Analytics experts Miroslav Varga and Zorin Radovančević, are only a few names that will grace the Summit's stage this November.

The program will once again provide a platform for all attendees to express opinions and concerns and provide solutions to industry-burning issues in the traditional Charter Operators and Agency Panels. This unique part of Booking Manager Summit always generates a lot of interest and unique perspectives. Last year's topics discussed included fair pricing strategy, price dumping, quality assurance, and industry commoditization.

In the Agency panel led by Barbera Yachting, Instant Sailing, and Tubber, audience member Ioannis Savvidis expressed, "We have to remove focus from the price war and focus on branding, unique selling points, advertising, and building trust. Focusing on prices only is a discussion that needs to stay in the past."

On the topic of client ownership, Bruno Kolovrat stated, "Even though the agent brought the client, a Charter Company is the one providing the service and ensuring customer satisfaction. We need to look at the end client as a shared client and unify with the objective of providing the best experience possible."

Considering the key takeaways from previous years, the upcoming panels for the Booking Manager Summit will undoubtedly be interesting. This has already been recognized by sponsors of the Summit, including European Insurance & Services (EIS), Istion Yachting, Athenian Yachting, NCP & Mare Charter, and many more.

Along with improving their skills, learning, and contributing to building the industry's future, attendees will have the opportunity to network and establish new partnerships in one of the many corners designed to encourage interactions, as well as to relax and have fun at the Summit's parties.

**For more information about the Booking Manager Summit and to register for the event, please visit:**

<https://www.bookingmanagersummit.com/>

**Media Pack download:**

<https://www.mmksystems.com/documents/bms-2023.zip>

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