



Booking Manager Summit 2020 raises the bar even more

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Booking Manager Summit 2020 will be taking place from 16th till 18th November in Westin hotel in Zagreb, Croatia for those that wish to be physically present, as well as virtually for those unable to travel. The event will remain focused on education and providing precious information, insights and advices by world-leading experts in sales, marketing, web content, SEO, customer relations and many more

Sharing knowledge is an imperative in any industry and as a unique and luxury product, yacht charter needs standards in order to reach the next level. With this in mind Booking Manager, the world's leading online booking system for yacht charter, created Booking Manager Summit in 2019.



The Summit is first ever educational conference for yacht charter and in its premier event last November it gathered more than 400 charter professionals from 20 different countries in a single location, Westin hotel in Zagreb with a conference area of four parallel lecture halls and one large business networking space. Visitors had a unique opportunity to learn how to take modern skills and trends in marketing, sales and other areas and apply them to yacht charter. World renowned professionals and speakers such as Daniel Disney and Scott Gould shared their knowledge in set of lectures and interactive workshops.

Virtual Visitors will have all of the key advantages that real life visitors will have, such as real time participation in all of the Workshops as well as live interactions and discussions with speakers and networking with other participants via video or text chat

Topics ranging from advanced online marketing and engaging the customer emotionally all the way to how to take quality photographs of boats and education on tax rules in different destinations were covered. The main idea was to take the knowledge used in other industries and apply it to yacht charter. Conference was additionally a great opportunity to directly network, exchange experiences and to take part in industry transforming Panels and discuss burning issues and industry hot topics. Inspired by the fantastic feedback in 2019, Booking Manager Summit decided to raise the level and extend the event to three days for 2020.

Summit will continue with its goal to establish a tradition in education of yacht charter industry and provide a richer set of Workshops from more speakers and cover more advanced topics together with basic knowledge, so it will be a perfect continuation for visitors that attended the first event as well as excellent starting point for newcomers. At the same time, it will be an ideal place to meet new partners and speakers and conduct one on one meetings virtually or in real life.



Booking Manager Summit 2020 will be taking place at the same space for one additional day from 16th till 18th November in Westin hotel in Zagreb, Croatia for those that wish to be physically present, as well as virtually for those unable to travel. The event will remain focused on education and providing precious information, insights and advices by world-leading experts in sales, marketing, web content, SEO, customer relations and many more. First rate virtual participation ability will be available to visitors unable to travel. Global events in 2020 made this decision natural considering the uncertainty that followed and prioritizing personal safety.

Virtual Visitors will have all of the key advantages that real life visitors will have, such as real time participation in all of the Workshops as well as live interactions and discussions with speakers and networking with other participants via video or text chat. Virtual experience will provide just as much value as the physical Summit with the help of the latest technology and some unique interactive features.



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