

2016 GUEST Awareness Day



G.U.E.S.T.

PROGRAM





GUEST. PROGRAM

GUEST Awareness dates for 2016
14th May 2016
24th June 2016
17th November 2016

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What is GUEST



Guidelines for Unified Excellence in Service Training



The PYA GUEST program is a **training and certification platform**, designed by the yachting sector, to ensure a better quality of service and hospitality to owners and guests.

The GUEST program is there to inspire, educate and support current and future Stewards and Stewardesses working in the interior department of the luxury Super Yacht sector.

The GUEST program is a progressive learning platform to further careers and fill the gaps in skill sets from Chief, Senior and Junior levels

The GUEST program is designed by professionals in the yachting community and interior departments, to be progressively shaped and moulded by trends and owners expectations, through feedback and consultation, so that we can have the best interior department the yachting sector has ever had.

Industry recognised as the global training standard for Interior Superyacht crew

PYA are the only **Yacht Crew** representation within the Yachting sector, and deal with many issues from Sea Service verification, crew contracts, training requirements, policy decisions and much much more....

The PYA GUEST program was launched 3 years ago, following a 5 year development, to cater for the bespoke high end yacht training that had been missing within the Interior Departments on-board.

PYA has accredited over 20 Training Schools worldwide to offer the PYA GUEST training.

Globally we have over 4000 GUEST approved certificates issued to crew who have been through the training.

PYA are committed to actively attend and host seminars and events to showcase the value of the GUEST program.

The PYA

PYA is a not for profit Association based in France,
with worldwide representation through
volunteering offices across the globe.



Dear Partner

The PYA is looking to galvanise support from the whole industry to acknowledge that, without properly-trained and professional “front line” crew, the show can fall apart.

Whilst millions of dollars and euro are spent on all other facets, the fundamental aspect of undergoing interior crew training - which essentially creates the owners’ and guests experiences, has been left up to individuals who are often not experienced enough to decide whether or not they need to develop their skills further.

If we want a comprehensive professional industry we must ensure that those individuals who are expected to provide “excellence in service” are encouraged and fully supported in being able to develop their skills to the highest possible standard.

The PYA is seeking support & influence from all the industry Associations and major companies to create a standard of service, through training in the GUEST program that will raise the skill levels to match the excellence of what are “floating bespoke hotels”.

If there is little or no desire to create this industry-led standard, interior crew will not see the necessity in investing in interior crew training programs. If the demand does not come directly from the industry professionals who represent the Yacht Owners, in particular, then we will continue to struggle to find and develop the right kind of professionals to join and stay in our industry.

The industry continues to attract too many back-packers and seasonal workers who do not want to invest in professional development. If we can create, in prospective interior crew members, a mind-set which focuses on the provision of hospitality and service to the highest of standards (such as the hotel, private aviation and other hospitality sectors) we will attract a more focused and professional intake of interior crew to our industry - and this is exactly what Yacht Owners and Charter guests alike expect and deserve.

We therefore ask that YOU, as major players in the Superyacht industry, do your utmost within your capacities as Owners’ Representatives to lend your financial support to the GUEST program.

It is essential for us to have the necessary funds available to enable us to fund the popular and informative GUEST Awareness Workshops, so we can reach out to the Owners representatives and Charter Broker community with a positive message for endorsing the relevance and necessity of this training, so that “Excellence” in the interior department becomes a matter of fact.

Kindest Regards,
Joey Meen
Director of Training & Certification
On behalf of the Professional Yachting Association
www.guest-program.com | + 33 (0) 6 15 27 02 36

Letter from the PYA

“ Heads of the yachting sector understand that if want a comprehensive professional industry we must ensure that those individuals who are expected to provide “excellence in service” are encouraged and fully supported in being able to develop their skills to the highest possible standard “

Joey Meen | PYA Director of Training and Certification.

1. The Aim

The aim of the Awareness for Industry Workshop is to inform the attendees about the benefits of the GUEST Program as well as demonstrate the level of training involved, including some of the practical elements taught, issues arising from non-trained crew and also to gain essential feedback so that PYA can continue to focus on the training needs of this department.

2. The Why

It is vital that as an Association the PYA ensure that the top echelons of our sector have a full understanding and awareness of the high-end education being offered and how it could positively and/or negatively affect their clients.

3. The Who

Showcased by our team of GUEST Approved Trainers from all over the world, we host a variety of fun and interactive workshops throughout the day, including the diversity of service styles, importance of etiquette and crew / guest interaction, management skills, food safety awareness and of course a wine workshop as well.

GUEST Awareness days

The GUEST “Awareness days” are aimed at high profile industry professionals, who deal with the interior department directly.

“One of the main goals of SYBAss is to elevate the level of professionalism throughout the superyacht industry, and professional training and qualifications play a vital role in achieving this.

SYBAss is therefore pleased to support the GUEST programme, recognising as we do that the first-class yachts built by our members are only enjoyed to their full potential when operated by a first-class crew.”

*Theo Hooning |
Secretary General SYBAss*

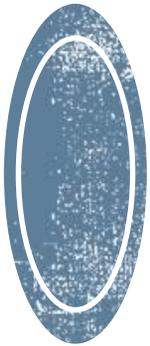


"We need to raise the industry and owner expectations so that only the best is accepted"

"Great range of topics covered from the technical to the practical
- both classroom and interactive"

"Much more interesting than expected, it definitely exceeded my expectations"

"I didn't realise there was so much involved in interior training"



"Outstanding insight to GUEST in perfect facilities"

"I have already pushed to increase training budget for interior department on-board following this workshop"

"It's hard to understand why this training has not been there before"

"Currently many people feel that the level of interior training is ok, however there are obviously a lot of pitfalls and this Awareness Day has highlighted quite a few"

"I will be reminding people that this industry is about the owner – so crew managers and brokers won't let their crew get away with mediocre service"

What people say after attending our G.U.E.S.T. Awareness days:

How can
YOU
help?



Funds required to facilitate & promote the GUEST Awareness days

- ✓ Sustenance & travel expenses for GUEST Trainers
- ✓ Provisions for the Clients invited to the Awareness day
- ✓ Marketing; including promotion (website & social media), invitations, flyers, and handouts

Please let us know which of the packages you wish to sign up for to assist with the sponsorship.

The benefits:

Sponsorship Packages What's included?	Bronze	Silver	Gold
GUEST Website: Home page: ADVERT Front page space for company advert - logo with link - for three months during and after the event.	✗	✗	✓
GUEST website and social media : Coverage regarding your support to the event	✗	✗	✓
Yachting Matters PYA supplement: Listed as a supportor to the event	✗	✗	✓
GUEST Website: Events pages: Your company logo with link	✗	✓	✓
Exposure of your promotional material: Brochures, banners, promo items displayed at the GUEST event	✗	✓	✓
Option to add promotional material to 'goody bags' given to attendees.	✗	✓	✓
GUEST Website: Sponsors pages: Listed as a GUEST supporter of CPD and training	✓	✓	✓
Your logo displayed on the invitations and handouts	✓	✓	✓
From:	500e	1000e	2500e