



# THE ANNUAL SUPERYACHT BROKERS' SEMINAR

**Monday 7th February to Wednesday 9th February 2011  
at the Holiday Inn, St-Laurent du Var, Nice, France**

**Featuring analysis and round table discussions that include charter, yacht management and sales and purchase.**

Seminar programme highlights include:

- An Introduction to the Superyacht Industry
- Analysis of the MYBA Charter Agreement
- An overview of communications, customer care, business and ethics
- Examination of what is involved in Superyacht management
- Networking with fellow brokers and exchange of ideas in Q&A sessions
- Learning the essentials of maritime law and Superyacht finance

Speakers from major brokerage, management and finance houses including Burgess, Ocean Independence, Camper & Nicholsons, Hill Robinson and more...

Your registration fee is fully inclusive of two nights' accommodation and includes all meals.

Hosted by



Strictly Limited to

**32 Places**

Fee Inclusive of 2 Nights'  
Hotel Accommodation

For further information visit

[www.maritimetrainingacademy.uk.com](http://www.maritimetrainingacademy.uk.com)

Call **Lucy Russell** on +44 (0)23 9252 4490

or email [info@maritimetrainingacademy.uk.com](mailto:info@maritimetrainingacademy.uk.com)



# THE ANNUAL SUPERYACHT

## WHY YOU SHOULD ATTEND

This annual three day seminar is organised in association with MYBA and takes place in the idyllic setting of Nice in the South of France.

The seminar will gather together a panel of leading industry experts who will guide participants through three intensive and highly interactive days of analysis, debate and practical case studies on all aspects of Superyacht broking.

A comprehensive programme offers you an excellent chance to improve and expand on your knowledge and actively participate in practical project work within case study groups. The delegate numbers are strictly limited to 32 places to assist Q&A sessions, panel discussions and to ensure that all delegates can maximise the benefits gained from their practical case work and networking opportunities.

Take advantage of your opportunity to learn from leading experts and network with both existing and new entrants to the Superyacht broking field. As numbers are restricted it is highly recommended that you register early to avoid disappointment.

## WHO SHOULD ATTEND?

Past Superyacht broker seminars have included a wide range and level of participants covering new and aspiring brokers, brokers already working within the industry looking to refresh and build on their knowledge and experience along with participants from other sectors including Superyacht captains, equipment suppliers and boatbuilders.

## PAST PARTICIPANTS INCLUDE

Burgess, Hill Robinson, Ocean Independence, Watkins Yacht Management, Sunseekers, Camper & Nicholsons, Engel & Völkers, Cape4 Yachting, Royal Oceanic, Frasers, Princess, Boat Bookings, Ancasta Yachts, Edmiston, Private Sea Yachting, Praxis Yachts.

### Delegate Fee Inclusive of Accommodation

Your delegate fee is wholly inclusive of two nights' accommodation in addition to meals and refreshments during the course of the seminar. All attendees will be expected to be in the hotel for the full three days as task work on the first and second evening will preclude any other commitments.

## DAY ONE

**Monday 10th May 2010**  
**9.00-18.00 The Chartering Process**

### Introduction to the Industry

- Historical development of the industry over the last 50 years
- Overview of the industry and its geography
- Overview and history of MYBA
- Overview of the different types, styles and designs of Superyachts
- Yacht construction and equipment
- Indication of future trends  
*Jonathan Beckett, Burgess*

### Charter Process

- Overview of Chartering
- Charter Broker Network
- Commercial background to chartering a yacht
- Relationships between the central agent and other related brokers
- The MYBAnet and its impact on chartering
- What qualifies for a 'win' for an owner, charter client and broker?
- Impact of the crew on a successful charter  
*Speaker to be advised*

### Maritime Law and Charter Contract

- Historical background to the MYBA charter agreement
- Investigation of the primary clauses and how they impact the agreement
- Investigation into the impact on specific scenarios
- Brief review of the terms of other charter agreements
- Review of common 'Optional Terms' that may be applied  
*Richart Coles, HBJ Gateley Wareing LLP*

### Communications, Customer Care, Business and Ethics

- The basics of good communication
- The keeping of client records, follow-up good practices, data protection
- The use of specific events, yacht promotions, shows etc to improve customer relations
- Differences in customer relations in the three main areas of charter, sales and purchase and yacht management
- Review of what is meant by the term 'ethics'; consideration of differing views within different cultures; including a review of diversity in deeming what is 'acceptable'  
*Speaker to be advised*

- **Q&A Session**
- **Explanation of Task 1**
- **Team Task 1**

All delegates will be placed in groups to work on the Team Tasks which will take place in the evening of Day One and Day Two.



*Attending the MYBA Superyacht seminar was akin to being privy to secrets only experienced professionals who are at the top of their game can share. I walked away with a wealth of information and insight into the yachting industry as a cohesive whole.*

**K. Drenckhahn, Nautors Swan**



# BROKERS' SEMINAR

## DAY TWO

Tuesday 11th May 2010  
9.00–18.00 Management of Superyachts

### Discussion on Task from Day 1

#### Superyacht Management

- Scope of 'management' in a Superyacht
- Responsibilities of a Management Company ashore
- Safety Management and the ISM code
- Standing Orders, and other appropriate documentation
- Security - Port Security Regulations (ISPS)
- Interior Management and Catering
- Diving, Toys and charter guests
- Financial Policy and disciplines, VAT, Money Laundering & Escrow

*Timon Fisher, Fraser Yachts*

#### Personnel

- Crew structures, sizes, positions, roles, qualifications and experience
- Crew recruitment, retention, and termination
- The Captain, legal responsibilities and liability
- Management of the crew on board
- Crew training
- Procedures on change of owner, change of Captain

*Hill Robinson*

#### Superyacht Finance

- Sources of finance
- Advantages/disadvantages
- Percentages and drawdowns
- Contractual documents
- Impact on brokers

*Gillian Keeler & Stewart Dick, Arbuthnot Latham & Co. Ltd*

#### Advertising and Promotion

- Background to Advertising and Promotion
- Investigation of media options available
- Review of key publications and their impacts
- Payment vs. editorial; how to get editorial
- Yacht/Boat/Charter show stands etc
- Impact on the yacht and availability of vessel for publicity purposes
- Production of yacht brochures
- Differences of approach depending on charter or sale/purchase

*Camper & Nicholsons International*

- Q&A Session
- Explanation of Task 2
- Team Task 2

## DAY THREE

Wednesday 12st May 2010  
9.00–18.00 Presentation of Team Projects

### Discussion on Task from Day 2

#### Sale and Purchase and the MYBA Memorandum of Agreement

- Overview of the Superyacht Market and Broker Network
- How a yacht is actually listed and who inputs to the process
- Commercial background to selling/buying a yacht, financing implications for purchase
- The MYBAnet and its impact on sale/purchase
- Specific legal issues involved in sale/purchase including VAT, Flag, title, etc.
- What would qualify for a 'win' for seller, purchaser and broker(s)?
- Mechanics of the actual sale
- Historical background to the MYBA S&P MOA
- Review of the underlying principles and strategy of the MOA and the most significant clauses
- Investigation into the impact on specific 'challenging' scenarios
- Review of common 'Optional Terms' that may be applied  
*Ocean Independence*

#### Sea Trials and Surveys

- When/why are sea trials or surveys required on a Superyacht?
- Different types of trials/surveys
- Preparation for and conduct of sea trial(s) and surveys
- Reports and their impacts

*Ian Biles, Maritime Services International Ltd*

#### Final Questions, Farewell and Depart

The seminar will be conducted in English. Seminar content and speakers may be subject to change.



MYBA is a trade association founded in 1984 by a group of prominent yacht brokers with the aim of promoting standards of professionalism and ethics in the yachting industry throughout the Mediterranean and worldwide.

*“I found the seminar very interesting and extremely useful. I highly recommend this seminar to those who wish to gain an overall detailed and deeply informative outlook of the yachting world.”*

N. Rogers, Cape4 Yachting

*“A very balanced mix of theory and practical advice directly from the most prominent yachting personalities. Well organised and conducted at a very convenient venue. Great success both socially and professionally.”*

Z. Abery, Ancasta

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# APPLICATION FORM

## 5 EASY WAYS TO REGISTER

- 1 CALL** +44 (0)23 9252 4490
- 2 EMAIL** info@maritimetrainingacademy.uk.com
- 3 WEB** www.maritimetrainingacademy.uk.com
- 4 FAX** +44 (0)23 9252 4498
- 5 POST** Maritime Training Academy, 1 Stone Lane, Gosport, Hampshire, PO12 1SS

Please fill out this form using black ink and BLOCK CAPITALS

## DELEGATE DETAILS

(Mr/Mrs/Ms/Capt/Other) .....

Family Name .....

Forename .....

Company Name (If employed) .....

Job Title .....

Contact Tel. No. ....

Email .....

Address .....

.....

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Post/Zip Code .....

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Mobile .....

Email .....

Please select one of the following criteria:

- My company is a MYBA member
- My company is applying to become a MYBA member
- I have previous experience in the professional yachting industry with a desire to become a yacht broker working for a registered MYBA company
- I have been referred by a MYBA member.

Company name .....

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Hosted by



## PAYMENT DETAILS

I would like to attend

- Seminar: Monday 7th February-Wednesday 9th February 2010 to be held at the Holiday Inn, St-Laurent du Var, Nice, France.

The cost for the 3 day seminar is **£1,650.00**

Signed .....

Date .....

Please charge my credit card

- VISA  MASTERCARD  AMEX

Card Number .....

Expiry .....

Security Code .....

Card Holder's Name .....

Date .....

Billing Address .....

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Where did you hear about the seminar?

- MYBA  Email  Website  Advertisement
- Referred by .....
- Other .....

### Terms and Conditions

**Registrations** can only be accepted by completing the application form. You will receive acknowledgement of booking within 48 hours of receipt. If you fail to receive anything, please contact us on +44 (0)23 9252 4490.

**Provisional Bookings** Please contact info@maritimetrainingacademy.uk.com to make a provisional booking. To secure your place written confirmation must be received within 7 days of the provisional booking being made.

**Payment** must be received prior to attending the seminar. The seminar fee includes all lecture sessions, two nights' accommodation, meals, refreshments and documentation. Extra nights requested are payable by the delegate on checkout of the hotel.

**Joining instructions** Delegate handbooks, directions and hotel information will be sent no later than 5 working days prior to the seminar.

**Cancellations and Transfers** Please note, we always endeavour to accommodate our delegates requests, however, most of our courses have limited numbers to maximise the interactivity between delegates and tutors. Cancellations or transfers at short notice cause inconvenience and may jeopardise the commercial viability of a course. For this reason we are obliged to charge the following administration fees or surcharges:

Cancellations made up to 21 days (i.e. 3 weeks) or more before the course date will be refunded less a 20% administration fee.

Cancellations made within 21 days of the course date will be subject to the full course fee and no refund will be given.

Requests to transfer to a later course date will be subject to a surcharge of 25% of the course fee if request is made within 21 days of the course date that was originally requested.

- All cancellations and requests for transfer must be in writing and either sent via email, fax or post.
- The transfer option only applies to delegates who are transferring to a different date for the same course.
- The option to transfer can be used only once, after which non-attendance will be treated as a cancellation and all outstanding invoices will be due.
- We cannot automatically guarantee a place on the next scheduled course date.

Delegate substitutions can be made at any time without incurring penalty.

**Amendments to Programmes** Maritime Training Academy reserves the right to cancel or modify any training event in its programme. In the event of a cancellation where an alternative cannot be provided, payment received in respect of that course will be refunded in full. Maritime Training Academy, are not liable for any costs incurred by delegates in connection with their attendance. This contract is subject to English Law.

By completing and returning the registration form delegates are agreeing to be bound by the cancellation terms and conditions of registration.

Data Protection: We would like to keep you informed of MTA's products and services. However, if you specifically do not wish your details to be used, please tick here