

# APPLICATION FORM

12TH MYBA SUPERYACHT BROKERS' SEMINAR



## 4 EASY WAYS TO REGISTER

- 1** Call: +44 (0)23 9258 0395
- 2** Email: [info@thetrainingacademy.net](mailto:info@thetrainingacademy.net)
- 3** Web: [thetrainingacademy.net](http://thetrainingacademy.net)
- 4** Post: E3 - E5 Heritage Business Park, Heritage Way, Gosport, Hampshire, PO12 4BG

## DELEGATE DETAILS

(Mr/Mrs/Ms/Other): \_\_\_\_\_

Family Name: \_\_\_\_\_

Forename: \_\_\_\_\_

Company Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Contact Tel. No: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Post/Zip Code: \_\_\_\_\_

Mobile: \_\_\_\_\_

Please select one of the following criteria:

- ☐ My company is a MYBA Member
- ☐ My company is applying to become an 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: \_\_\_\_\_

Where did you hear about the seminar?

- ☐ MYBA ☐ Email ☐ Website ☐ Advertisement

Referred by \_\_\_\_\_

Other \_\_\_\_\_

## PAYMENT DETAILS

The cost of the three day seminar is £1,650.00 for MYBA members, £1,850.00 for non-MYBA members. (+VAT at standard rate if applicable)

- ☐ I would like to pay in full
- ☐ To secure my place on the seminar I would like to pay a £250.00 non-refundable deposit (balance due no later than Wednesday 1 February 2017)

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Please charge my credit card:

- ☐ Visa ☐ Mastercard ☐ Invoice

Card Number: \_\_\_\_\_

Expiry: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## TERMS AND CONDITIONS

**Registrations** can only be accepted by completing the application form. You should receive acknowledgement of booking within 48 hours of receipt. If you fail to receive anything, please contact us on +44 (0)23 9258 0395.

**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 28 days (i.e. 4 weeks) or more before the course date will be refunded less a 20% administration fee. Cancellations made within 28 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 28 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 are at the discretion of The Training Academy Ltd. The seminar will be conducted in English.

**Amendments to Programmes** The Training Academy Ltd reserve 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. The Training Academy Ltd, 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 The Training Academy's products and services.

However, if you specifically do not wish your details to be used, please tick here: ☐

# 12TH MYBA SUPERYACHT BROKERS' SEMINAR



## WEDNESDAY 1 MARCH TO FRIDAY 3 MARCH 2017 - ST-LAURENT DU VAR, NICE, SOUTH OF 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
- Analysis of the MYBA Sales Agreement
- An Overview of Communications, Customer Care, Business and Ethics
- Examination of What is Involved in Superyacht Management
- VAT and Yachts
- Ownership Structuring and Finance
- Personnel and Training
- Chartering from a Captain's Perspective
- Networking with Fellow Brokers and Exchange of Ideas in Q&A Sessions

Speakers from major brokerage, management and finance houses including Burgess, Camper & Nicholson, Dubois Yachts, Hill Robinson, Northrop & Johnson, YPI and more.

Your registration fee is fully inclusive of two nights' accommodation and includes all meals and refreshments throughout the duration of the seminar along with a copy of the seminar presentations and a certificate of attendance.

### HOSTED BY



For further information visit:

[www.thetrainingacademy.net](http://www.thetrainingacademy.net)

Call Lucy Russell on +44 (0)23 9258 0395  
or email: [info@thetrainingacademy.net](mailto:info@thetrainingacademy.net)

Strictly limited to  
**32 Places**

Fee inclusive of 2 Nights'  
Hotel Accommodation



# 12TH MYBA SUPERYACHT BROKERS' SEMINAR

## 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 and brokers already working within the industry looking to refresh and build on their knowledge and experience.

## 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, YPI, Bernard Gallay, Y.CO, Northrop & Johnson, Dubois.

## 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.

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## DAY ONE - WEDNESDAY 1 MARCH 2017

### 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

### Charter Process

- Overview of chartering
- Charter broker network
- Commercial background to chartering a yacht
- Relationships between the central agent and other related brokers
- The YACHTFOLIO 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

### Team Task

- Commercial vessel exemption
- French commercial yacht exemption
- Spanish Matriculation Tax
- Commercial yachts in Italy
- Sales of Superyachts
- Importing a Superyacht
- Exporting a Superyacht

### The MYBA Charter Agreement

- 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

### • Q&A Session • Dinner • Networking

All delegates will be placed in groups to work on the Team Tasks which will take place on Day One and Day Two. The seminar will be conducted in English. Seminar content and speakers may be subject to change.

“An extraordinary course, the knowledge gained is next to none and totally exceeded all expectations. I am incredibly excited to become a MYBA member and hopefully be involved in assisting with the progression in the years to come. Thanks to all involved, I am exceptionally grateful for everyone's time and knowledge.”

Michael Reyburn, Roccabella Yachts Ltd.

## DAY TWO - THURSDAY 2 MARCH 2017

### The MYBA Sales Agreement

- General background to yacht sale and purchase
- Completion of the MOA
- Key points
- Possible problems
- Resolution of disputes

### 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 YACHTFOLIO 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 sale and purchase 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

### Ownership Structuring and Finance

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

### Team Task

### 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

### Surveys and Sea Trials

- 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

### • Q&A Session • Dinner • Networking

“A wonderful way of getting a detailed overview of the Superyacht Industry”

Claudia Llado, Charterdart.com

## DAY THREE - FRIDAY 3 MARCH 2017

### Team Task Presentations

### 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

### Chartering from a Captain's Perspective

- Itinerary
- Gratuities
- Safety briefing
- Social responsibility
- Confidentiality
- Ethics

### Team Task Presentations

### MYBA

- What is MYBA?
- Qualifying for corporate membership
- Qualifying for individual membership
- MYBA/AYSAS committees
- MYBA objectives
- Latest developments

### 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'

### • Final Questions, Farewell and Depart



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.

“For only just 3 days you will learn about all the different departments in the industry in a brief overview. Definitely do it!!!”

Chris Gregory, YPI.