



The annual Superyacht Brokers' Seminar

- Featuring analysis and round table discussions that include charter, yacht management and sales & purchase

Monday 10th May to Wednesday 12th May 2010

Holiday Inn, St. Laurent du Var, Nice, France



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 and Management Companies including:

Burgess, Ocean Independence, YPI, Fraser Yachts and more...

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

www.mpigroup.co.uk/event-management

Call Lucy Pavia on +44 (0) 1252 732220 or email lucy.pavia@mpigroup.co.uk

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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, Thierry Voisin, Sunseekers, Camper & Nicholsons, Engel & Völkers, Cape4 Yachting, Royal Oceanic, Frasers and Hill Robinson.

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.

"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**

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 Gately 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';

David Legrand, Fraser Yachts and Thierry Voisin, Voisin Partnership

- 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.

"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

DAY TWO

Tuesday 11th May 2010

9.00–18.00 Management of Superyachts

DAY THREE

Wednesday 12st May 2010

9.00–18.00 Presentation of Team Projects

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 onboard;
- Crew training;
- Procedures on change of Owner, change of Captain.

Andy Williams, 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.

Laurent Perignon, Camper & Nicholsons International

Q&A Session

- Explanation of Task 2
- Team Task 2

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.

Speaker to be advised

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.

MYBA Superyacht Brokers' Seminar

Application Form

HOTEL INFORMATION:

Holiday Inn, St. Laurent du Var, Nice, France

5 Easy Ways to Register

- 1 FAX:** +44(0) 01252 732221
- 2 POSTAL:** MPI Group, Peel House, Upper South View, Farnham, GU9 7JN, England
- 3 EMAIL:** lucy.pavia@mpigroup.co.uk
- 4 CALL:** +44(0) 1252 732220
- 5 WEB:** www.mpigroup.co.uk

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 _____

Email _____

Address _____

Post/Zip Code _____

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: _____

Payment Details

I would like to attend

- Seminar: Monday 10th May – Wednesday 12th May 2010 to be held in Nice

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

Signed _____ Date _____

Data Protection: We would like to keep you informed of MPI Group's products and services and may also from time to time make your details available to carefully screened companies who may be of interest to you. However, if you specifically do not wish your details to be used, please tick here

Please charge my credit card;

VISA MASTERCARD AMEX

Card Number _____

Expiry _____ Security Code _____

Card Holder's Name _____

Date _____

Billing Address _____

Terms and Conditions

Fee: This includes all lecture sessions, 2 nights accommodation, meals, refreshments and documentation. Extra nights requested are payable by the delegate on checkout of the hotel.

Booking Information: You will receive acknowledgement of booking within 48 hours of receipt. If you fail to receive anything, please contact us on +44 (0)1252 732220

Cancellations: It is regretted that cancellations will not be refunded. However, substitutions are welcomed. The programme and speakers are subject to change. In the unlikely event of the seminar being cancelled, the hosts, MPI Group are not liable for any costs incurred by delegates in connection with their attendance. This contract is subject to English Law.

Where did you hear about the seminar? MYBA Email Referred by: _____
 Website Advertisement Other: _____



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