



**COLLEGE OF DUPAGE is a CLIA-approved Learning Center!**



**This activity is sponsored by the**  
**College of DuPage Travel and Tourism Program**

**Earn your ASSOCIATE CRUISE DEGREE (ACD) at COD!!**

**November 1-3, 2007 Thur - Sat\***

College of DuPage's Travel and Tourism Program, in conjunction with Cruise Lines International Association (CLIA), is offering a great opportunity for our students and interested travel professionals. After completing fifteen hours of classroom instruction, students would earn the **CLIA Associate Cruise Degree (ACD)\*** designation, which represents the successful completion of 80 credits of **CLIA** training or 80% of the Accredited Cruise Counselor (**ACC**) designation. The remaining 20% of the **ACC** designation entails: 1) acquiring six months of full time employee status with a **CLIA** travel agency; 2) selling fifteen (15) cabins within a twelve consecutive month period during **ACC** enrollment, 3) experiencing two personal cruises, one of 2 – 6 days in length and one of 7+ days in length on different **CLIA** member lines; and 4) accomplishing three ship inspections.

\*The **ACD** is valid indefinitely and it is possible to complete the last 20% of the **ACC** at any time in the future. (**ACC** requirements are subject to change).

**THE TRAINING:**

**\*Thurs, November 1<sup>st</sup> - 9:00am to 4:30pm – Berg Instructional Building (BIC) room IC1J**

**Fri, November 2<sup>nd</sup> - 9:00am to 4:30pm - Berg Instructional Building (BIC) room IC1J**

**Sat, November 3<sup>rd</sup> - 9:00am to 12:00pm - Berg Instructional Building (BIC) room IC1J**

CLIA will present five classroom programs worth 15 credits each, over a period of three days. Attendance at **all** seminars would earn an additional five credits for participation, equaling a total of 80 credits for the period of instruction. After paying the fee and successfully passing the testing associated with each of the courses, participants would receive an Associate Cruise Degree. Credits and a certificate of completion are awarded by the CLIA Testing Center upon achieving a passing grade on the Certification examinations. Upon active employment with a CLIA designated agency, and a letter from the owner or manager that the applicant has completed six months of full time employment, accomplished the required ship inspections, and sold 15 CLIA Member Line cabins, the ACD may apply for an ACC designation. The ACD designation would be accepted as completion of the ACC mandatory and elective classroom or home study requirements.

## The classes presented would be:

**Thurs, November 1<sup>st</sup> - 9:00am to 12:00pm #1. CRUISE VACATIONS - AN INTRODUCTION (028)** This seminar is a comprehensive overview of the tools required to successfully sell cruise products, identify motives, apply strategies introduced to increase cruise sales, match clients with the right cruise product, and apply "insider" secrets to selling the cruise experience.

**Thurs, November 1<sup>st</sup> - 1:30pm to 4:30pm #2. PRINCIPLES OF PROFESSIONAL SELLING (029)** Geared toward the front-line counselor, who has experience, but wants to sharpen their sales skills. The seminar will enable participants to: recognize the five essential steps of the sale, qualify a client, overcome the most common barriers to the cruise sale, add value to every sale and employ strategies to get and keep the business and tips to refine your telephone sales skills.

**Fri, November 2<sup>nd</sup> - 9:00am to 12:00pm #3. POWER SELLING TECHNIQUES (030)** This seminar focuses on methods to boost cruise sales. Implement the "forgotten" steps of sales that can have a huge effect on your closure rate, apply super skills that can make your job easier and produce remarkable results, and become a superstar salesperson.

**Fri, November 2<sup>nd</sup> - 1:30pm to 4:30pm #4. CRUISING-KNOWING THE WORLD YOU SELL (015)** This seminar will enable the participant to master cruise related geography from a travel sales perspective. This is a highly participatory workshop, with all major cruise areas reviewed and extensive application of the information presented.

**Sat, November 3<sup>rd</sup> - 9:00am to 12:00pm #5. PSYCHOLOGY OF SELLING (018)** This program will show you how to read your customers and sell from their perspective. Participants learn how to uncover hidden client needs, apply quality service, reinforce client loyalty and customize their sales techniques to different types of cruisers. You will learn the ten fundamentals to building and maintaining client loyalty in today's world.

## THE COST:

The regular cost of each CLIA course is \$30.00 or \$150.00 for five courses. All students would be enrolled under COD's CLIA number and would be required to pay an application fee and it would cover the entire cost of all five courses. This fee is for the inclusion of the student in the database, the processing and notification of exam grades and the granting of the ACD certificate.

\*Checks can be made payable to College of DuPage and major credit cards will be accepted.

For any questions or concerns, please contact:

**Joanne M. Giampa, MS, CTC, CTIE .....Travel & learn!**  
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College of DuPage,  
425 Fawell Blvd, Glen Ellyn, IL 60137-6599  
Phone: 630-942-2556 Fax: 630-858-7263  
email: [giampa@cod.edu](mailto:giampa@cod.edu)  
website: <http://www.cod.edu/Travel>

**Here is the overview map to get to COD's campus . . .** [http://www.cod.edu/Maps/Map\\_Loc.htm](http://www.cod.edu/Maps/Map_Loc.htm)

**Here is the campus map . . .** (we're in the Berg Instructional Center).  
[http://www.cod.edu/Maps/Map\\_Camp.htm](http://www.cod.edu/Maps/Map_Camp.htm)

**Here is the Berg Instructional Center map . . . . .** [http://www.cod.edu/Maps/PDF\\_maps/IC\\_1.pdf](http://www.cod.edu/Maps/PDF_maps/IC_1.pdf)



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Check off what you are interested in and include a check made payable to **College of DuPage**.

Major credit cards will also be accepted. Each seminar is worth 15 CLIA credits and will cost \$30.00 for each course. However, if all five courses are taken, then the student will earn 80 CLIA credits and the series will cost only \$70.00 per person. Plus if the series is **paid in full by October 15<sup>th</sup>, the cost is only \$60.00 per person.**

Thurs, November 1 <sup>st</sup> - 9:00am to 12:00pm #1. CRUISE VACATIONS .....	\$30.00	_____
Thurs, November 1 <sup>st</sup> - 1:30pm to 4:30pm #2. PRINCIPLES OF PROFESSIONAL SELLING .....	\$30.00	_____
Fri, November 2 <sup>nd</sup> - 9:00am to 12:00pm #3. POWER SELLING TECHNIQUES .....	\$30.00	_____
Fri, November 2 <sup>nd</sup> - 1:30pm to 4:30pm #4. CRUISING-KNOWING THE WORLD YOU SELL.....	\$30.00	_____
Sat, November 3 <sup>rd</sup> - 9:00am to 12:00pm #5. PSYCHOLOGY OF SELLING.....	\$30.00	_____
CLIA three day seminar 80 credits = ACD designation ..... paid after <b>October 16<sup>th</sup>, 2007</b> .....	\$70.00	_____
OR CLIA three day seminar 80 credits = ACD designation if paid on or by <b>October 15<sup>th</sup>, 2007</b> .....	\$60.00	_____
Total amount paid in advance .....		_____

Name \_\_\_\_\_

Address \_\_\_\_\_

Email address \_\_\_\_\_

Day phone \_\_\_\_\_ cell phone \_\_\_\_\_

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