



# Discover the latest trends and innovation in technology at Seatrade Cruise Global

## WHAT WILL A DAY AT SEATRADE CRUISE GLOBAL LOOK LIKE FOR ME?

### Interactive Tech Zone *in partnership with the ICEway*

The **Interactive Tech Zone** will provide attendees with the chance to enter an engaging, educational and interactive area like nothing they've ever seen in 2022. **Expect everything from VR headsets to Dynamic Digital Displays** and you will even have the chance to bring your ideas to life in the new app prototyping workshop, running live during the whole event!

### This year's sessions include:

Wednesday 27 April, 10:00 – 10:35 AM  
**Tech Talk from the Top**

Wednesday 27 April, 10:50 – 11:20 AM  
**How to Use Data to Drive Innovation & Improve Customer Experience**

Wednesday 27 April 11:35 – 11:50 AM

**NEW: Ted Talk with Greg Ross-Munro, Sourctoat**

Wednesday 27 April, 11:50 – 12:20 PM  
**How to use Cloud Technology to Drive Efficiency & Improve Customer Engagement** Sponsored by  


Wednesday 27 April, 12:30 – 1:00 PM  
**Safety at Sea: The Role of Medical Systems on Board**

### Networking:

Wednesday 27 April, 4:45 – 5:30 PM  
Information Technology is one of the most exciting sectors in cruise, come together for drinks, lively conversation and networking at free to-attend **Tech & IT Networking Reception**

Sponsored by



### The show floor:

Pay a visit to the show floor where you can find suppliers such as:

BOOTH 4200	BOOTH 4007
 <b>GETSLASH</b> UNIQUE GUEST EXPERIENCES	<b>ibsssoftware</b>
BOOTH 4011	H&S Theater
 <b>LG</b> Business Solutions	
BOOTH 3600	BOOTH 4032
<b>ORACLE</b> Hospitality	<b>RINA</b>
BOOTH 3810	BOOTH 4406
 <b>SISCO</b> SECURITY IDENTIFICATION SYSTEMS CORPORATION	 <b>toner</b> cable equipment, inc.
<a href="#">SEE FULL LIST HERE</a>	

### Meet your Technology Ambassador:



**IAN RICHARDSON**  
CEO & Founder,  
theICEway

*"theICEway can't wait to return to Seatrade Cruise Global this year not only to reunite with the industry but also to see so many new and exciting technology products and sessions. For the first time ever there will be a fully interactive tech zone which will provide all attendees with the chance to enter an immersive, engaging and fun experience at the show."*

## What is Seatrade Cruise Global?

Seatrade Cruise Global is the leading B2B event for the international cruise community and annually brings together buyers and suppliers from 100+ countries around the world.

Over the four-day event you can expect to see thousands of attendees including industry influencers and high-level cruise executives exploring the latest trends across all facets of cruise. Visitors can also take advantage of the 45+ hours of networking opportunities and enjoy hours of educational and thought-provoking talks and speaker sessions with a comprehensive conference schedule.

*Information correct at the time of production, subject to change*

## Sectors

Interested in finding out more about what is going on in other sectors such as:

