

Summer 2022

LEMONEIGHT

# THE ZEST

*now this is epic!*

## #STCGlobal 2022

Leading up to Seatrade Cruise Global 2022, Lemoneight has been the Social Engagement Partner - if you follow our social media channels, you'll have seen some of the epic content. The conference took place in Miami, FL, from April 25-28, 2022. Claudine was there with bells on and her phone out and got to see many of you in person!

If you missed out, don't worry too much - we will be at **Seatrade Cruise Med** in Malaga, Spain, this Fall! See you there **September 14-15, 2022**.

Learn more at

[www.seatrade-cruise.com/seatrade-cruise-med-2022](http://www.seatrade-cruise.com/seatrade-cruise-med-2022)



## Hey, Jamaica!



The Jamaica workshop at Cruise 360 Cruise Lines International Association (CLIA) was *epic!*

So epic, in fact, that it was voted **Best Workshop** at Cruise 360!

Lemoneight thanks Joy Roberts for the opportunity to work with her and her amazing team. We are so proud to say we worked with you, Jamaica!

**STAND  
OUT**  
*with Lemoneight*

**LET US HELP YOU  
FIND YOUR ZEST!**

Email [info@lemoneight-consulting.com](mailto:info@lemoneight-consulting.com)  
to discover how we can help you

**SHINE!**

# Back in Belize

Lemoneight was back in Belize to kick off training sessions for Belize Tourism Board's Elevate Ambassador Training Program! Claudine spent time with outstanding teams in San Pedro, Caye Caulker, and Belize City.

Check this out to learn more about the program and catch some footage from a session!

<https://www.facebook.com/News5Live/videos/2522926944528809/>

We'll be returning in September and October to work with more locations and cannot wait to get back. It's going to be epic!



# Find Us in FALL

## SEPTEMBER

- Qatar
- Seatrade Cruise Med
- Belize

## OCTOBER

- Belize
- Mayan Princess, Roatán
- Puerto Rico
- FCCA Cruise Conference - Santo Domingo, Dominican Republic

## NOVEMBER

- Mérida, Yucatán
- *And more...*

Watch our socials for amazing updates on these exciting destinations and events!



# Sail Away...

*AND PAY THE BILLS*

Modern ships need all kinds of workers with a huge range of skills and experience to keep everyone safe and provide an amazing experience for guests. Lemoneight is partnering with Viking Crew to connect you to exciting career opportunities at sea!

Learn more and check out current job openings at:

[www.vikingcrew.com/lemoneight](http://www.vikingcrew.com/lemoneight)



# MEET ANA!

## Social Media Director

We are stoked to introduce the newest member of the Lemoneight team: **Ana Cristina Urrutia**

Ana is our new social media director and she comes to us with years of experience, great ideas, and - most important of all - a natural zest and passion for connection that fits right in!

You'll catch her enthusiasm shining through on all our channels, and especially on our newly-revamped Instagram and TikTok.



### Where do you live?

I'm currently living in Roatán, Honduras, an island in the Caribbean.

### What does a typical morning look like for you?

My morning starts with exercise at the gym, then I will have breakfast - something sweet of course - and catch up on what are the latest trends on Social Media.

### Why do you like working in social media?

I like trying out new things and ideas, which is why social media is so interesting for me. In Social Media, you will only find out if you try. Since it's so new I feel like all of us are learning every day and there is no set of rules established. What has a positive outcome for one may have a different one for the other.

### Tell us something that makes you happy!

One of my happy places is anywhere near the ocean.

See Ana's passion in action on our social media channels:



## CHECK OUT WHAT'S NEW WITH OUR BRAND PARTNERS!



[www.linkedin.com/company/transcoma-cruise-&-travel/](http://www.linkedin.com/company/transcoma-cruise-&-travel/)



<https://www.vikingcrew.com>



<https://www.facebook.com/portstmaarten>





# CATCH UP!

## Exciting Relaunch Soon

We're pumped up to be relaunching *Cruise Convos*! Look out for audio podcasts and YouTube videos coming soon.

In the meantime, catch up with previous episodes at <https://bit.ly/3urTGGs>

## Be EPIC

You know we love to be EPIC, but it's not only because we want to grab your attention - we want to help make you and your team EPIC, too!

Engaging  
Professional  
Informative  
Confident

Nothing cookie-cutter can be epic, so we work with our clients to tailor our consulting services and training programs to meet their needs!

## Did You Know...

### Getting Creative

Studies have shown that traveling can increase your creativity and openness to new experiences. To maximize the effect, go somewhere where the people, culture, and language are most different from yours. Can't travel very far this time? Make a conscious choice to embrace what's new and unfamiliar, and you can still reap the creative benefits!

### Flying Dry

You'll lose about 8oz (one small glass) of water for every hour on an airplane, which can lead to throat irritation, dry eyes, and dehydration. Water, juice, and most soft drinks will help you stay hydrated, so don't skip beverage service.

### 101 Years of Cruising

While modern cruises really took off in the 1960's, the very first specially-designed cruise ship, the *Prinzessin Victoria Luise* of the Hamburg-America Line left on her maiden voyage on January 5, 1901. Designed to look like a yacht and offering only first-class cabins and luxurious staterooms, she traveled the world, seeing the Mediterranean and Black Seas, the West Indies, and even the Baltic sea, before ending her career in Jamaica in 1906,

## Helping Out...

*...When you don't know what to do.*

**Donate:** Direct donations to trustworthy charities are the simplest and fastest way to help. Make sure your money is put to the best use by checking sites like [charitynavigator.org](http://charitynavigator.org) or [charitywatch.org](http://charitywatch.org), and reaching out to friends or local organizations for advice. Keep good records, especially if donating through your business accounts.

**Share Your Platform:** If you have an audience, you can raise awareness of issues and direct others to help aid the response. Share infographics, images, and videos (be sure to credit the source or creator) and call your followers to action. Let a trusted activist or affected individual control your social media feeds for a day. If you run a brick-and-mortar business, leave information or a donation jar on the reception desk. Get creative and see what you can come up with!

Most of all, **open up and share why this matters to you.** Anyone can adopt a new cause for a day, but your audience will pay attention if they know why *you* care.

**Support Businesses:** In our interconnected world, a disaster in one place affects millions around the globe. Support businesses that actively support your cause, are paying employees in affected areas, or are owned by people directly affected.

One clever new way to help that we've seen become popular since the beginning of the war in Ukraine is to purchase digital products from Ukraine-based online businesses, supporting the local economy without using up resources or clogging shipping routes. This strategy can also help other communities in crisis, now and in the future.

**Look for the Helpers:** As Mr. Rogers said, "Look for the helpers. You will always find people who are helping." But don't stop there: reach out. Find out what they need, and see if you can do it - or use your connections to find someone who can. Offer help in your area of expertise; even if it doesn't match their needs, they may know of another organization that *can* utilize your skills.