

Abstract for LEAP Presentation, October 17, 2014

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“Selling the Seas: Global Marketing at Royal Caribbean”

Royal Caribbean International is a leading cruise line with 16 markets spanning across the globe. One of the challenges large corporations face is the lack of communication across their global offices. As a Global Sales and Marketing intern, I implemented an online platform and created a Best Practices program. These initiatives will allow global marketing teams to efficiently share ideas and strategize ways to strengthen Royal Caribbean's brand in order to reach a larger international audience. This presentation will discuss how these initiatives came to fruition, to create an internal sense of corporate global consciousness, bringing Royal Caribbean Marketing together as “One Brand. One Team.”