



# Fred. Olsen Cruise Lines' **ACADEMY**

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## **Fred. Olsen Cruise Lines launch brand new travel agent training platform**

**Fred. Olsen Cruise Lines has today launched the Fred. Olsen Cruise Lines Academy, a brand new integrated training platform, designed to provide agents with the knowledge and tools to sell confidently and boost sales.**

The new platform offers bite-sized learning modules that agents can complete at their own pace, covering everything from Fred. Olsen's unique brand and fleet to the hand-crafted itineraries that set the cruise line apart.

This new venture marks the first time Fred. Olsen has integrated online training into its own systems, giving full control over content and incorporating interactive elements such as quizzes and games to enhance learning.

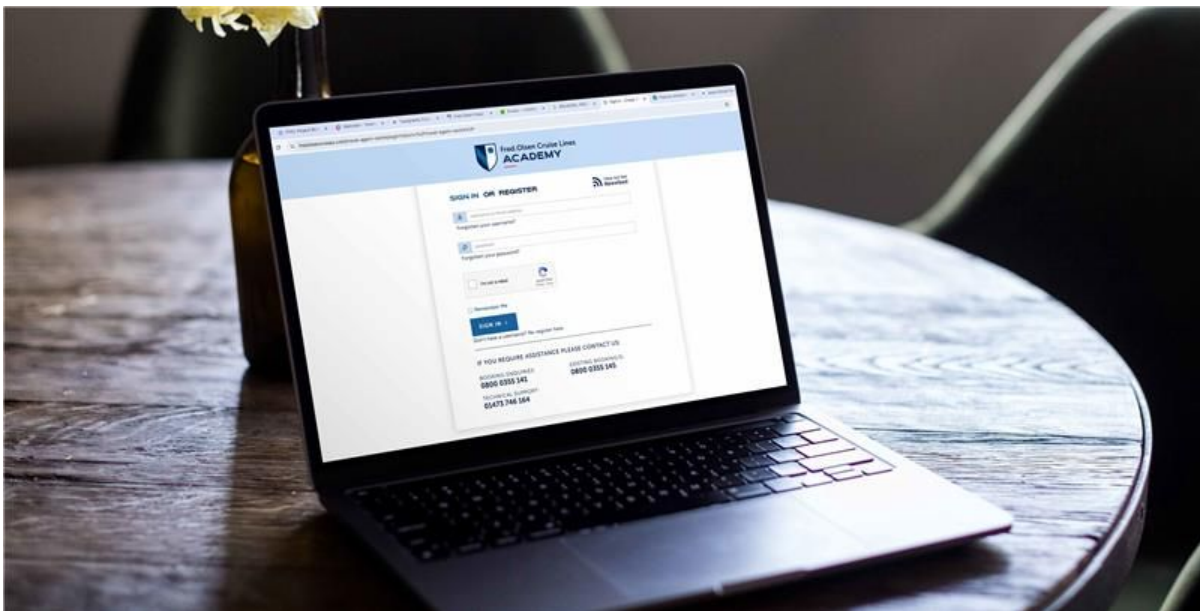
By completing the online training modules, agents will gain exclusive access to other learning opportunities including ship visits and educational cruises.

In addition to training modules, the platform will also feature an upgraded artwork builder, allowing agents to create promotional materials more efficiently, access to the latest campaign information, and toolkits to ensure agents can access information in the best way for them.

**Geoff Ridgeon, Head of Sales at Fred. Olsen Cruise Lines, said:**

“We’re thrilled to launch our new online training platform today, giving agents the tools they need to boost their sales in a fun and engaging way. We love working closely with our agent partners, and this upgrade – complete with interactive elements – is designed to make learning even more accessible.

“We welcome all agents to sign in, or sign up, through our Travel Agent Centre and start their new learning journey. We can’t wait to hear their feedback as we develop the next phase of modules.”



For further information and to sign up to the Fred. Olsen Cruise Lines Academy, visit: [www.fredolsencruises.com/travel-agent-centre/training-academy](http://www.fredolsencruises.com/travel-agent-centre/training-academy)

To keep up to date with the latest promotions, offers and incentives join the ‘Fred. Olsen Cruise Lines – Trade Team’ group on Facebook.

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