



The Leader in Polar Adventures

QUARK EXPEDITIONS

STEEL CUTTING

January 2019



Steel Cutting Ceremony *Overview*

Date: January 28, 2019

Time: 11:00am – 1:00pm

Location: Brodosplit Museum and Brodosplit Workshop

Number of Guests: 40

In Attendance from Quark Expeditions:

Andrew White

Elliot Tulloch

Scott McClure

Jurij Vukelic

Ante Pavicic

Sarah Pilgrim (Marketing)

Joni Taisey (Marketing)

Flow of Event:

Welcome toast and speeches

Steel Cutting in the workshop

Buffet lunch with guests



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Event Highlights

- Andrew and Elliott both made speeches to thank Brodosplit and LMG for their work and partnership
- Andrew and Tomislav Debeljak – CEO Brodosplit, had the opportunity to push the button to start the first ceremonial cut into steel
- Guests who attended the Steel Cutting Ceremony were able to keep the parkas and hard hats that we brought as gifts for them



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ON-SHIP CELEBRATIONS



On-Ship CELEBRATIONS

- Shane & Solan held toasts onboard of the OAD and END with their guests to join in on the celebrations for the Steel Cutting Ceremony and wish the new ship good luck





Vladimir Seliverstov
PHOTOGRAPHY



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PHOTOGRAPHY







Social Media Highlights

- The on-ship celebrations and Steel Cutting Ceremony were posted to Quark's social media accounts including Instagram, Facebook and LinkedIn. Staff also posted to their personal accounts to share the exciting news!

Total reach: 20K+



Press Highlights

[Press Release](#)

- 24 media placements garnering 1.7MM UVM
 - [Travel Agent](#)
 - [Cruise Industry News](#)
 - [Porthole Magazine](#)
 - [Seatrade Cruise News](#)
- An additional 14 media placements in Croatia which included print, digital and television coverage
 - [Dalmacija danas](#)
 - [Splitiski Dnevnik](#)
 - [Novlist](#)



Additional Outreach & Communications

- [Steel Cutting Ceremony Blog](#) was written and posted to educate people on the importance of the ceremony and tradition
- An email to our agent database was sent out that included the blog, press release and images from the event to let agents know that our new build is right on track
- Steel Cutting Ceremony update to be included in the expedition staff newsletter
- Videographer attended the Steel Cutting Ceremony to capture the event on camera, which will be used as supporting content in New Build videos



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