

Agent Certification

you can cruise into Profits with CLIA Certification



Cash-in on Cruising

Certified Cruise Counsellors reported that on average, their annual cruise sales productivity increased 261% after they earned CLIA Certification.

Enroll Today. Profit Tomorrow!

CLIA offers three levels of achievement – Accredited (ACC), Master (MCC) and Elite (ECC). Elite Cruise Counsellors can go on to attain the ultimate Certification, Elite Cruise Counsellor Scholar (ECCS). You can conveniently earn credits toward Certification through:

- Classroom and online training
- Cruise experience
- And much, much more

The ACC, MCC & ECC Advantage

- Gain product knowledge
- Learn effective sales and marketing techniques
- Receive industry recognition, CLIA promotion and referrals
- Enrollment or achievement is required to qualify for a CLIA 2010 ID card

ACC Requirements	100 Credits Total
A. PREREQUISITES	
<ul style="list-style-type: none"> ■ Must be a CLIA Affiliated Agent 	
B. MANDATORY TRAINING 30	
<ul style="list-style-type: none"> ■ Completion of 2 CLIA classroom or online courses & exams (15 credits each) -or- ■ Completion of <i>Cruising – A Guide to the Cruise Industry</i> textbook and exam (30 credits) 	
C. ANY COMBINATION OF ELECTIVE TRAINING 50	
<ul style="list-style-type: none"> ■ Completion of other CLIA training seminars and exams (10 or 15 credits each) ■ Completion of CLIA video or DVD training and exams (10 credits each) ■ Attendance at CLIA co-sponsored/endorsed cruise conferences (10 credits per event) ■ Completion of CLIA Institute Track at cruise3sixty or TrainingFest Fast-Track ■ Completion of <i>Cruising – A Guide to the Cruise Industry</i> textbook & exam (30 credits) ■ Attendance at member line product seminars (2 credits each, maximum 10 credits) ■ Successful completion of member line online training programs (5 credits each, maximum 15 credits) ■ Achievement of CITC's CTC or CTM designation (10 credits) ■ Achievement of The Travel Institute's CTC or CTA designation (10 credits) 	
D. PRODUCT KNOWLEDGE 20	
CLIA MEMBER CRUISE LINES ONLY-Must complete all items	
<ul style="list-style-type: none"> ■ Personal cruise experience: one cruise of 2-6 days, one cruise of 7+ days, both on different CLIA member lines ■ Five shipboard inspections (may use same Member Line but must be on different ships) ■ 25 cabins sold within your two-year enrollment period 	



MCC Requirements	100 Credits Total
A. PREREQUISITES	
<ul style="list-style-type: none"> ■ Must be a CLIA Affiliated Agent ■ Must have attained Accredited Cruise Counsellor Certification (ACC) 	
B. MANDATORY TRAINING 50	
<ul style="list-style-type: none"> ■ Successful completion of CLIA Institute Track at cruise3sixty - or - ■ Successful completion of three case studies - or - ■ Successful completion of TrainingFest Fast-Track 	
C. ANY COMBINATION OF ELECTIVE TRAINING 30	
<ul style="list-style-type: none"> ■ Completion of other CLIA training seminars and exams (10 or 15 credits each) ■ Completion of CLIA video or DVD training and exams (10 credits each) ■ Attendance at CLIA co-sponsored/endorsed cruise conferences (10 credits per event) ■ Completion of <i>Cruising – A Guide to the Cruise Industry</i> textbook & exam (30 credits) ■ Attendance at member line product seminars (2 credits each, maximum 10 credits) ■ Successful completion of member line online training programs (5 credits each, maximum 15 credits) ■ Achievement of CITC's CTC or CTM designation (10 credits) ■ Achievement of The Travel Institute's CTC or CTA designation (10 credits) 	
D. PRODUCT KNOWLEDGE 20	
CLIA MEMBER CRUISE LINES ONLY-Must complete all items	
<ul style="list-style-type: none"> • Personal cruise experience: two cruises of 7+ days, on different CLIA member lines not utilized for ACC Certification • Three shipboard inspections not utilized for ACC (may use same Member Line but must be on different ships) • 40 cabins sold within your two-year enrollment period 	



ECC Requirements
A. PREREQUISITES
<ul style="list-style-type: none"> ■ Must be a CLIA Affiliated Agent ■ Must have attained Master Cruise Counsellor Certification (MCC)
B. TRAINING *
<ul style="list-style-type: none"> ■ Successful completion of any 10 live or online CLIA seminars (15 credits each) and exams (all seminars taken for ACC and MCC are accepted)
C. PRODUCT KNOWLEDGE – CLIA MEMBER CRUISE LINES ONLY
Must complete all items
<ul style="list-style-type: none"> ■ Personal cruise experience: one cruise of 7+ days, on any CLIA member line not utilized for either ACC or MCC Certification ■ 5 shipboard inspections not utilized either for ACC or MCC Certification (may use same Member Line but must be on different ships) ■ 50 cabins sold within your two-year enrollment period
ECC Scholar Requirements (Renewable annually)
A. PREREQUISITES
<ul style="list-style-type: none"> ■ Must be a CLIA Affiliated Agent ■ Must have attained Elite Cruise Counsellor Certification (ECC)
B. TRAINING (ANNUAL)*
<ul style="list-style-type: none"> ■ Successful completion of ALL of CLIA's live and online seminars (15 credits each) and exams (new seminars added annually)
C. PRODUCT KNOWLEDGE – CLIA MEMBER CRUISE LINES ONLY
Must complete all items
<ul style="list-style-type: none"> ■ Personal cruise experience: one cruise of 7+ days on a CLIA member line not utilized for either ACC, MCC, ECC or prior ECCS Certification ■ 30 cabins sold within your annual enrollment period
*Training requirements apply to "15 credit" live or online seminars only.



Receive a FREE coupon to attend one of CLIA's Training Seminars when you enroll in the ACC program. A \$40 Value.

>>Cruise Counsellor Certification



Application Form

All information is required in order to process your request. PLEASE PRINT.

PERSONAL INFORMATION

Counsellor Identification # (CID): _____

ACC enrollees - a CID# will be assigned to you upon enrollment

Mr. Mrs. Ms.

Name: _____

Home Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Home Phone: _____ Home Fax: _____

Your E-mail (Required): _____

Your Position: Inside Sales
 Owner/Manager
 Outside Sales

AGENCY INFORMATION

Your Agency Location's CLIA ID#: _____

Agency Name: _____

Agency Street Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Agency Phone: _____ Agency Fax: _____

Please send my materials to my: Home Office

PAYMENT INFORMATION

ENROLLMENT FEES ARE NON-REFUNDABLE AND NON-TRANSFERABLE (NO EXCEPTIONS)

(Prices are subject to change in 2010)

Enrollment:	Re-Enrollment:
<input type="checkbox"/> ACC Enrollment \$65	<input type="checkbox"/> ACC Re-enrollment \$65
<input type="checkbox"/> MCC Enrollment \$65	<input type="checkbox"/> MCC Re-enrollment \$65
<input type="checkbox"/> ECC Enrollment \$65	<input type="checkbox"/> ECC Re-enrollment \$65
<input type="checkbox"/> ECCS Enrollment \$20	

Total Amount Due: \$ _____

Type of Payment:
 Check (make payable in U.S. funds to CLIA)
 Visa MasterCard AMEX

Credit Card #: _____

Expiration Date: _____ Security Code: _____

Cardholder's Name: _____

Cardholder's Signature: _____

Date: _____

Please mail your completed application and payment to:
Cruise Lines International Association, Inc.
910 SE 17th Street, Suite 400
Fort Lauderdale, FL 33316

If paying by credit card, you may fax your completed application to **754-224-2250**. For more information please visit us at www.cruising.org or call **754-224-2200**.

CLIA Cruise Counsellor enrollment fees are **non-refundable and non-transferable (no exceptions)**. Your official enrollment date will be effective 2-3 weeks after CLIA receives your application.

Your enrollment materials will be sent 2-3 weeks after your application has been approved.