

From the Shoulders of Giants to the Decks of Giants

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Abstract

Are there other uses for your NAI skills for interpretation in non-traditional places? The principles NAI promotes are the same principles that cruise lines and corporate companies **expect** when giving presentations. What is the process to promote yourself to the cruise lines or corporations? If you want to travel, see the world on a budget this could be a way for you to use your skills in a fun interactive way. Along with opportunities to speak aboard ships there are many organizations that hire presenters or edutainers to present at meetings, conferences, educational institutions. Explore how to tap into these non-traditional settings allow you to make extra money doing what you love to do, interpret information to others.

Keywords

cruise lines, corporations, income, non-traditional interpretation, travel

From the Shoulders of Giants to the Decks of Giants-Ships and Companies

Looking for other ways to use your NAI skills? So often we define ourselves by job requirements and expectations when using our interpretive skills. The skills you have can be used in non-traditional ways, often this requires looking outside the box. You have the opportunity because of your skills to travel on cruise ships very economically or make money using your skills at various groups in your area. Often the extra money you make doing the land bookings will pay for your opportunity to travel on cruise ships.

To take your skills to the outside world you have to have a few components in your personality. You will need to have a teacher's soul and love to share information with others. You must enjoy theatrics or have a bit of "ham" in you. You have to enjoy the "gig". When doing an interpretive subject at work do you look forward to being in front of others? We in NAI may call this passion. And last but not the least is there an entrepreneur hidden within yourself? I have met a few NAI folks that have all the above requirements.

The process of using your NAI skills requires you to do a self inventory of your own interests. For a few lucky souls the programs that you do on the job site can be moved over to the arena of the cruise lines and land bookings. For most it will require a self inventory. Explore your skill sets.

- **Hobbies / interests** –historical research, cooking, reading, scrap booking, exercise, theater/film, travel, photographer, painting/drawing , sew/tatting, music, vintage cars, etiquette, genealogy, gardening, rock hound, global economics, aviation, maritime

history, art history, American history, science, star gazing, ship building, pet care, beach/surf awareness, survivalists, barbecue, surfing, etiquette, home auto repair . . .

- **Admiration?** written a book, fashion shows, classes – church, kids school, theater, built something, given a tea, gave a speech, organized a hike . . .
- **Vocation**– home maker/grandparent, volunteer, biologist, marine biologist, accountant, teacher, anthropologist, medical field, astronomy . . .

After looking at your skill sets you must determine where is the golden nugget(s) that others might have an interest in. Can you put together a presentation that is engaging, witty, educational, entertaining, and relevant to your audience? This part of compiling a program is where you must be as entertaining as you are educational. The theatrical part of you must come out. That is not to say you must be a comic, but are you witty? Engaging? Your passion must shine through. They are paying you to edutain them. I know in NAI we sometimes shire away from the word edutain but when used correctly it has a powerful impact. All NAI members know interpretation requires an audience plus your subject plus objectives to have an interpretive opportunity. However you may have to tweak yourself to meet your client's objective which has a huge element of entertainment when they are hiring you to do a presentation. It's not that you can't get across great objectives but are you edutaining enough that clients will *pay* you? Rebook you? Refer you?

After coming up with what may be considered a great program, there has to be feedback. Find some friends, family, colleagues, head of museum or a tour organization that will give you a honest critique. It has to be brutally honest. Would they be willing to pay for share you share information with their organization? Would they refer you? Would they be willing to sit through your show again? Take the feedback and adjust your program.

After the presentation has been given a green light because your critique group loved you or rather they loved your presentation your ready to go out into the world. Now where do you go to present this wonderful program/show you have devised? Listed here are a few organizations that will hire you to share your knowledge with them: service organizations, professional organizations, tour industry, museums, historical society, churches, educational institutions, businesses, and clubs and cruise ships. (See blog for more breakdowns on these groups.) Most of those in NAI have a connection to one of the groups. Call that connection let them know you have a program, amount of your fee, and you would present at their next meeting, regional conference, fundraiser, etc. Let your mind soar. Where could you go, who could be contacted. Unfortunately this is the not-so-fun part of this program, going out there on your own, marketing yourself. However once you done one or two groups, the referrals and opportunities should arise. I have found that no matter what the group there is three to five in that group who are connected with other groups. After hearing your program they will promote you themselves by going back to another group and saying. "You have to book this person to come in, they were absolutely wonderful and I know our group will enjoy them."

Also try to come up with a show or program that has very low overhead, easy to transport and can be used from group to group with very little adjustment. Your equipment and business

tools can be very simple: a web site or blog site, a sample of you doing a presentation on the web site, blog or loaded to Utube, and your biggest friend in the equipment area –business cards.

The cruise lines call their programs aboard ships enrichment or enhancement programs. Your program or show is an extra activity for the passengers to enjoy. You are there to enrich their life aboard ship, to escape the cares and troubles that they left on shore when they boarded the ship.

The cruise lines are interested in those who can edutain their passengers in destination presentations or special interest topics. A destination speaker can speak to the uniqueness of the next port or the area the ship is traveling through. A special interest speaker has a unique skill or job that others might be interested in. Listed below are two cruise lines and a few of the *sample* topics that would interest them. You are bound only by your imagination as to the topics that could be acceptable.

Royal Caribbean Cruise Line would like to see speakers in the following areas:

"Fun and Unique" topics with a broad appeal, Regional (Major events/holidays, Art, Music, Sports, Celebrities, Wildlife, Languages, Maori, etc.) and Sophisticated Topics (Forensics, Science, Space Exploration, Archeology, etc.) Anything "Behind the Scenes" (Hollywood, Carnival, Mardi Gras, New Room, Auto Racing, NASA, etc.) presented in a fun way. General topics such as Maritime History, Pet Care, Beach/Surf Awareness, Survivalists, Barbecue, Surfing, Etiquette, Home Auto Repair. British Interests (British Celebrities/Comedians/Sport Stars, The Royal Family, intrigue, magic, explorers)

Celebrity Cruise Line would be interested in:

Art History, World Affairs, History, Culture, Maritime History, Interactive Programs, Celebrities/Hollywood, Theater, Music, Nature/Wildlife, HGTV topics, Wine/Food(Destination Related), "Meatier" topics with a broad appeal.

Your job is to speak on sea days for 45 minutes. Usually on a 7 or 10 day cruise you will have two to three sea days. In exchange for your informative, fascinating topic you and companion will receive the cruise for free. You will pay tip charges of \$11.00 per day per person. You may need to tweak your skills to meet the cruise line expectations. They love power point, can you work that in your introduction or conclusion or the whole presentation? Are you adaptable to scheduling? It doesn't happen often but you may be asked to speak on another day. Check out the blog for more information on cruising.

Bottom line you need to have a passion to share your topics. No one is going to force you to take on this extra "job". There is no boss but You, none will push You, but You. The boss is great if you like YOU. The rewards are immense. Sharing information on a topic that excites you and edutains gives a high that leads you back to sharing more and more.