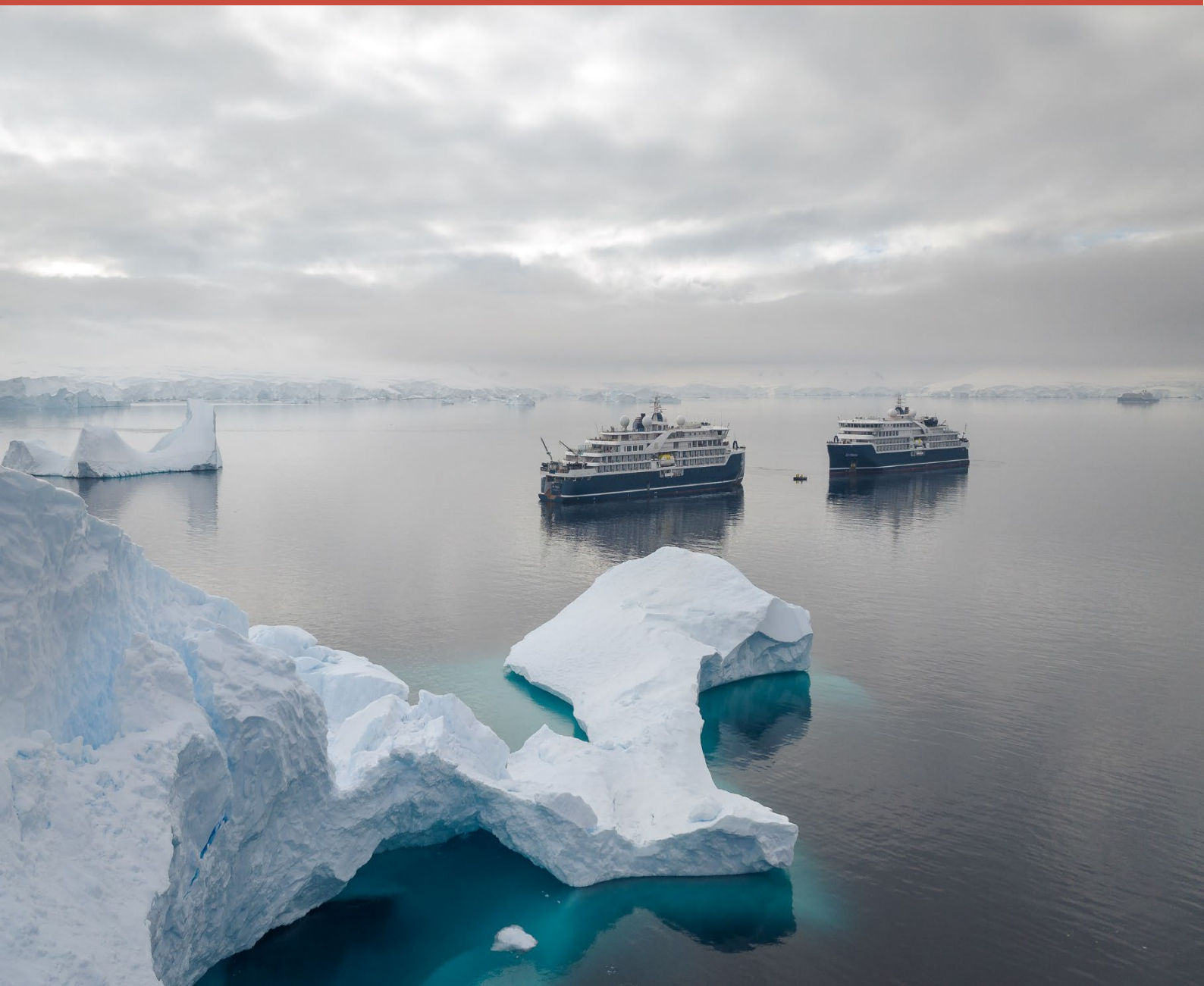


2024 Joint Arctic SAR Event

Report



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Author: Anne Øien, AECO

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Executive Summary

The 2024 Joint Arctic SAR Event (JASE) and TTX gathered 74 participants. The event is a cooperation project between AECO, the Icelandic Coast Guard and JRCC Norway and is a combination of presentations by experts in the field of SAR and the Arctic expedition cruise industry.

The agenda focused on health care capacity in Arctic communities, the state of readiness in the regions, cruise vessels as vessels of opportunity, and how to plan and conduct SAR exercises involving SAR authorities. The event brought together SAR authorities, operators, embassies, and other stakeholders to learn, discuss and agree on the way forward through in-depth sessions and a table-top exercise. In addition, the U.S. Coast Guard presented the AMVER Awards at the event, recognizing the efforts of AECO operators who participate in the program. There was also a premiere of the new safety video, a collaboration between the U.S. Coast Guard, the Norwegian JRCC and AECO.

Additional project partners were the U.S. Coast Guard, Lindblad Expeditions, Quark Expeditions, Oceanwide Expeditions and Vikand Solutions, and the event was sponsored by White Glacier, Smith Myers, Oceansync and Drift+Noise.



Day 1

Georg. Kr. Lárusson, Director General of the Icelandic Coastguard, opened event alongside AECO's Executive Director Frigg Jørgensen. Lárusson praised the invaluable contribution of industry representatives and SAR responders. He referenced the grounding incident in Greenland in September 2023, and used this as an example of how no nation can handle a crisis independently.

"In the spirit of collaboration – let's use our collective expertise and experience in the face of evolving challenges. Together we have the power to make a meaningful difference in safety."

Georg. Kr. Lárusson, Director General Icelandic Coastguard

Arctic Search and Rescue (SAR)

As a partner in organizing the annual JASE, Mikel Dominguez Cainzos, senior advisor at JRCC Norway emphasized the importance these forums have in enhancing safety in the Arctic.

The steady increase in marine traffic and other activity in the region pose risks that require continued collaboration between SAR authorities, industry, and other stakeholders.

Some aspects have improved. Better weather predictions and charts, easier means of communications through new technology, as well as the development of other tools for risk mapping and management, tools to locate mobile phones to locate missing people.

But some things have not changed. The distances are still long, and rescue resources limited. The weather will most likely increase in intensity and frequency. Considering the increased traffic, this speaks of the relevance of this year's topic: what does the expedition cruise industry have to offer in Search and Rescue? This, and the continued exercising and working together cross-sector and cross-border is important also moving forward. Finally, he promoted the Arctic Lessons Learned Arena developed by the EPPR, a database of lessons learned, urging all participants to register.

Arctic Cruise and Industry State of Affairs

Melissa Nacke, Head of Operations at AECO shared statistics of member vessels and passengers, which show an increase in passenger numbers in Greenland, Iceland and Canada, and a stagnation in Svalbard. Similarly, the number of vessels has increased in Canadian waters, in Greenland and in Iceland whilst they have seen a slight decrease in Svalbard.

The number of trips to Iceland have increased due to changeover days, and do not necessarily reflect more voyages in Icelandic waters. Vessel numbers shown in the statistical overview do not represent the total amount of vessels in the whole Arctic area, as the same vessels sail between destinations and are often counted several times.

Trends with possible operational impacts are environmental concerns, taxation, and local value creation, restricting access to certain areas and concerns related to local capacity.

One major decision affecting operations is the recent developments in Svalbard regulations coming into effect January 2025, which can potentially change the industry, although it is too early to say at this stage.

AECO's new Cruise Database and live scheduler was briefly presented, where a significant improvement is that operators can change their schedule inputs live, and in addition update vessel intelligence which is relevant for different stakeholders such as SAR authorities. Other AECO tools such as the Off Vessel Risk Assessment app (O-Vrat) are being continuously updated and developed, as are field staff and mariner requirements. Specifically, Stakeholder Cruises were mentioned as a recent addition to the AECO toolbox, one of AECO's most effective tools in building relations to stakeholders and decision makers who are invited on board member vessels.

Lessons Learned

If grounded in East-Greenland - who is called to action? This was the question framing this session, drawing on experiences and facts from the 2023 grounding incident. In a panel discussion led by Anthony Russel from the U.S. Coast Guard Academy, the focus was on capacities and capabilities, in a broad perspective, and who/what resources are or can be called to action.

The panelists were diverse industry and governmental stakeholders and included Jens Vester from the Joint Arctic Command in Greenland, Peter Garapick from Quark



Expeditions, Auðunn Kristinsson from the Icelandic Coast Guard, Steven Gardiner from the Australian Embassy in Copenhagen, Benjamin Strong from the Arctic Council's EPPR and SAR experts working group, and Frigg Jørgensen from AECO.

The panel shared their combined experiences and perspectives from last year's grounding to further their collaboration and partnership, all toward an improved preparedness and response, as interests and human activities in the Arctic continue to increase.

The discussions highlighted the importance of cooperation, preparedness, and individual ship capabilities in emergency situations. Since the grounding incident coincided with the ARCSAR event last year, it provided an opportunity to talk and learn from each other in real-time. This was quoted as “a bad incident that couldn’t have happened at a better time”. The incident response was the first implementation of the 2011 Arctic SAR agreement of the Arctic Council, which deals with search and rescue of aeronautical and maritime vessels and passengers.

Some of the main takeaways:

- Effective communication and close relationships led to the incident being addressed promptly.
- Media coverage was extensive, with lots of in-depth coverage coming from Australia due to the citizens on board.

- One point made from a SAR authority perspective is the liability issue if they task a cruise ship to respond. Initially, they hope that ships take their own initiative. It was also pointed out the importance that cruise ships are self-sufficient, as evacuation is complicated.
- Embassies have identified gaps following this incident and have conveyed to headquarters the seriousness. As an example, they did not have any travel advisories about Arctic and Antarctic cruises. They have improved their ability to respond better to incidents, also involving the oil and gas industry and how they can assist cruise vessels in distress. They have also learned the limitations of helicopters.
- AECO is dependent on being informed and in the loop, to be able to function as a representative for the industry and point of contact. In the industry, there is a concern with the number of new regulations, since the industry is still in a rebuilding phase from covid and therefore vulnerable. Risks for an incident is there and the consequences are potentially major.

How to Plan and Execute an Exercise?

Benjamin Strong, director of Amver Maritime with the U.S.C.G, presented how to plan, conduct, and evaluate a successful tabletop exercise (TTX) in eight steps.

The purpose is to test existing plans, policies or procedures needed to guide a response or simulated incident. TTXs try to facilitate an understanding of concepts or plans, identify strengths and areas for improvement and/or enhance coordination both within an organization or among responding agencies.

Sponsor Session

Sponsors of the 2024 event were Ocean Sync, Smith Myers, Icy Drift Noise and White Glacier.

- Ocean Sync. deploys automated weather stations enabling real time ship to shore transfer of high-resolution weather data, presented by Sebastiaan Ambtman, CEO & Co-founder.
- Smith Myers specializes in the design, development, manufacture, and support of SAR mobile phone location systems, for Network Operators, Government Agencies, Law Enforcement, Military, and SAR organizations, presented by co-founder Peter Myers.

- Drift+Noise provides operational ice information from models and satellites, by leveraging technology from polar research, geophysics, and remote sensing. Its map-based application service IcySea provides timely sea ice information in the polar regions. Drift+Noise was presented by H. Jakob Bünger, Research and Operational Field Support.
- White glacier presented the Arctic 10+ immersion/survival suit, which is designed for surviving hypothermia in cold waters in the Polar Regions while awaiting rescue, White glacier presented the Arctic 10+ immersion/survival suit, which is designed for surviving hypothermia in cold waters in the Polar Regions while awaiting rescue, presented by Diego Jacobson, CEO.

Tabletop Exercise - Arctic Samaritan

The TTX was moderated by Peter Garapick, director of external relations with Quark Expeditions, and prepared by a joint working group consisting of representatives from the industry and SAR entities.

The exercise, using nine scenario injects, presented a simulated situation to which a coordinated response was needed. The theme was based on an expedition cruise vessel serving as vessel of opportunity for another cruise vessel in distress.

Participants discussed what they would do in this specific scenario in the roles for which they have been trained, assigned and are responsible. The objectives for this exercise were to look at passenger movement, communication, incident management within organizations, medical handling and logistics.

The TTX challenged everybody, from ship captains to expedition staff and medical doctors, on how to resolve a situation with people coming from one ship to another, when one is sinking, and another comes to the rescue.





AMVER Awards Presentation Ceremony

AECO members Ponant, Silversea Cruises, Hurtigruten Expeditions, Lindblad Expeditions and Oceanwide Expeditions received recognition for their "significant contributions to the AMVER program, strengthening international search and rescue efforts in the North Atlantic Ocean".

The ceremony, led by Benjamin Strong, Director of Amver Maritime Relations from the USCG, the 2023 awards were presented by Chargé d’Affaires Erin Sawyer, representing the United States, joined by USCG Attaché CAPT Carrie McKinney.

AMVER ships save at least two lives per day. In 2023, AMVER ships saved 771 lives, assisted an additional 240 lives, and responded to 170 cases around the world.
(source: U.S. Embassy)

Following the Amver awards, there was a premiere for a new Arctic ship safety and SAR animation video, presented by Mikel Dominguez from JRCC Norway.

Day 2

The second day of the event started with an excursion organized by the Icelandic Coast Guard to the ICE-SAR at the National Crisis Coordination Centre in Reykjavik and the Icelandic Coast Guards Hangar. The objective of the excursion was to give insight into how Icelandic SAR entities deal with the ongoing volcanic eruptions, and the invaluable contribution from the volunteers in ICE-SAR.

Summary of the TTX

“Arctic Samaritan” take aways and discussion was presented by Peter Garapick. This consisted of a short summary of lessons identified, highlighting ideas and actions that stood out.

The lesson learned was that there are challenges with communication, incident management and medical issues. What really came to the forefront was the need to work together, to know each other’s roles and responsibilities and to be clear on those.

New to this TTX was the number of diplomats involved, and the recognition that they need to join the response network. A takeaway from the exercise was a recognition of how important it is to actively involve the embassies in response network and understand their role and us theirs.

“A lot was learned, relationships were built, and we will continue to build future relationships, which is what a tabletop exercise is all about, was his conclusion. These will at a later stage become lessons learned – the lessons identified that warrant consideration and implementation.”

- Peter Garapick, director of external relations at Quark Expeditions

When Providing Health Care Service for 2500 Locals and 100 000 Visitors

Kristin Furu Grøtting, manager of Longyearbyen hospital gave a presentation of the local hospital, giving insight into the limitations and challenges they face given their location and available resources.

The hospital has 22 employees in total, is staffed 24/7 and has limited resources in the afternoon, during weekends and holidays. They only have skeletal X-ray, and no MRI or CT-scan. Concerns are related to an increased number of tourists in need of medical help, ships leaving passengers behind for the hospital to take care of and a lack of accommodation and flights for those patients when they are discharged from the hospital.

Local cooperation is very important. The Governor of Svalbard with their resources of SAR helicopters and snowmobiles, Longyearbyen Lokaltstyre (the local government), the Red Cross, AVINOR who handle the airport and the local pharmacy are involved in the cooperative network to maintain health services in Longyearbyen.

Health care facilities and competence onboard cruise vessels

Dr. Karl Bergsten, associated chief medical officer from VIKAND, presented the current situation regarding medical referrals and disembarkations. He focused on the vital conversation on how to minimize the footprint on local communities.

In collaboration with AECO, VIKAND had performed a study to address the concerns from communities regarding the utilization of the local healthcare resources in the region by expedition vessels, and patient health and safety with an overview of what testing and treatments options are available in expedition cruising.

In conclusion, there was limited data available for the study, and they recommend AECO to set up a unified, anonymous and easy to use submission register for all members for all referrals and disembarkations. Of the available data, orthopedic patients were the majority of referrals, and for disembarkations, cardiac was the most common cause.

- Healthcare on-board is an important aspect of the footprint left behind in the areas visited, as well as the for the safety of those onboard.
- Further research into the number and category of patients would be beneficial to understand the challenges, and more importantly, the best solutions.



- There are both pro and post-active mitigation measures available at this time that reduce the need for shoreside interventions.

Arctic Healthcare Services, Opportunities, and Limitations

Bent-Ove Jamtli, special advisor for the Northern Norway regional health authorities, presented Arctic healthcare services. The Authority manages specialist healthcare and emergency medical services for the population in Northern Norway and Svalbard. With approximately 115,000 personnel, it is Norway's largest emergency preparedness organization.

Challenges faced involve large distances, limited transport capacity, and medical supply shortages. Also, the consequences of climate change presents challenges for emergency prevention, preparedness, and response. In relation to cruise tourism, a mass casualty scenario would overwhelm the emergency management system.

Collaboration opportunities lay in continuous dialogue through established emergency management arenas, with regional healthcare agreements with Finland, Sweden, Denmark/Greenland, and Iceland and joint exercises in the Arctic mentioned.

Limitations include licensing requirements for healthcare personnel, but some national authorities may be interested in making agreements with cruise operators to provide planned healthcare to inhabitants in remote municipalities.

How Can Cruise Vessels be of Assistance?

Anne Øien, Head of Communications with AECO, shared examples from incidents and situations where cruise vessels assisted others in distress, and situations where they used their resources and expertise to help local communities in need of assistance. These stories were submitted by AECO members, and showed a wide range of situations where expedition cruise vessels are assets in times of need, rather than being a burden.

Panel debate on Healthcare

The panel discussion on healthcare in the Arctic, moderated by Benjamin Strong, focused on challenges and opportunities in growing Arctic tourism and limited health care services. Panelists were Kristin Furu Grøtting, Dr. Karl Bergsten, Bent-Ove Jamtli and Tryggvi Hjörtur Oddsson, senior advisor emergency preparedness from the Icelandic Directorate of Health.

Key questions explored were how to address the surge in Arctic tourism while ensuring adequate healthcare services. This revolved around understanding the challenges in remote regions and maximizing vessel potential in terms of untapped opportunities onboard vessels to enhance healthcare delivery. Another question was how to leverage maritime platforms to improve medical support for guests and crew.

The following summary captures the essence of the discussions.

- The trend of growing vessel capacity and heightened expectations from guests is propelling the industry forward.
- There is seemingly a discrepancy between actual strain on healthcare from the expedition cruise segment versus the perception among health care providers. Although there are clearly cases of cruise tourists using local health care, this needs to be properly documented.
- Guests expect the same medical care, or even better on ships. It is also an issue that many tourists (in general) take risks they are not prepared for.
- As an example, the strain on Iceland's healthcare system is perceived as due to the influx of tourists, however data on disembarkations and referrals is scarce making exact knowledge of the impact from expedition cruise tourism difficult to assess.
- Expectations for timely treatment, especially in places with limited capacity, are complicated due to insurance considerations.



Appendix I

Participant List

Company	Name	Title
AECO Members		
Adventure Canada	Alana Bradley-Swan	Managing Director
Adventure Canada	Sebastian Charge	Operations Manager
Cape Race Corporation	Maarten van der Duijn Schouten	Vessel manager
Hurtigruten Expeditions	Claus A. Andersen	Director Fleet Operations
Hurtigruten Expeditions	Christoph Schmidt	Marine Fleet Manager CSO
Lindblad Expeditions	Lukas Perez	Manager, QHSS
Lindblad Expeditions	Prash Karnik	Port Captain
Mystic Cruises	Dmytro Ashanin	Captain
Oceanwide Expeditions	Stephan Kramer	DPA
Ponant	Etienne Garcia	Captain
Quark Expeditions	Peter Garapick	Director, External Relations
Seabourn	Patrick Kilbane	Director, Marine Operations - Expeditions
Silversea Cruises	Oleksandr Kolosov	
Silversea Cruises	Giuseppe Russo	Fleet Captain
Silversea Cruises	Stanislav Kozhuharov	Sr Mgr Env and Saf Compliance Programs
Swan Hellenic	Hugues Lamy	Director Port Operations
TUI Cruises	Max Dollberg	Emergency Response Manager
TUI Cruises	Jörn Gottschalk	Captain
V. Ships Leisure	Fabio Canobbio	
Vestland Marine	Martin Karlsen	
VIKAND	Dr. Karl Bergsten	Associated Chief Medical Officer
SAR Entities		
Icelandic Coast Guard	Helgi Guðnason	
Icelandic Coast Guard	Klara Bjartmarz	
Icelandic Coast Guard	Snorri Hrafnkelsson	
Icelandic Coast Guard	Anna Finnbogadóttir	Specialist
Icelandic Coast Guard	Auðunn Kristinsson	Chief of Operation
Canadian Coast Guard	Steve Thompson	Superintendent, Maritime SAR
United States Coast Guard	Benjamin Strong	Director, Amver Maritime Relations
United States Coast Guard	Bryan Burkhalter	Arctic Operations Planning Specialist
Danish Arctic Command	Jens Vester	Commander-R

Vörn	Elias Zachariassen	Captain
Red Cross Longyearbyen	Fredric Nordell Borchgrevink	Leader
Iceland Civil Defence	Ólafur Loftsson	Project manager
JRCC Norway	Mikel Dominguez Cainzos	Senior Advisor
MRCC Tórshavn	Jóhan Müller	SAR Mission Coordinator
MRCC Tórshavn	Hilmar Johannesen	SAR Mission Coordinator
MRCC Tórshavn	Hallur Bech	SAR Mission Coordinator
Regional Health Authority	Bent-Ove Jamtli	Special Advisor
Longyearbyen Hospital	Kristin Furu Grøtting	Head of department
Others		
Australian Embassy Denmark	Shiella Lloren	Passport, Consular and IT Officer
Australian Embassy Denmark	Steven Gardiner	Consul/SAO
New Zealand Embassy	Claire Shirley	Deputy Head and Consul
U.S. Embassy Reykjavik	Karla Thomas	Consul
U.S. Embassy Reykjavik	Bæring R Henrysson	
U.S. Embassy Reykjavik	Gudlaug Run Margeirsdottir	
U.S. Embassy Reykjavik	Rebecca Doffing	Arctic Watcher
U.S. Embassy Reykjavik	Carrie McKinney	Captain, U.S. Coast Guard Attache
U.S. Embassy, Denmark	Paul Mastin	Consul
U.S. Embassy, Denmark	Morten H. Moeller	SCS-assistant
British Embassy Reykjavík	Ragney Lif Stefansdottir	Pro-consul
Canadian Embassy, Iceland	Jeannette Menzies	Ambassador
Defence Attaché to Iceland	Jonathan Bouchard	Colonel
American Citizens Services and Crisis Management	Christine Reiter	Country officer
Center for Arctic Study and Policy	Anthony Russel	Executive Director
Gára port Agency	Banovsha Ibragimova	Key Account Manager
Gára port Agency	Igor Bjarni Kostic	Port Agent
Gára port Agency	Jafet Sigfinnsson	Port Agent
Pole Star Defense	Isaac Arevalo	Project Portfolio Manager
Marine Institute, Memorial University of Newfoundland	Robert Brown	Senior Research Scientist
Marine Institute, Memorial University of Newfoundland	Kerri Ann Ennis	Research
National Research Council of Canada	Lawrence Mak	Research
Consultant	Louise Goonik	Consultant
Glander International Bunkering Norway AS	Petter Christian Bakke	Senior Bunker Trader
White Glacier	Diego Jacobson	CEO
Drift+Noise Polar Services	H. Jakob Bünger	Research and Operational Field Support

Smith Myers	Peter Myers	Co-founder
OceanSync	Sebastiaan Ambtman	CEO
IAATO	Erin Delaney	Operations Administration Manager
AECO Secretariat		
AECO	Frigg Jørgensen	Executive Director
AECO	Anne Øien	Head of Communications
AECO	Gyda Gudmundsdottir	Head of Community Engagement
AECO	Melissa Nacke	Head of Operations
AECO	M. Florencia Becherini	Office Manager

Appendix II

Evaluation

This evaluation was made in connection with the event at the venue in Reykjanesbær.

A total of 54 participants answered some, or all, of the 15 questions in the questionnaire, revolving around the content of the event, the venue, the social activities and suggestions for coming events.

1. Who do you represent?

Cruise industry	18
SAR entity	14
Researcher	1
Other	21

2. Where did you hear about the event?

Through AECO email/newsletter/website	21
At work/from colleague	16
Through invitation	5
Through Red Cross	1
At ARCSAR	1

3. Rate the overall satisfaction of info before event, sign-up process etc.

The majority were very satisfied, rating the information provided before the event at an average of 8.9.

Rate	Number of raters
10	20
9	17
8	11
7	3
5	1
4	1

Comments:

A bit slow response from Radisson.

Clear and good information.

Sign up was easy.

I appreciate that the agenda was sent out very early.

The sign-up process felt quite informal, and I was concerned a week before the event that I hadn't received an official confirmation/invoice e-mail.

4. How would you rate the practical on-site organization of the event?

The majority were very satisfied, rating the on-site organization at an average of 9.2.

Rate	Number of raters
10	24
9	16
8	10
7	3

Comments:

Really great!

Ask for dietary restrictions for group meals.

Panelists should have water available at the table.

Technical assistance could be present.

5. How would you rate the event venue?

The majority were very satisfied, rating the venue at an average of 8.4.

Rate	Number of raters
10	15
9	7
8	22
7	7
6	2
5	1

Comments:

Very good conference!

The rooms were hot.

Technical issues.

Good hotel, nice atmosphere.

Not too big.

Nice venue, far from town.

Location that facilitated networking.

The room was a bit small.

Column in room blocked the view.

Table could have been more spacious.

The event seems to have outgrown this venue. Several more employees wanted to come but registration closed.

6. How would you rate the presentations/lectures in general?

The majority were very satisfied with the content of the conference, rating it at an average of 9.

Rate	Number of raters
10	22
9	15
8	11
7	3
6	1

Comments:

- Great content!
- Enjoyed the trip to RCC/ICG.
- Great participation and perspectives from many different organizations.
- Very informative, practical exercise great.
- Varying quality of speakers.
- The TTX was phenomenal to get insights on how SAR operates in the Arctic.

7. Which presentations/lectures were most useful for you?

The majority valued the TTX as the most useful session followed by the healthcare theme session and Lessons Learned.

Subject	Number of raters
TTX	32
Healthcare	11
Lessons learned	6
Vikand session	4
Excursion	3
Panel day 1	2
Panel day 2	2
Sponsors	1
Planning TTX	1

9. What do you think about the balance between lectures/presentations and group discussions/break out session?

The majority (84%) thought there was a good balance between presentations and group discussions.

Rate	Number of raters
Good	37
Too many presentations	3
Not enough time for discussions	4

Comments:

Really good flow.
Small group/break out discussions would be a good addition.

10. Do you think it’s important to include a social program/excursion and/or activities in events like this?

98% said that the social program was valuable.

Comments:

Get to know people and make contacts.

Confidence in social relationships makes formal channels work better.

Great to be able to connect.

11. How often do you think we should organize an event like this?

89% answered that this should be an annual event while 11% answered “every other year”.

Every year	41
Every other year	5
More rarely	0

Comments:

People change, great opportunity to keep network current.

Super value for participants, though as an embassy will attend less often.

12. Where do you think the next event should be to attract relevant participants?

54% thinks the next event should be in Iceland, followed by 26% for the European continent, while 20% suggested America.

Iceland	21
European continent	10
America	8

Comments:

- Any location is good, but Iceland is central to the participants.
- I think it's important to change location regularly.
- Iceland plays a central role in Arctic incident management.
- Surely in the Arctic circle.
- Hosting in Alaska would be my recommendation so that AECO can get insights from US. Coast Guard Arctic operators.

13. Do you have suggestions to improve the next event?

- Create action points to be addressed in the following 12 months to gauge progress.
- Critical review of agenda to be it attracts wide/diverse participants, but re-attracting operators.
- Locking/incorporating vessels Ecy plans.
- All the stakeholders shall collect statistics to be used for streamlining the operations.
- Define consular services and resources for members.
- If possible, to see training or drill of SAR or Coast Guard.
- More interactive scenarios involving evacuation procedures, tracking etc.
- Consider looking at an event from an outside perspective – Ocean explorers from an external perspective looked very different than from the USCG perspective.
- Better educate the audience about the safety/emergency onboard the ship.
- More breaks, opportunities to get a chance to talk to people.
- Longer specific slot for industry/sponsors
- Team building/team work scenarios.
- I think the sponsors should get some more time to present, they were very rushed.

14. Are there any specific topics/speakers that should be included in the next event?

- Navigation in poorly charted waters
- Geopolitics, trends in regions
- Community impact, village-ship relations
- DNU classification society
- TTX more involved for MRCC
- Insight on the shore office role
- Media management
- Indigenous people
- Country tourism representatives
- First-hand perspectives and experiences
- SAR/Medical/customer relations/services after disembarking
- Community perspective, representatives from town that exp. vessels stop in.
- Media planning/government relations are different audiences and sometimes the industry doesn't differentiate between the two.
- A presentation, show from all lines of the cruise such as captain, EL, medical and dive into their roles.
- More of a focus on JRCC, interactions with hospitals, land-based emergency, diplomats etc. – what happens after the initial SAR mission?

15. Anything to add?

TTX improved from last year!

Fantastic way to understand the capabilities of expedition cruises.

So important to meet face to face.

Thank you for a great conference!

In general, this was an excellent event and I'm very appreciative of your willingness to include us. Thank you! I learned a lot and it will help us understand how to compliment your all's work.

The sense that one can control external communications is outdated. Even if you turn off star link all it takes is some pax with a sat phone and the word is out, plus it looks like you are hiding something – amplifying attention and defining the narrative.

Excellent event!