



Best Practice In Action - Crew Forward Conference

A Strategic Framework for Crew Engagement & Organizational Impact

Crew Forward is a performance-driven crew engagement and development program designed to strengthen individual capability and organizational alignment.

Built around real operational challenges and crew feedback, the program creates a structured environment where learning, communication, and collaboration come together to improve well-being, performance, and teamwork onboard.

Learning is directly connected to real-life application, ensuring that insights gained during the conference translate into practical actions, improved behavior, and stronger crew dynamics.

An Integrated Approach

Crew Forward brings together different learning and engagement methods into one practical and impactful conference experience.

Participants:

- **Engage** with relevant topics such as well-being, leadership, and communication
- **Learn** key principles of teamwork, accountability, and professional growth
- **Apply** insights through discussions, real-case scenarios, and shared experiences

At the heart of the program is the WAVE Workshop, an interactive and reflective session where participants:

- Share experiences and perspectives
- Explore accountability and responsibility
- Connect individual purpose with organizational values

This approach creates meaningful conversations and helps build stronger alignment between crew at sea and teams ashore.

Building Blocks



Health & Well-Being

Supporting physical and mental readiness for onboard life



Learning & Development

Strengthening knowledge through structured learning platforms



Personal Leadership

Encouraging responsibility, ownership, and professional behavior



Application in the Organization

Translating learning into real onboard practices and improvements



Teamwork & Communication

Building trust, collaboration, and alignment across all ranks





The Set-up

Crew Forward is delivered as a structured 1-day experience designed for maximum impact:

Morning:

- Program alignment and health & well-being sessions

Midday:

- Learning, WAVE Workshop, and leadership-focused discussions

Afternoon:

- Interactive group activities and real-case discussions

Closing:

- Open forum and direct dialogue with management

The program balances content delivery, interaction, and reflection, ensuring high engagement throughout the day.

What Makes This Crew Conference Different

Crew Forward focuses on what really matters to crew in their day-to-day work. Instead of being a traditional, lecture-style training, it creates a space where people can actively participate, share experiences, and openly discuss real challenges. This makes the learning more relevant and easier to apply onboard.

What makes it effective is the combination of:

- The WAVE Workshop, connecting personal responsibility with company values
- Practical topics based on real operational situations
- Interactive sessions that encourage engagement and reflection
- Direct dialogue with management, building trust and transparency

Rather than just delivering information, Crew Forward helps participants understand, reflect, and immediately apply what they learn.

This is why it creates lasting impact, not just during the conference, but in how crew work, communicate, and collaborate afterwards.

Participant Feedback

“Now I understand that leadership also means being responsible – not only at work, but in how I handle my life and finances.”

“The conference was very helpful and relevant to our work. It gave us new insights we can apply onboard.”

“The open discussions and interaction with management made a real difference. It helped build trust and understanding.”

