



AGENDA

- 10:00 Welcome Introduction – Adele & Jess
- 10:15 TUI BLUE – Ann-Louise & Julia
- 11:00 Branding – David Adam
- 11:20 Break
- 11:40 Concept Implementation – Ivan & Team
- 12:10 BLUE TASTE – Ervin & Bernhard
- 12:45 Lunch
- 13:30 Entertainment & CX Team Update – Shelley
- 14:30 Reporting and BLUE GUIDES – Adele & Jess
- 15:30 Break
- 15:50 WOW Music Update – Ulli
- 16:00 **BLUEfit®** Overview – David
- 16:15 Label Specific Entertainment, Sports & Fitness – Ulli, Jana, Janine, Kellie & David
- 17:15 Childcare Update – Lucie, Steph & Mira
- 17:45 EOD Quiz – Steph
- 18:00 EOD Summary