



# Marine Marketers of America

For Immediate Release

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## Boating Marketers and Writers Get “*Below Deck*” Look at Reality TV and Video Platforms during Fort Lauderdale International Boat Show

**Fort Lauderdale, Fla. – Sept. 16, 2013** – The prospect of using reality television such as Bravo’s new hit series, *Below Deck*, both as an advertising and marketing vehicle for marine businesses and as a platform to grow boating will be explored on Oct. 31 from noon to 2 p.m. during the opening day of the Fort Lauderdale International Boat Show (FLIBS).



A takeoff on the British television series *Downton Abbey* and *Upstairs, Downstairs*, *Below Deck* chronicles the adventures of the crew of the 164-ft. M/Y Honor and their charter guests. The audience for this eight-episode reality series climbed from 1.1 million viewers when it was first launched to 1.8 million viewers during its last episode. Based on the success of the first season, *Below Deck* has been renewed for a second season.



Co-produced by Marine Marketers of America (MMA) and Boating Writers International (BWI), the luncheon event will feature a presentation by author and digital-media marketing expert, Julie Perry. Her yachting-career guidebook, “*The Insiders’ Guide to Becoming a Yacht Stewardess*,” was a must-read resource for members of the *Below Deck* crew during filming.

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*Below Deck* star and chief stewardess of the M/Y Honor, Adrienne Gang, is slated to be on hand.

Perry, who many in the boating industry may recall as the ground-breaking anchor for

the online video series and podcast, *The Boaters TV*, will focus on just how cost-effective advertising has become with the advent of cable television serving targeted markets with relatively low-budget reality shows tied to integrated websites with full-episode repeats of original programming. Now a digital-media marketing consultant after spending over three years as VP of digital agency, BLASTmedia, Perry will also cover other digital-media marketing opportunities from placing social media ads on platforms like Facebook to running pre-roll video ad spots on popular online video sites such as YouTube.

This gathering of the marine industry's top communications professionals will be held in the Grandview Room of the Bahia Mar Resort. The event is co-sponsored by Info-Link and FLIBS.

Advance registrations will be available Oct. 1 at [www.marinemarketersofamerica.org](http://www.marinemarketersofamerica.org). Current BWI and MMA members are eligible for a reduced rate of \$30 when paying in advance using PayPal. The cost is \$35 for those paying at the door and for non-members. BWI and MMA members who wish to attend but do not want to have lunch may do so at a cost of \$5.

#### **About Marine Marketers of America**

Marine Marketers of America ([www.marinemarketersofamerica.org](http://www.marinemarketersofamerica.org)) is a professional development organization working to enhance the success of marketing and communications professionals involved in the recreational marine industry. The association was established in 2007.

#### **About Boating Writers International**

BWI ([www.bwi.org](http://www.bwi.org)) is a non-profit, professional organization consisting of writers, broadcasters, editors, photographers, public relations specialists and others in the communications profession associated with the boating industry.

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