



## FIST BUMP TALK TRACK

A Guide to The Azamara Fist Bump

Our special way of saying hello.

**What it is:** At Azamara, we have a special way of greeting our guests and colleagues — the *Azamara Fist Bump*. It's our unique way of saying "welcome to the family!", starting a new friendship, or simply saying hello.

**Why it exists:** We aim to put our guests' health first. With this in mind, the Azamara Fist Bump was born, creating a safer way for guests and crew members to greet each other on board. But the Fist Bump goes far beyond our fleet. We invite all our Travel Partners to take part in the tradition, whether interacting with a client or a colleague at any Azamara event.

### How to use it:

- **With clients:**
  - **First-timers:** We recommend starting the conversation with an explanation of what the Azamara Fist Bump is — it's our unique form of greeting for any and every occasion on board, whether it's a simple "hello!" with a fellow cruiser, or the start of a friendly encounter with a crew member. Then, try offering a fist bump as an official way to welcome them to this Azamara tradition.
  - **Returning guests:** If your client is a regular Azamara cruiser, they should be familiar with the fist bump. Try offering them one as a first greeting accompanied by an acknowledgment of the tradition: "I'm sure you're aware of the Azamara Fist Bump, it's a fun way we like to say hello and start off a conversation."
- **With colleagues:** Whether at a Trade Show, Ship Tour, SBDM Meeting, Award Ceremony, or Gala, there's no better way to kick off a friendly encounter than the Azamara way. Instead of a handshake, greet your colleagues with a fist bump. It's a great way to show that you're an insider on all things Azamara.