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NEWS RELEASE

‘ULTIMATE GURU OF COOL’ TO ADDRESS 2016 ADVANTAGE CONFERENCE

With a little under two months to the 2016 Advantage Conference on-board MSC Fantasia, details have been announced of the second keynote speaker to address the event.

Daniel Levine is the world’s best-known trends spotter. Hailed as a “genius” by Elle magazine and “the ultimate guru of cool” by CNN, he is the author of over 20 best-selling books and a frequent guest on international television and radio.

Daniel is the Executive Director of the Avant-Guide Institute, a New York-based trends consultancy, where he is the leader of a huge international team of trend-spotters who track the latest ideas and experiences from around the globe. His clients span across a number of business sectors and include Samsonite, Carlsberg, American Express and South Africa Tourism.

Colin O’Neill, Business Development Director at Advantage said: “With an overall conference theme of Blink, with a belief that things can change in the blink of an eye, it is important to understand what is happening around you and to reset your vision. Having Daniel Levine, a world renowned trends expert address our 2016 conference, will give delegates the opportunity to really understand the changes that are likely to influence them in the future and how to prepare for them.”

Ends

For more information contact Colin O’Neill at Advantage Travel Partnership on 020 7324 3942 or 3934.