

GalleyFM Today

Souvenir Edition

THE REAL STORY FOR CABIN CREW ISSUE 7



ISPY 2013
Developing an airline sales culture

The World's Greatest Selling Cabin Crew



The team at GalleyFM HQ hope you are still buzzing from the intensity of another incredible (and snowy) ISPY in La Belle Brighton!

The experience will stay with you forever and you will have made new friends for life.

Friday's enlightenment sessions capped off a week jam packed with sessions that stretched everyone right out of their comfort zones and into the realms of cabin crew excellence. Thanks go to Coty, Mars and Portfolio Partners for sharing their passion with us, for the products they love and to all the sponsors and speakers who gave so much of themselves during the week,

transferring knowledge to each and every one of us.

If ISPY week was the main course to the gala evening's dessert, what a finale! GalleyFM reports a few hanky moments, witnessing our super-stellar colleagues receiving the recognition they deserve for their outstanding achievements to the industry. The Tipperary Crystal vases added sparkle to what was already a dazzling evening.

GalleyFM would like to thank the ISPY team for staging this amazing event and also the Hilton team for supporting us all throughout the week.

God we needed it!

Highlights of the Gala Awards

At GalleyFM we loved seeing the lengths cabin crew will go to, to applaud their team-mates. Standing on chairs, cheering, wolf whistling and we particularly enjoyed the homage to Rylan from X Factor by the lovely lady who collapsed on the floor in excitement. What a crew... the cream of the crop... every one of you is a member of the elite 'World's Greatest Selling Cabin Crew'!

Lifetime Achievement Award Martyn Westbury - Mars

The clue's in the brand name, this man is out of this world.... interplanetary in fact.

This was a truly fitting award for our very own Mr Mars and we wish him every success in his retirement (although we'll believe it when we see it). We're missing you already Martyn...



ISPY 2013 - The Winners

Inflight Sales person of the Year

Gold - Gemma Brinkley - easyJet
Silver - Jim Anderson - Aer Arann
Bronze - Martin Kibisu - Kenya Airways

Team Award

Gold - Nozzie Masela & Jaco Botha - South African Airways
Silver - Phaedra-Lynn Hicks & Olivia Yung - Air Canada
Bronze - Kamyar Vahabzadeh & Kimberley Gallacher - Ryanair

Airline of the Year

Winner - Virgin Atlantic Airways
Highly Commended - Aer Lingus

ISPY Personality Award

Winner - Phaedra-Lynn Hicks

Effective use of Product Knowledge

Gold - Rhian Tippet & Joumanna Chokr - Virgin Atlantic
Silver - Gemma Brinkley & Christian Somerville - easyJet
Bronze - Lisa Chalmers & Charlotte Wong - Thomson Airways

Sales Generating PA

Gold - Venus Kyengo & Martin Kibisu - Kenya Airways
Silver - Evelyn Swee & Ahmad Bin Othman - Singapore Airlines
Bronze - Andrew Hneton & Danika Ward - CanJet

Ray Martin Act of Kindness Award

Winner - Barbara Frerichs & Markus Oldenburger

The most heartfelt and personal award of the evening, in memory of Ray Martin, a man among men. He would have been proud of this particular award being in his name and seeing it presented to Barbara and Markus by the 3 beautiful women of his life, Christine, Charlotte and Hannah.



Above: Inflight Sales Team Award podium
Left: Inflight Sales Person Gemma Brinkley

Product Merchandising

Gold - Julia Chen & Chloe Hung - Cathay Pacific
Silver - Jorge Novo & Maria Sirabella - US Airways
Bronze - Noel Chan & Jaymee Sriyapai - Cathay Pacific

Selling with Emotional Intelligence

Gold - Selim Genisol & Pinar Melanen - SunExpress Turkey
Silver - Jim Anderson & Nicola Matthews - Aer Arann
Bronze - Miki Yamasaki & Yuiko Shimizu - Jetstar Japan

ISPY Dragons' Den

Winner - Thomson Airways

Maximising Sales Techniques

Gold - Claudette Khamiss & John Poladian - Etihad Airways
Silver - Francesca Kerridge & Hayley Walpole - Virgin Atlantic Airways
Bronze - Samuele Carta & Claudia Sartori - Lufthansa



Barbara and Markus

Pic of The Week



"Fantashtic"

It wasn't just hard it was as tough as Prince Harry - having to choose the photo of the week. But here it is in all its glory with congratulations to Danika Ward for sharing it with us and don't forget you can see the rest at www.galleyfm.com

While we're on the subject of cool pix, don't forget to download your high resolution souvenir photo from the M&M booth on Friday evening - also on the GalleyFM website.



Thank You... A message from the Queen of ISPY herself.

Wow, what a week that was - hard work, the chance to learn from one another and, most of all, extremely good fun. This year's event was most definitely the product of teamwork, support and the enthusiasm of you all

as you have embraced the ISPY philosophy that it's all about being part of a team. And what a team we all make!

I would really like to thank all who attended, all who have helped make it happen - especially my wonderful ISPY team - and above all, you, the world's greatest selling crew. I am so proud of you all and wish you all the very best as you take home the training, knowledge, skills and experiences learnt here at ISPY2013. Do let us know how you're getting on and keep in touch. Many thanks everyone for a life changing event.