

# VENLYS

Maritime Specialisation Services

**Changing the Human Performance  
for the Future**



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## **Editorial**

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by Katerina Skourtanioti  
*Managing Director*

*Following the summer vacations, we are eager to announce that VENLYS worked towards, all this time, to set up two new offices for the Northern Europe as well as Middle East and Gulf regions. Our plan to establish a strong presence in Europe and worldwide, gradually becomes a reality!*

*Once more we are excited to host an article by Mr. Dustin Eno, COO at the London based Navigate Response, the strongest global network for crisis communication in the maritime industry.*

## VENLYS goes Worldwide

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Beyond our established presence in Philippines, we try to continuously evolve.

We proudly announce our expansion to Northern Europe, Middle East and the Gulf; we are ready to deliver our high-quality services, offer our expertise and innovative ideas in the Baltic Sea, the North Sea and all neighbouring regions, as well as in the Middle East and the Gulf.

Mrs. Susanne Schreeck (Business Coach, Engineer) will be leading the office of Northern Europe, based in Hamburg, Germany.

Additionally, Mr. Ashraf El Sherbiny (M.Sc. Naval Architect and Marine Engineer, QHSSE and Training Consultant) will be leading the office of Middle East and Gulf, based in Dubai, United Arab Emirates.

## Resilience & Mental Health

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VENLYS Maritime Specialisation Services is the **first company** in Greece which initiated specific **training programs for Resilience**, four years ago. During this period, **we have continuously evolved our training services** to adjust them on the industry needs but also to our clients' feedback.

Since the first conduct of the seminars, we have utilised doctors and psychologists to focus more on the well-being of the seafarers.

Currently, we incorporate in our seminars **the notion of Mental Health**, in order to promote its importance along with resilience, maritime safety as well as the significance of the human element.

**Our goal is to provide seafarers the means to enhance their mental health, express their gratitude and simultaneously feel that their company truly cares about them.**

## Navigate Response – Crisis Communication for Shipping

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***In a crisis everyone wants to talk to the seafarers – technology makes it too easy***

*By Dustin Eno,  
COO & Crisis Response Manager, Navigate Response Ltd.*

As connectivity improves, journalists, opposition lawyers, activists and others are becoming aware of just how easy it is to contact a vessel at sea.

Journalists know that seafarers are an excellent source of information and that quoting a seafarer in their story will make the report more interesting – people would rather read about the people involved in a situation than just the metal involved.

Depending on the nature of the incident, the seafarers involved may be traumatised or exhausted. These emotional and physical states make people more likely to say things they later regret; we do not want these things said to the media. Even more

practically, the involved seafarers are likely extremely busy dealing with the incident, and pressure from outsiders can dangerously take up precious time.

Most companies have a media and social media policy in place for their seafarers (every company should) and most of these policies essentially say, “do not speak to journalists” and “do not poste anything on social media that could impact the company.” Easier said than done.

Journalists are trained to ask questions and they’re good at it. When a journalist contacts an unprepared person, usually the person either ends up giving more information than they should, or they end up saying/doing something rude or aggressive, which makes the company look angry and unprofessional rather than responsible and in control of the situation.

The instruction “do not post anything on social media that could impact the company” is a good thought, but without training it is not much better than a fire fighting policy that says “put out the fire” – with training it is maybe ok, but without it training, it is largely useless. Many problems arise from posts that do not initially appear problematic.

I’ve too often seen companies invest in preparing their executives to talk to the media (as they should), but spend nothing preparing those on the front-lines who will be approached first when something goes wrong.

*Navigate Response has just launched a first of its kind online course specifically designed to prepare seafarers to effectively manage interactions with journalists and to identify risky online behaviour. The highly interactive course can be completed on any internet connected device, takes about 45 minutes and incorporates videos, role play exercises, risk identification tasks, a review of individual social media privacy settings and much more.*



*If we do not train to communicate in a crisis, it should be little surprise when people say regrettable things and when those on the front lines are unfairly blamed for their actions even though they were never trained to do otherwise.*

## **Conference participation**

VENLYS Maritime Specialisation Services continues its participation in high class events and international conferences. The dissemination of our services and innovative methodologies within the academic community and the industry remains one of our main goals.

### **ISALOS.net**

An event dedicated to the Human Element and its role in our industry was organized by isalos.net on July 22<sup>nd</sup>

2019, at the foundation Aikaterini Laskaridis in Piraeus.



We are grateful to isalos.net for the opportunity given to VENLYS to participate and present our viewpoint on this matter.

We are very happy that we presented to students and young professionals of the maritime industry our perception and thoughts about Safety, Human Element and the way that they are related to Safety Culture.

### **Leading the Shipping Industry into the Future**

VENLYS will participate in the International Research Conference “Leading the Shipping Industry into the Future”, which is to be held on November 21-22 2019, in Carcavelos, Portugal. Following a review process, we were selected to present our innovative methodology for the assessment of the Safety Culture at this highly reputable conference. Stay tuned to learn more about VENLYS presence in Carcavelos.

## **VENLYS Philippines Seminars**

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### **September-October 2019**

VENLYS team has already organised and is preparing its next visit in Manila, that is to be conducted during the week of September 30<sup>th</sup> to October 4<sup>th</sup> 2019. We are grateful to our clients for their trust and support for this service.

### **January-February 2020**

VENLYS is due to conduct additional seminars in Philippines at **the end of January and the beginning of February 2020.**

In case you are interested in learning more details on this visit and reserve dates, please contact Mr. Alexandros Koimtzoglou at: [alexandros.koimtzoglou@venlys.com](mailto:alexandros.koimtzoglou@venlys.com).



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