

News Release

For immediate release

21 April 2023

Marine industry comes together at MAA's 2023 Press Lunch

Over 120 guests enjoyed a spectacular networking lunch at the Southampton Harbour Hotel (Friday 21 April 2023), courtesy of specialist marine advertising, marketing and PR agency MAA.

Set against the backdrop of Ocean Village Marina and the South Coast & Green Tech Boat Show, 45 journalists and an exciting mix of business professionals from across the different marine industry sectors came together to be entertained and informed.

Compèring was sailing author and raconteur Tom Cunliffe who interviewed the event sponsors before regaling his audience with a tall tale from times gone by.

This year's event was sponsored by Navico (showcasing its new Fathom e-Power System), Saltee (introducing its sustainable sun care 'Yacht Kit'), and A-Plan/Have Knox-Johnston (explaining how its unified approach will drive the insurance business into new sectors).

"I look forward to our MAA Press Lunch each year as it's a fantastic opportunity to catch-up with industry colleagues, clients and friends," says Mike Shepherd, director of MAA. "Even though the event has grown significantly over the last decade, it hasn't lost its intimate feel.

"As an agency at the forefront of the marine industry, it's genuinely a pleasure to seek opportunities for our clients while working closely with the amazing pool of specialist marine journalists who work hard to support our industry."

The invite-only annual lunch has earned a reputation in the industry as a must attend event owing to its welcoming and friendly atmosphere, the calibre of attendees and the industry insights shared.

Founded by Mike Shepherd in 2009, MAA offers specialist advertising, PR and marketing services for the marine industry. MAA currently looks after Ancasta Group, Navico, Yamaha Marine in the UK, Ocean Safety, Wessex Resins & Adhesives and MDL Marinas among many other innovative marine companies working across the UK and Ireland.

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Media enquiries:

High-res images are available online at <https://maa.agency/media-centre>

T: 023 9252 2044

Susannah Hart, susannah@maa.agency

Mike Shepherd, mike@maa.agency