

Ana Gallardo Alvarez
Public Relations Internship Presentation

Summer 2024

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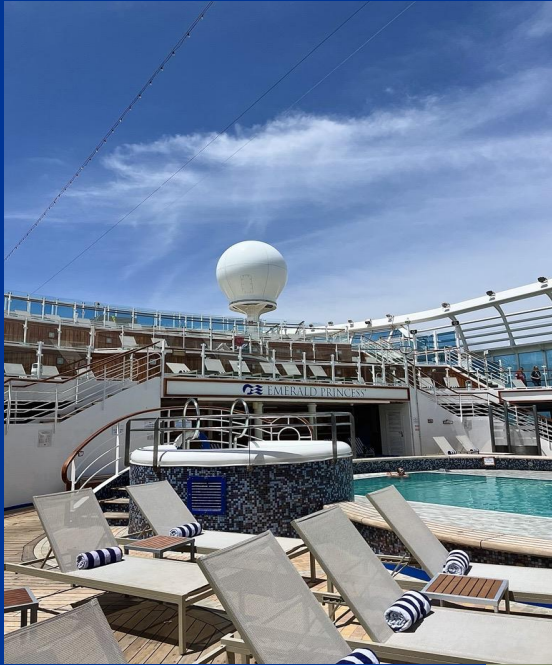
Senior at the University of Florida:

- Public Relations major with a concentration in Business and a minor in Event Management

At Princess:

- Public Relations Intern
- Worked with Guest Communications, Internal Communications, Social Media, UK Public Relations, Shipboard teams







FT. LAUDERDALE, FLORIDA

Princess Cruises Reveals Epic 2026 Alaska Season

Newest Ship - Star Princess - 1 of 8 Ships Headlining 2026 Alaska Season

July 24, 2024



FT. LAUDERDALE, Fla. (July 24, 2024) - Princess Cruises, the leading cruise line in Alaska, today unveiled its biggest-ever Alaska season for 2026, highlighted by the debut of the newest ship in its fleet, Star Princess. The exciting, expanded Alaska program for 2026 features eight ships, 180 departures, and 19 destinations, providing travelers with an unparalleled selection of Alaska adventures.



Talent on Display

Our shipboard teams are always coming up with creative ways to get together, relax and connect their colleagues. Enchanted Princess recently got into the spirit with a unique event - a competition

where would-be artists painted coffee mugs adorned with everything from undersea worlds and colorful landscapes to vibrant cartoons and more. Prizes included lanyards, sweet treats and

Princess swag. No doubt we have some talented teammates on board! Congrats to the winners!



A Unique Perspective

Our teammates enjoy the opportunity to step away from their daily duties and see their ship in an entirely new light with bridge tours led by our navigational teams. Being able to get a peek behind the curtain gives teammates a unique perspective and makes them feel more connected to their ship.

Sapphire Princess and Enchanted Princess teammates, shown here, are all smiles following their recent tours. Thanks to everyone who organizes these fun and informative events!



Yesterday

Minecraft Tournament on a CRUISE w/ @purple @cubfan135 @captainsparklez - Princess Cruises



Yesterday

I'M ON A BOAT PLAYING MINECRAFT | Nautical Quest by EVNT ft. Princess Cruises



15:21 LilianaUwU: how is the internet on that cruise so good when i start lagging in my room that's not too far from my router



Summer Projects & Activities

Press Trips

- Creating personal itineraries
- Coordinating transportation
- Face sheets
- Briefing books

Sun Arrival in FLL

- Event logistics
- Agencies

Event Coverage

Tracking social media content and articles:

- First Homeport in Boston
- Minecraft Cruise
- World Record Pizza Party
- Alaska F&B Press Trip
- Sun Princess F&B Press Trip

Research & Writing

Research projects

- Top Destinations
- Press Release Performance
- Journalists & Angles

Writing:

- Alaska 2026 published press release
- Tides newsletter articles