

Press Release

May 2009



This release and image can be downloaded from:
www.nextstepmarketing.co.uk/press

Topical theme draws high attendance at surveyors' conference

YDSA's annual conference for surveyors and designers, held on 31st March, drew a high attendance with a conference theme of 'Surveying in the current economic climate'

Yacht Designers and Surveyors Association (YDSA) committee member Ray Johnston welcomed nearly sixty marine surveyors and yacht designers to this year's YDSA Annual Conference, held on 31st March 2009 at The Royal Institute of Naval Architects (RINA) in London. Adopting the highly topical and thought provoking theme of 'Surveying in the current economic climate', the aim of the conference was to brief delegates on the key implications of the recession in the marine industry and alert them of the need to adapt if they are to maintain a competitive edge.

Richard Ayers, YDSA Chairman, kicked off the full day's programme by highlighting the importance of surveyors' valuation work. He described valuation methodology, emphasised the need for professionalism and said that surveyors must only take on work for which they are qualified.

A thought provoking presentation followed with Felix Evans, Claims Manager at Pantaenius Yacht Insurance, saying that the recession had led to a 20% rise in insurance claims with a significant increase in yacht theft claims and increased evidence of fraudulent claims. He showed how to identify a likely fraudulent claim and urged surveyors to work with insurance companies to help combat fraud.

In the next presentation Pawel Wysocki and Jessica Taylor of Hill Dickinson Solicitors said that the recession has meant that it has become a buyers' market and boat repossessions have risen sharply. As a result, banks are more likely to rely on surveyors' expertise in providing valuations. They added that surveyors were increasingly being called upon to provide expert witness in court.

In the afternoon session Alastair Walton, YachtWorld's European Sales Manager, gave an insightful presentation on how to tailor website content to boost rankings on Google and other search engines.

Peter Clark, of C Claims, concluded the presentations with an overview of insurance issues in the current market conditions, covering the role surveyors can play in cases of mortgage defaults, fraudulent claims and stolen boat claims. When required to provide a valuation in such circumstances, Mr Clark urged surveyors to check the history of the boat, refer to the stolenboats.org.uk website and alert officials should they find anything suspicious.

An open forum at the end of the day allowed delegates to put forward questions to the conference speakers resulting in a lengthy and lively debate.

- Ends -

Issued on behalf of YDSA by Next Step Marketing

Media enquiries to: Denzil Lee
Tel: +44(0)1256 861186
Fax: +44(0)1256 861100
Email: info@nextstepmarketing.co.uk

Caption for picture at www.nextstepmarketing.co.uk/press:
'Nearly 60 delegates attended the recent YDSA annual conference, with the recession dominating the presentations and discussions.'