



Entertainment on

I O N A

Quick reference guide

# Welcome to your quick reference guide to entertainment on Iona

Our new ship, Iona, offers incredible entertainment round the clock, giving guests the chance to pick and choose whatever they're in the mood for. We've matinee and evening shows in our Headliners Theatre, sports courts and exercise classes, interactive game shows and quizzes, guest speakers and guest DJs, legendary entertainers and new talent, plus much more. With incredible dining available any time of day, guests have the flexibility to choose an early dinner before a night of side-splitting comedy, or wander the ship taking in the pop-up buskers and aerial shows before a late night bite. With multiple showings of highlight acts and shows throughout their holiday, guests can plan ahead (or be spontaneous) to see something special at a time that suits them.

We've created this quick and simple reference guide to help you navigate the many entertainment experiences in store for Iona. It's all here, allowing you to create brilliant entertainment content in line with legal and brand guidelines.

## How to use this guide

### Step 1

Guest-facing copy can be found on page 3.

### Step 2

Iona's entertainment heroes are on page 4.

### Step 3

Iona's full entertainment options are on page 5.

### Step 4

Click the provided links for downloadable assets including imagery, short and long ready-to-use copy, venue logos, style guides and renders.

### Step 5

Follow outlined approval processes where relevant.

## Dos and don'ts

- ✓ Do use short and long copy as provided.
- ✓ Do use renders with the appropriate caption and image credit as specified on Asset Bank.  
For example:  
Please note that this page shows computer-aided drafts of Iona's cabins and venues for illustrative purposes. Designed by Richmond International.
- ✓ Do follow outlined approval processes where relevant.
- ✗ Do not shorten 'P&O Cruises' to 'P&O'.



Brand approval is required for anything where Gary Barlow is used. Brand approval is not required for individual channels and travel agents unless ready-to-use copy and/or imagery is amended in any way. This includes Creativiva, provided you use the ready-to-use content from this quick reference guide or the toolkit. If you have any queries or sign-off requests, please contact [kirsty.everett@pocruises.com](mailto:kirsty.everett@pocruises.com)

# Introducing entertainment on Iona

You can create your holiday of a lifetime with P&O Cruises. We've round-the-clock entertainment so you can take your pick. From theatre shows to incredible dining, sports games to archery lessons, aerialist performances to movies, lively bars to live music, family shows to comedians, and guest presenters to popular entertainers, you're free to go with the flow and choose the medium to match your mood. You can switch it up every day. Exercise class or chill by the pool? Early theatre show and night at the cinema? Cocktails and live music or dance 'til dawn? With so much choice and variety, plus multiple showings across your holiday, there's no fear of missing out. You can choose the entertainment you want, when you want.

Use the following copy to introduce entertainment on board Iona:

[Approved guest-facing copy]

## Heading

Take your pick of Iona's entertainment

## Subheading

With multiple showings (and offerings), you've the ultimate choice and flexibility

## Short copy

Create your holiday of a lifetime. Beyond all of the experiences that await ashore, there's plenty to discover on board. We've jaw-dropping aerial shows, full-scale theatre productions, live music (bands, pop-up buskers and everything in between), party nights, comedy, the latest movies, guest presenters, interactive game shows and experiences, and much, much more. And best of all, it's yours for the taking. With entertainment round the clock and multiple showings, you can craft your perfect holiday, every day.

## Long copy

Create your holiday of a lifetime. Beyond all of the experiences that await ashore, there's plenty to discover on board. We've jaw-dropping aerial shows, full-scale theatre productions, live music (bands, pop-up buskers and everything in between), party nights, comedy, the latest movies, guest presenters, interactive game shows and experiences, and much, much more. Each day can go your way.

Maybe you want to relax on deck to the soothing sounds of our live musicians? Or watch the latest blockbuster in our boutique quadplex cinema? Start a little family competition on the sports court or gaze in wonder as aerial performers take over SkyDome. The choice is yours. With entertainment round the clock and multiple showings of highlight experiences, Iona gives you the ultimate flexibility. You can craft your perfect holiday, every day.



# Iona's entertainment heroes

We've selected six key stories to highlight our current heroes of entertainment on board Iona. These heroes are our top priorities and demonstrate how and what we should be communicating with our guests.

**For approved guest-facing copy, please click the links for the individual assets.**



## Aerial shows

We're collaborating with international entertainment company Creativiva – specialists in aerial stunts, acrobatic acts, unique sets, elaborate costumes, avant-garde storytelling and more. We'll have bespoke live shows in SkyDome and the Grand Atrium.

[Click here for assets](#)



## SkyDome

Not only home to daytime relaxing by the pool, bespoke and exclusive aerial shows, guest DJ sets and more, SkyDome also hosts IGNITE – our upbeat party-starter with a DJ set produced by Alex James, laser show and live music.

[Click here for assets](#)



# FESTIVAL

## New theatre shows

Take a seat in the headliners theatre where every day the curtain comes up on another showstopper. With multiple showings throughout your holiday, prepare to be wowed by Headliners Theatre Company's incredible vocals and dancing. And don't miss our brand new show Festival - created and produced by Jonathan Wilkes and renowned choreographer and creative director Paul Domaine.

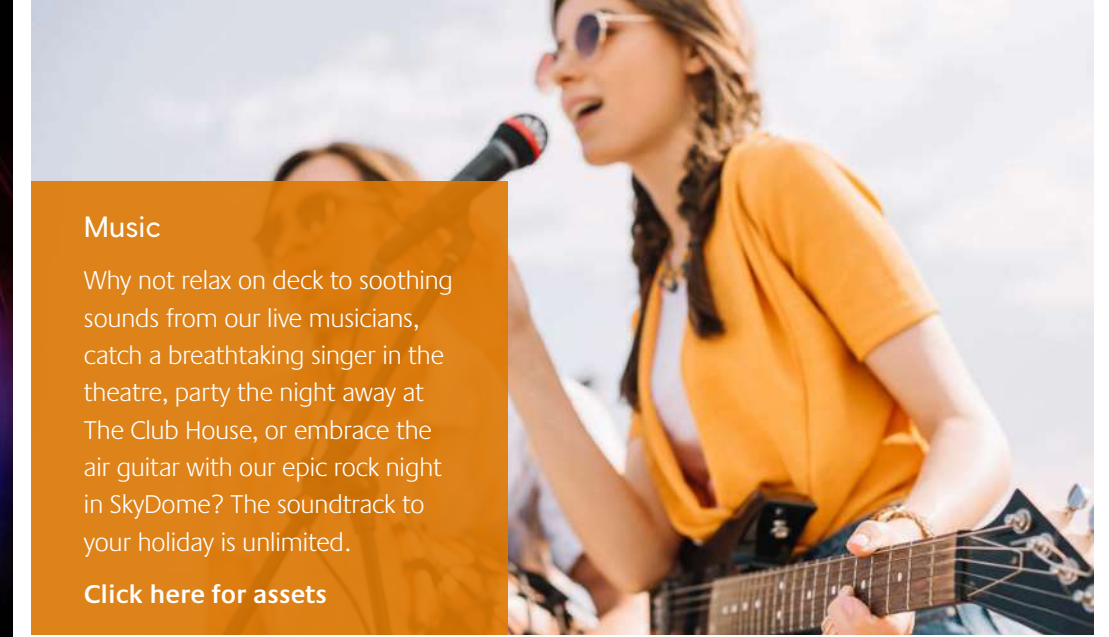
[Click for all assets](#)



## Music

Why not relax on deck to soothing sounds from our live musicians, catch a breathtaking singer in the theatre, party the night away at The Club House, or embrace the air guitar with our epic rock night in SkyDome? The soundtrack to your holiday is unlimited.

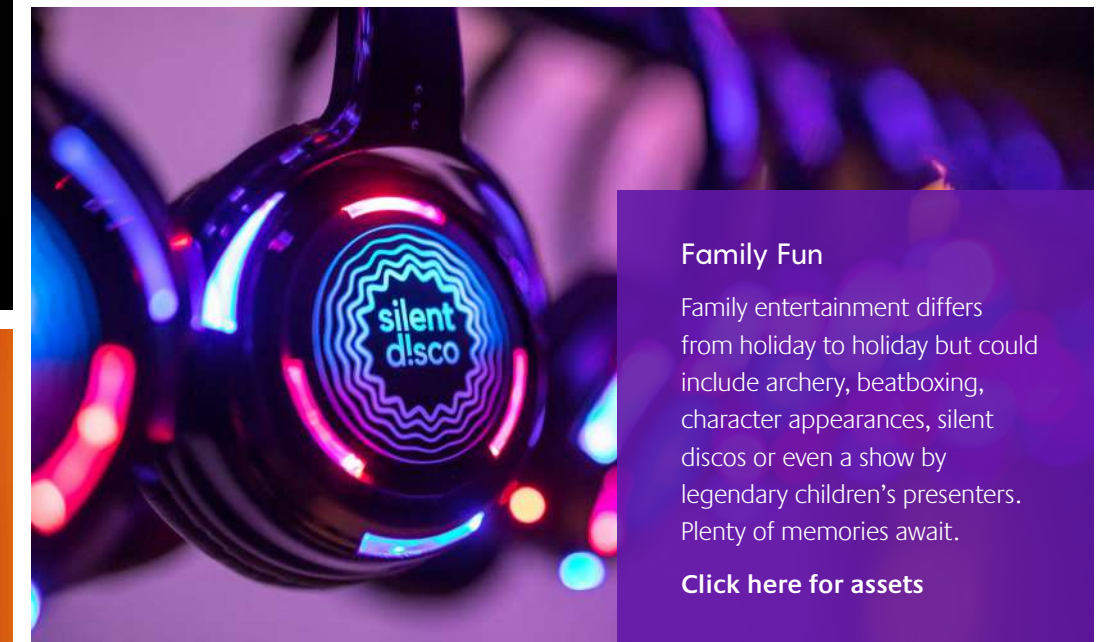
[Click here for assets](#)



## Family Fun

Family entertainment differs from holiday to holiday but could include archery, beatboxing, character appearances, silent discos or even a show by legendary children's presenters. Plenty of memories await.

[Click here for assets](#)



## The 710 Club

Curated and crafted by Gary Barlow, The 710 Club will serve up live music with an unmistakably vintage vibe, stylish cocktails and the most important ingredient of all: a little escapism to ensure the good times continue long into the night.

[Click here for assets](#)



# Iona's highlight entertainment and venues

## Entertainment venues

### The 710 Club

#### Deck 6

A place to immerse yourself in the seductive sounds of an array of musical genres that have inspired musical director Gary Barlow over the years, The 710 Club on Iona is a sophisticated bar crafted to Gary's creative vision.

[Click for all assets](#)

### The Club House

#### Deck 8

Day or night, enjoy music, party nights with Pulse, guest speakers, comedy, family entertainment and more in a live-lounge setting.

[Click for all assets](#)

### The Limelight Club

#### Deck 6

Get cosy beneath the intimate low lighting of The Limelight Club and prepare yourself for a show-stopper of an evening.

[Click for all assets](#)

### Brodie's

#### Deck 7

This sociable pub is the home of big-screen sport on Iona. Enjoy a great selection of drinks and snacks and have fun with karaoke and pub quizzes too.

[Click for all assets](#)

### Ocean Studios

#### Deck 6

The first four-screen multiplex at sea shows the latest blockbuster releases as well as the classics in a plush setting.

[Click for all assets](#)

## Theatre shows and experiences

### Grand Atrium

#### Decks 6, 7 & 8

Be wowed by an array of great places to meet, relax, wine and dine plus dazzling views, aerial shows and great live pop up entertainment.

[Click for all assets](#)

### SkyDome

#### Decks 16 & 17

A relaxed, poolside environment by day. In the evening, the space seamlessly transitions into a must-visit entertainment venue.

[Click for all assets](#)

### Headliners Theatre

#### Decks 6 & 7

By day, catch a matinee show. By night, enjoy live singers and variety acts, plus live music and theatre.

[Click for all assets](#)

### Viva! at The Limelight Club

#### Deck 6

Viva! This dynamic music event is guaranteed to get you on your feet and light a fire in your soul.

[Click for all assets](#)



## Aerial shows by Creativiva

### Rise

#### SkyDome

Step into SkyDome for an unforgettable live experience, where a colourful cast of birds soars through the sky. They twist and turn while, below, a mysterious egg begins to crack...

### Triboo

#### SkyDome

Choose your place in SkyDome and watch two tribes battle it out with aerial stunts, balancing acts and more.

### Spark

#### SkyDome

Watch this live show in wonder as the Star-keepers build kinetic forces through swirling rope acts, blurring hula hoops, aerial energy and more.

### Dream

#### Grand Atrium

Leave reality behind in this stunning live performance. The contents of a suitcase hold the power to turn our officers' daydreams into something astonishingly real.

### Virtuosi

#### Grand Atrium

Are you enchanted by the theatre? Step into the Grand Atrium and prepare to experience all of its riches in this dazzling live production.

[Click for all assets](#)

## Families

### Family

#### Across the ship

Our incredible collection of family shows and activities across the ship will keep you busy from noon until nightfall.

[Click for all assets](#)

### The Reef

#### Deck 17

The Reef is the place for children of all ages to join in with activity programmes, play games and make friends. Pre-registration is essential.

[Click for all assets](#)

### Scene

#### Deck 6

Teens aged 13 to 17 can stow away with friends at this chilled games and entertainment hangout.

[Click for all assets](#)

### Sports

#### Deck 19

If you've energy left from exploring ashore, why not try a new sport in the multipurpose Sports Arena?

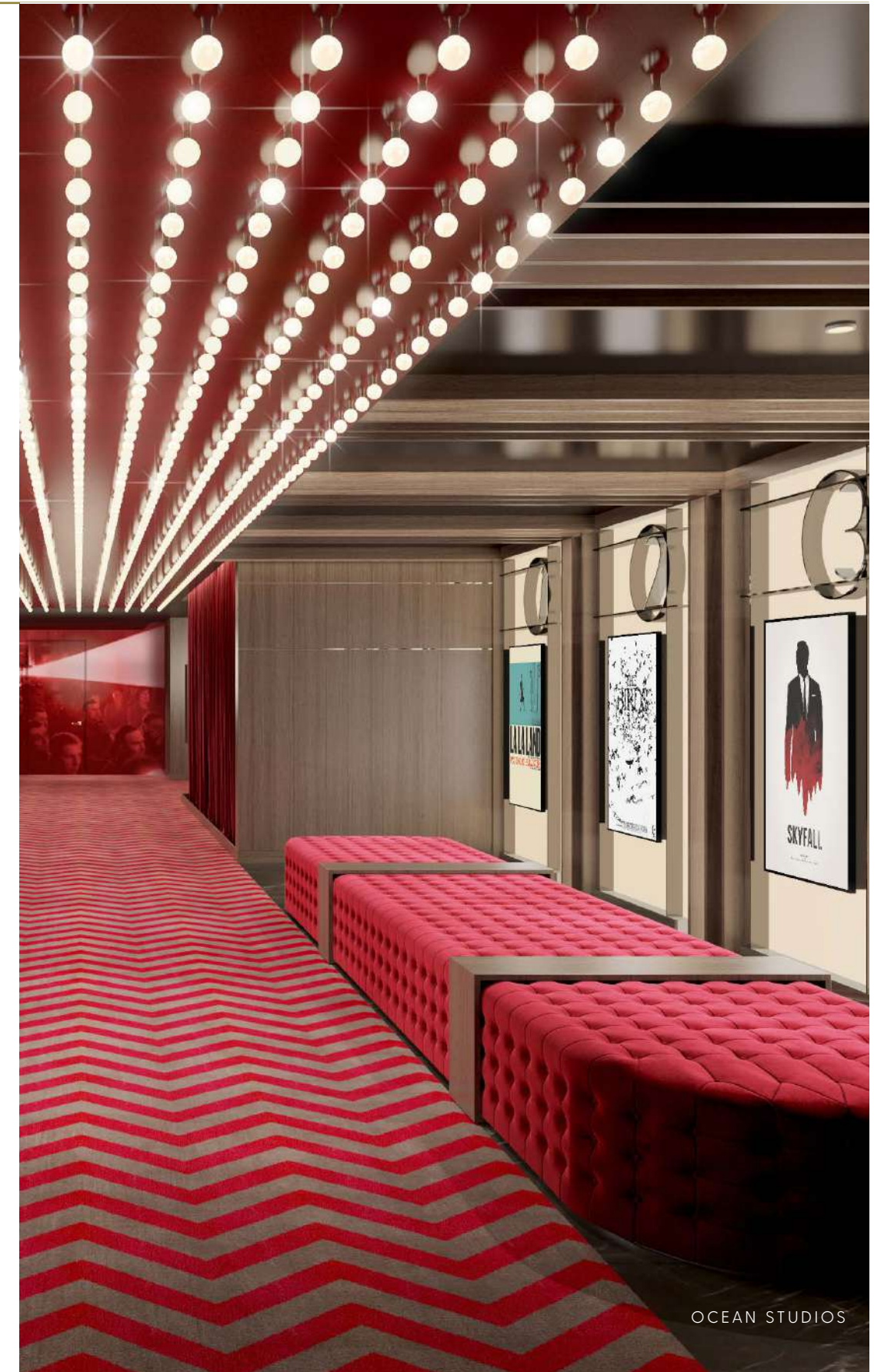
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### Academies

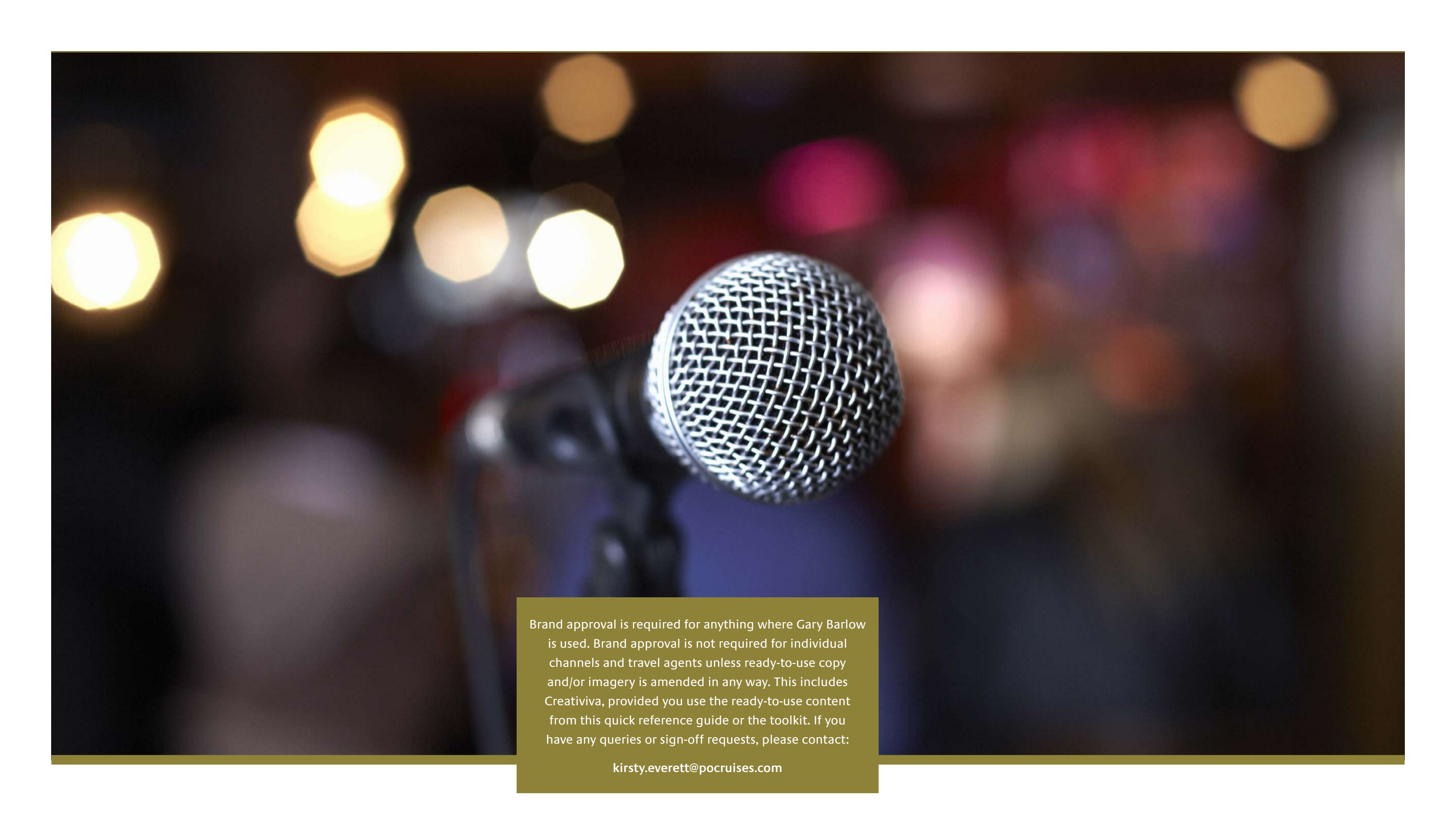
#### Across the ship

Sign up to our Academy programmes to learn the skills to become a radio DJ, scientist or games designer.

[Click for all assets](#)



OCEAN STUDIOS



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