

Sail Training International Youth Forum Meeting November 19, 2009

Agenda

1. 10:00 - Mission
2. 10:15 - Overview and Key points of papers submitted
3. 10:30 - Workshop Sessions:
 - a) making sail training more attractive to young people
 - b) making young people more aware of sail training opportunities
4. 11:00 Break
5. 11:15 - Plenary session: conclusions from the workshops
6. 11:45 - Steps forward: What can/should the IYF do to contribute to the development of sail training policies and activities?
7. 12:45 – Lunch
8. 13:45 Steps forward continued: officers, mission, next meeting, next activities

Managing our time



What is Sail Training International?

The mission:

Our purpose is the development and education of young people regardless of nationality, culture, religion, gender or social background through the sail training experience.

Mission of the International Youth Forum

To write a mission, identify why:

1. the organization exists
2. people belong to the organization
3. members believe in the higher purpose(s) of the organization

Write a sentence of 30 words or less to express such purpose

Sample Mission

"The International Youth Forum of STI seeks to inform, to promote and to support activities and events that provide accessible sail training and personal development opportunities for youth".

Overview from papers

How to make sail training more attractive to young people...

1. Provide level two experiences such as volunteer crew positions
 2. Capitalize on international composition and destinations
 3. Bring focus to current youth interests such as eco-tourism
 4. Reduce costs
 5. Generate credibility by creating young person to young person dialogue marketing opportunities
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Overview from papers

How to make young people **more aware** of Sail Training opportunities.

1. Exploit contact base of parallel organizations such as schools, universities, sailing clubs, eco-clubs, other sports clubs, community associations, military etc.
2. E-blasts to all tall ship alumni and request that it be forwarded to a friend who has not had a tall ship experience.
3. Returning trainees (Ambassadors) have obligation to complete experience questionnaires and to present in target rich environments
4. Effective use of social media, film, photos, e-mag, e-blasts be current, youth publications
5. Market ST as a life-changing experience; articulate collection of benefits
6. Exploit commercial sponsorships that address core youth products and products that are within financial reach. Eg. Oakley vs. Volvo

IYF Moving Forward

Goals:

1. Identify and empower leadership
 2. Establish Goals for March Conference
 3. Establish Web Space and Social Media Practice
 4. Articulate Mission
 5. Establish point of contact at STI
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