

LIAISON OFFICERS: Create your Dream- Team

Vladimir Martus
Chief LO St.Petersburg TSR-2009
Shtandart Project

Tall Ships Races 2009 St. Petersburg

- Ships - 98
- Crews - 2700
- 150 Liaison officers
- 4 person LO management team



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

154 Liaison Officers



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Previous experience



Shtandart Project

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Previous experience

Replica frigate
Shtandart was
built by team of
volunteers



Shtandart Project

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Previous experience

Operator of STS SHTANDART



Shtandart Project

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Previous experience

TALL SHIPS RACES SINCE 2001



Shtandart Project

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Previous experience



Shtandart Project

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

We are going to speak about

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood



Key elements to success

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood

Recruiting

“Don't miss your
UNIQUE CHANCE
to participate in
the **GREAT EVENT !**”



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Recruiting

The ways we distributed the appeal:

- Posters and flyers distributed in Universities where foreign languages are studied, in language schools, in maritime universities.
- Newspapers;
- TV;
- Internet (Facebook, LiveJournal and alike)

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Recruiting



Using website and on-line application form

Sail Training International Conference, November 2009, Istanbul, Turkey

Recruiting



420 applications for LO

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Recruiting

- Electronic database
- Attracting / frightening
 - *Find a balance*
- Written agreements to clarify “terms and conditions”



240 agreements with most motivated candidates was signed

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Key elements to success

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Motivation



STI Conference, November 2009, Istanbul, Turkey



Shtandar Project, St. Petersburg

Bright attractive uniform

Motivation



STI Conference, November 2009, Istanbul, Turkey

New friends;



Shtandar Project, St. Petersburg

Representing city/country

Motivation



New knowledge

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Motivation



NEW LIFE EXPERIENCE

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Motivation



Everybody must HAVE FUN!!!

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Key elements to success

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Knowledge

- Knowledge required from future LO:
 - Communication skills;
 - working with INFORMATION;
 - Foreign language(s);
 - teamwork abilities;
 - local knowledge;
 - maritime/sailing knowledge;
- Define it and check if they have it.
- If they have not enough knowledge
- Make your best to predict future
train LO to solve these.

Easy to say...

STI Conference, November 2009, Istanbul, Turkey

Shtandarit Project, St Petersburg



Work in small groups

STI Conference, November 2009, Istanbul, Turkey

Shtandarit Project, St Petersburg



Work in small groups

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg



a presentation in foreign language

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg



Teambuilding

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Key elements to success

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Teambuilding



Teambuilding: practice in sailing and rowing

STI Conference, November 2009, Istanbul, Turkey

Shtandarit Project, St Petersburg

Teambuilding



Teambuilding: practice in sailing and rowing

STI Conference, November 2009, Istanbul, Turkey

Shtandarit Project, St Petersburg

Teambuilding



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Teambuilding



We are the team!

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

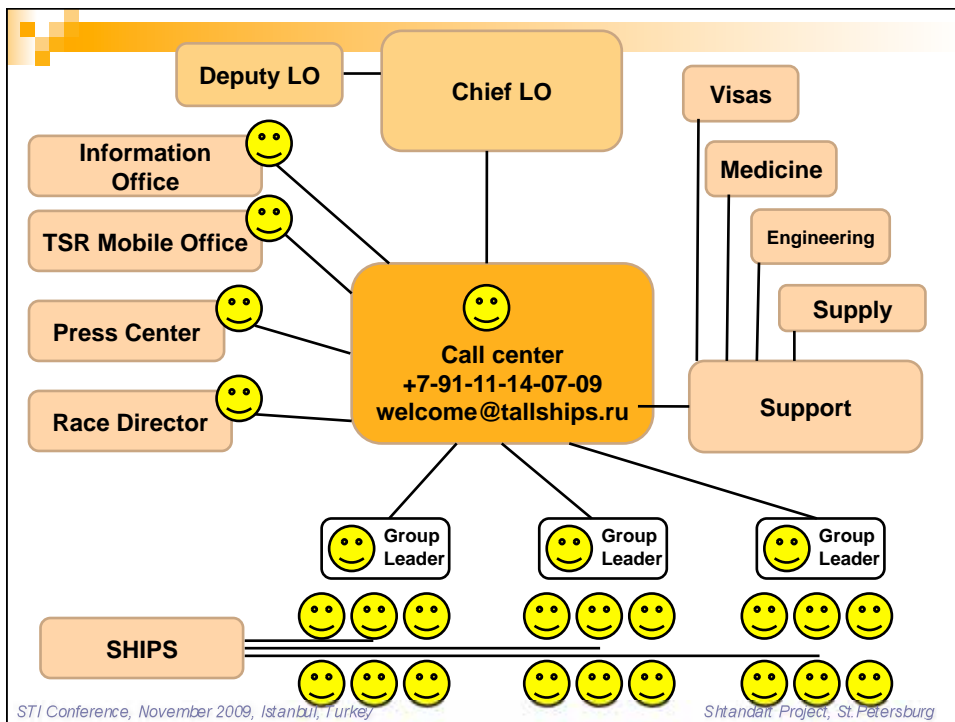
Find best leaders

- Make best leaders step forward.**
Both—directly calling for group leaders, and just observing their behaviour and appointing best of them



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St Petersburg



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St Petersburg

Key elements to success

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St Petersburg

Information flow

- Explain them their duties.
- Train them, check if they understand they duties in full.
- Ask for Feedback.
- Train to give feedback.



STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St Petersburg

Information flow



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Information flow



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Information flow



STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Key elements to success

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St. Petersburg

Facilities



The day starts at 7.30

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St.Petersburg

Facilities



LOs are WORKING 24 HOURS!

STI Conference, November 2009, Istanbul, Turkey

Shtandar Project, St.Petersburg

Facilities



LOs are WORKING 24 HOURS!

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St Petersburg

Facilities



LOs are WORKING 24 HOURS!

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St Petersburg

Facilities



LOs are WORKING 24 HOURS!

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Key elements to success

- Recruiting
- Motivation
- Knowledge
- The team
- Information flow
- Facilities
- Positive mood

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Positive mood

- LO system: it's not an employment. We are creating a **team of like-minded friends**.
- LO system as a part of STI mission to **promote sail training**.
- Organizing LO system – like preparing a party: **everyone must have FUN !**

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St.Petersburg

LO Successful Team

- Main goal of LO – to make ships' crews happy.
- Most important goal of LO System – **To make ALL participants happy!**



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St.Petersburg

'Thank-you'-Party



Watching Parade of sail: they deserved it

STI Conference, November 2009, Istanbul, Turkey

Sifandit Project, St Petersburg

'Thank-you'-Party



Watching Parade of sail: they deserved it

STI Conference, November 2009, Istanbul, Turkey

Sifandit Project, St Petersburg

'Thank-you'-Party



Watching Parade of sail: they deserved it

STI Conference, November 2009, Istanbul, Turkey

Sitandit Project, St Petersburg

'Thank-you'-Party



Watching Parade of sail: they deserved it

STI Conference, November 2009, Istanbul, Turkey

Sitandit Project, St Petersburg

Key elements to success

- Appoint a most competent person/team to run LO system
- Get **motivated people**, develop their motivation further.
- Give them new **knowledge**, new experience.
- Make them feel **interested** and happy at all times.
- **Predict "bottle neck" situations**. Provide training in problem solving.
- Find best leaders.
- Create **team structure** with good information flow.
- Provide **REALLY GOOD facilities**.
- Find resources to **THANK your team!**

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St Petersburg

LO Dream Team

Team of 154 Liaison Officers

Age average – 26 years

Shtandart crew, TSR experience– 16 %

Male - 28 %

Female – 78 %

Foreign languages

English – 82 %

German – 9%

Other (Danish, Spanish, Swedish, Finnish– 5%

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St Petersburg

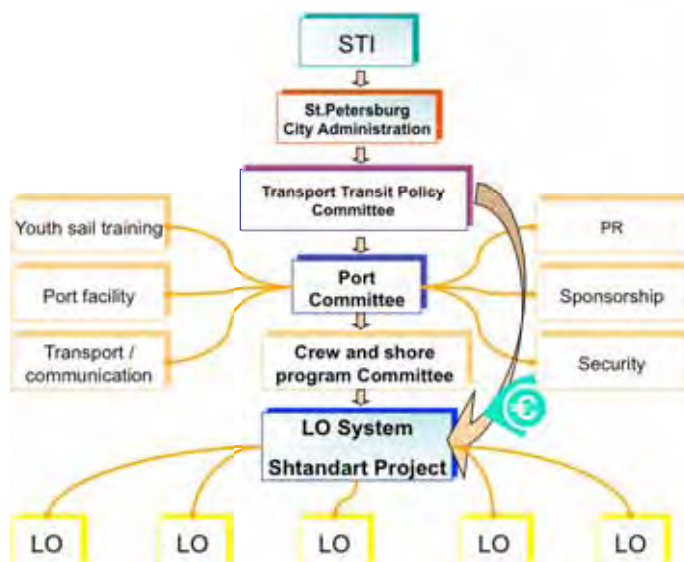
LO Budget

Total budget €1350 000 LO budget € 57 000 (4%)

	€
Information campaign	6 400
LO Handbook publishing	1 500
Trainings (hall and equipment)	3 500
Uniform	4 300
Facilities(office, food, slipping)	8 000
Mobile phones	800
Office expenses	8 000
Transport	600
After-party	1 100
Management team salary	22 800
Total	57 000

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St.Petersburg



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St.Petersburg



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg



STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St. Petersburg

Questions and answers

Vladimir Martus
welcome@tallships.ru

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St.Petersburg

welcome@tallships.ru



Shtandart Project, St.Petersburg

STI Conference, November 2009, Istanbul, Turkey

Shtandart Project, St.Petersburg