




In the run-up to the event, timing is everything.

This session draws upon the experience of others about when to do what whether it be recruitment of volunteers or marketing planning.

Correct timing not only improves effectiveness but can also reduce overall costs.

- To present a project plan with the major milestones shown for delivering a successful Tall Ships Races event. The timeline should start from being selected as a port through to the event itself. It should include at least the following:



An explanation should be given of why each action is timed to start at a certain time.

The overall consideration must be to do things at the appropriate time to minimise the cost without having a negative impact on the project.

## Starting points are different

- Is this first time for your port/community?
- Have you retained teammembers from previous events?
- Have you ever visited a TSR event?
- Have you participated as trainee/crew?

## Understand the challenges of the task ahead

- We do all have different challenges as host ports.
- Identify your
  - Weak areas
  - Strong areas
  - Swot analysis

## Marketing to the local community

- Natural milestones – When we have stories to tell.
  - Award of the Host port challenge
  - Project manager selection
  - Trainees – every year
  - Promotional events
  - Be visible – Tall Ship's Races Admiral!!
- Then identify target groups for specific information flows
  - Facebookgroups – volunteers – trainees

## The marketing and promotion activity:

- Local businesses / community engagement
  - Warm them up early
  - Local Chamber of Commerce
  - Rotary's and Lion Clubs etc
  - Branding programme – build pride
  - Involve them – make it attractive

## To ships


- Leave your footprint at the events years in advance when possible
- Communicate – captains & owners
- More work needed for a new port
- Learn to understand their needs
- Three Classes of ships in this process
  - Military
  - Large Sail training vessels
  - Smaller vessels

## The public

- Build brand recognition
- Build expectation
- Good Ambassadors
- Web site

## When to appoint key personnel

- Project manager as soon as possible
- Core group of committee leads -24 mths
- Core group of volunteers – 15 mths
- People that have experienced TSR events as visitors, trainees, ship crews or in any form or shape are important – 20 mths



The marketing and promotion activity  
to ships, the public, trainees and local  
business

Marketing plan for all aspects of the event

## Trainees

- Recruitment of trainees should be one of the main stay activities for any Tall Ships Race host port
- Send a number of trainees every year
  - They are:
    - news in the press
    - Goodwill ambassadors
    - Backbone of future organizations
    - They have vital experience as volunteers during your next event

## Raising the funding from city and sponsors

- City and Port funding need to be the backbone
- Sponsor programs – grade them – 24 mhts
- Go for the bigger ones first – 22 mhts
- Make a sponsor forum – 15 mhts
- Encourage the sponsors to take pride in the sponsor ship and use our logo

## Visiting future ports

- For key members of the organizing committee there is only one acceptable way – onboard a participating ship
- Send key members of the team as trainee mentors or trainees as soon as possible
- Prepare for what you would like to learn and be clear on why
- Go below the obvious surface learn from others but transform to your setting



## Ship recruitment

- Start early
- Feed info regularly
- Visit the TSR events and key ship owners
- Offer commercial opportunities
- Use official channels
- Use local consuls

## Corporate hospitality planning

- Start to sell these opportunities a year in advance
- Give a sub-committee or an event company this responsibility
- Be innovative
  - Sell out to the public – tickets
  - Offer sponsors the opportunity