

Recruiting Military Vessels What does it take?

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Understanding the Mission

- ▶ Ambassadors of their country
- ▶ Training of cadets
- ▶ Mandated by political objectives
- ▶ Representatives of culture and custom



Respecting their Status

- ▶ They are military ships and it is very much like stepping onto a foreign military base
- ▶ Respect their sovereignty, the ship is foreign soil
- ▶ Be mindful of military protocol and rules
- ▶ Understand cultural differences and preferences



Be Diplomatic

Naval vessels are usually not permitted to accept:

- ▶ Payment (direct or in-kind)
- ▶ Corporate Hospitality
- ▶ Sponsorship
- ▶ Being within a gated event
- ▶ Admission from visitors



Know your Invitee

- ▶ Is the vessel a true Naval /Military ship?
- ▶ Is it affiliated with or leased to the Navy?
- ▶ Is it part of a Maritime School or Academy?
- ▶ Or is it just operated like a Military ship?



Building your Support Network

Start a grassroots effort by connecting with:

- ▶ Local foreign communities
- ▶ Cultural organizations
- ▶ Foreign business leaders
- ▶ Chamber of Commerce
- ▶ Consulate or Embassy
- ▶ Naval or Military Liaisons



Gathering Endorsements

Send official invitation and request letters of support from:

- ▶ Local politicians
- ▶ Governor and State Representatives
- ▶ Other elected officials
- ▶ President, Chancellor, Royal families



Network with the "Industry"

Build strong relationships with:



Naval Attachés

Ambassadors or
Consul Generals



Commanding Officers

Network through:

- ▶ Diplomatic Receptions
- ▶ Personal visits to Embassies and Consulates
- ▶ Courtesy calls, cards, emails
- ▶ Visits to the ships
- ▶ Attendance at other festivals



Timing is Everything



- ▶ Allow yourself ample time to build your network.
- ▶ Ideally, you start 3 years before your scheduled event.
- ▶ Be prepared to invest repeatedly in this effort as Officers, Ambassadors and Naval Attachés are subject to frequent rotations and you might have to cultivate a relationship with the successor.

Coordinate your Efforts

- ▶ Work together with other hostports in your series to consolidate your efforts and exchange information and ideas
- ▶ Make this a team effort and become more effective by pooling your resources and expenses
- ▶ Work closely with STI, ASTA or other organizations hosting the series
- ▶ Have regular conference calls, email updates and meetings



TSAC 2009 hostports team



Meeting the Ship's Needs

- ▶ Plan diligently for the ship's visit
- ▶ Work closely and continuously with vessel operators
- ▶ Find out what the agenda and objective for the visit is
- ▶ Inquire about the crew compliment: how many officers, crew, cadets or trainees
- ▶ Engage community and business leaders in hosting your VIP
- ▶ Consider "Adopt-a-Ship" programs



NOT your typical cadets!

Meeting the Ship's Needs cont.

Identify the representatives and authorities working with the ships to prepare arrival and stay:

- ▶ Port Administration
- ▶ Navy Officers
- ▶ Pilots Association
- ▶ Customs, Immigration, Border Patrol
- ▶ Agricultural Officials
- ▶ Police and Security personnel
- ▶ Coast Guard
- ▶ Government Officials
- ▶ Foreign Diplomats
- ▶ Etc.



Meeting the Ship's Needs cont.

Rolling out the Red Carpet

- ▶ Welcome the ship with a flotilla and lots of media
- ▶ Engage your best Liaisons in the preparations and have them be there upon arrival. Ideally, they should speak the foreign language of your guest
- ▶ Ensure that the ship can be "cleared" by authorities immediately
- ▶ Greet the Commanding Officer upon arrival and inquire about immediate needs
- ▶ Be prepared for the unexpected - have lists of repair facilities, medical services, suppliers, etc.



Creating THE BEST Port Visit for your Guest

- ▶ Provide all possible resources for free (docking, pilots, tugboats, linehandlers, water, electricity, pump-outs, garbage, internet access/ wifi, phone cards, transportation, etc.)



Showcase your guest in the media and provide them with lots of visibility in order to portray their country. They are the Ambassador of their country in your city!

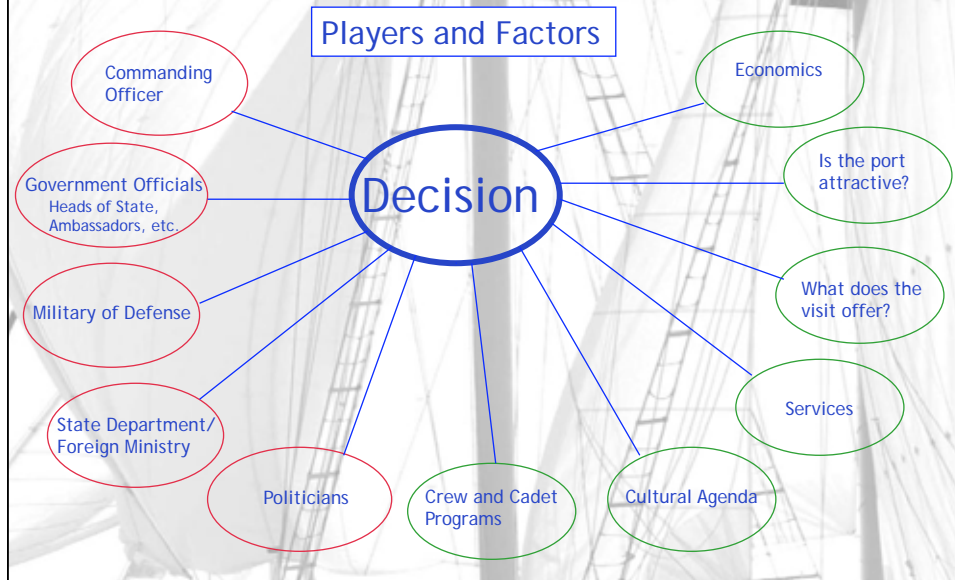


Creating THE BEST Port Visit for your Guest cont.

- ▶ Provide opportunities for the cadets and crew to illustrate and represent their Nation to the public such as crew parades, sports events and competitions.
- ▶ They are expected to participate and are very keen to do so!



How is THE DECISION made?



Continue the Dialog Cultivate the Relationship

- ▶ Stay in close contact with the Commanding Officer, Naval Attache, Ambassador or Consul General and other valuable contacts you have established.
- ▶ Follow up with Thank You letters and continue to network.

You might do it again!



THANK YOU!



Questions?