

International Sail Training & Tall Ships Conference 2014

14th & 15th November 2014

A Coruña, Spain



supported by the City of A Coruña



THE TALL SHIPS RACES AND REGATTAS

2015 Baltic Tall Ships Regatta



Klaipeda, Lithuania

Fri 5 to Mon 8 June

Szczecin, Poland

Fri 12 to Mon 15 June

2015 The Tall Ships Races



Belfast, UK

Thurs 2 to Sun 5 July

Aalesund, Norway

Wed 15 to Sat 18 July

Kristiansand, Norway

Sat 25 to Tues 28 July

Aalborg, Denmark

Sat 1 to Tues 4 August

2016 The Tall Ships Races



Antwerp, Belgium

Thurs 7 to Sun 10 July

Lisbon, Portugal

Fri 22 to Mon 25 July

Cadiz, Spain

Thurs 28 to Sun 31 July

A Coruña, Spain

Thurs 11 to Sun 14 August

Welcome to A Coruña!

A warm welcome to A Coruña – a long standing and loyal friend and partner to sail training and Sail Training International.

If you are a regular STI “Masthead” reader (our online newsletter) you will know that it has been an action-packed year in sail training around the globe.

The Sail Training International Conference is always an exciting time. We are particularly pleased to have such a great turn out this year.

You will find that our STI team has designed the conference to ensure that you have plenty of time to network with friends new and old. We have every confidence that the content of the conference will challenge you right from the outset.

Our keynote speaker Crane Stookey has a powerful and relevant message to share about the potential impact and lessons that the sail training experience can deliver.

The conference sessions cover a wide variety of subjects driven largely by feedback from our ship and port partners in sail training and events. There is a strong focus on marketing tools for ships, trainees and ports. Sessions on the protection of the marine environment, heavy weather sailing and marine accident case studies can also be found amongst many others.

The new International Sail Endorsement Scheme, developed in partnership with the Nautical Institute, will officially roll out at the conference after a number of years in development.

Academic research into the benefits of sail training continues to be of interest and value and the conference team have facilitated presentations from various researchers.

Outside of the conference it has been a big year in sail training worldwide. We have been liaising with a number of countries who are working hard to establish new national sail training associations.

In addition to the huge success of our summer races in the North Sea we held our first ever regatta in the Black Sea in the spring. In the fall we ran the Falmouth Royal Greenwich Regatta together with our great partners in those ports.

Across all our events this year over 9,000 people enjoyed a sail training experience on more than 150 registered Tall Ships and Small Ships. The host ports saw more than four million visitors on their quaysides and the value of media coverage exceeded €22 million.

The planning for events in the coming years is both exciting and challenging. The STI team, and our large group of expert volunteers, are pressing the boundaries of our geographical reach as we seek to push the sail training message more widely.

Enjoy the time you have with old friends and new, but don't forget to get out and explore the A Coruña area.

Finally, on behalf of Sail Training International and all the 2014 conference delegates, a very special thanks to the city of A Coruña for the support and hospitality that has helped make this conference possible.



**Doug Prothero, Chairman
Sail Training International**



Delegate badge colour coding:

Red = STI and speakers

Blue = sail trainers

Green = ports & non sail trainers

Cloakroom	There is a cloakroom available but please note items are left at the owner's risk.
Message Board	This is located in the Exhibition Foyer should you wish to post messages for other delegates.
Enquiries	If you have any queries please go to the registration desk in the Exhibition Foyer.
First Aid	Please go to the registration desk in the Exhibition Foyer.
Lost Property	Please hand any lost property into the registration desk.
Mobile phones	Please switch off or set to silent during presentations.
Smoking	Smoking is not allowed inside the conference centre.
Presentations	Copies of many of the presentations will be available on the Sail Training International website one week after the event. Some events are being filmed and the recording will be available to view via the STI website. Delegates will be informed by email when the recordings are available.
Filming	Please be aware that two cameramen will be recording some of the sessions during the conference. The camera is fixed on the speaker and screen, however there may be an occasional audience shot. If you do not wish to be seen in any resulting footage, please inform the registration staff.

Thursday 13th November

arrival and hotel check-in

20:00 – 22:00 2015 Joint Host Ports Welcome Reception at the Aquarium Finisterrae

Friday 14th November

09:00 – 09:45 registration
 10:00 – 11:00 opening plenary session
 11:00 – 11:45 coffee break
 12:00 – 13:15 session 1
 13:15 – 14:45 lunch
 15:00 – 16:15 session 2
 16:15 – 16:45 coffee break
 17:00 – 18:15 session 3

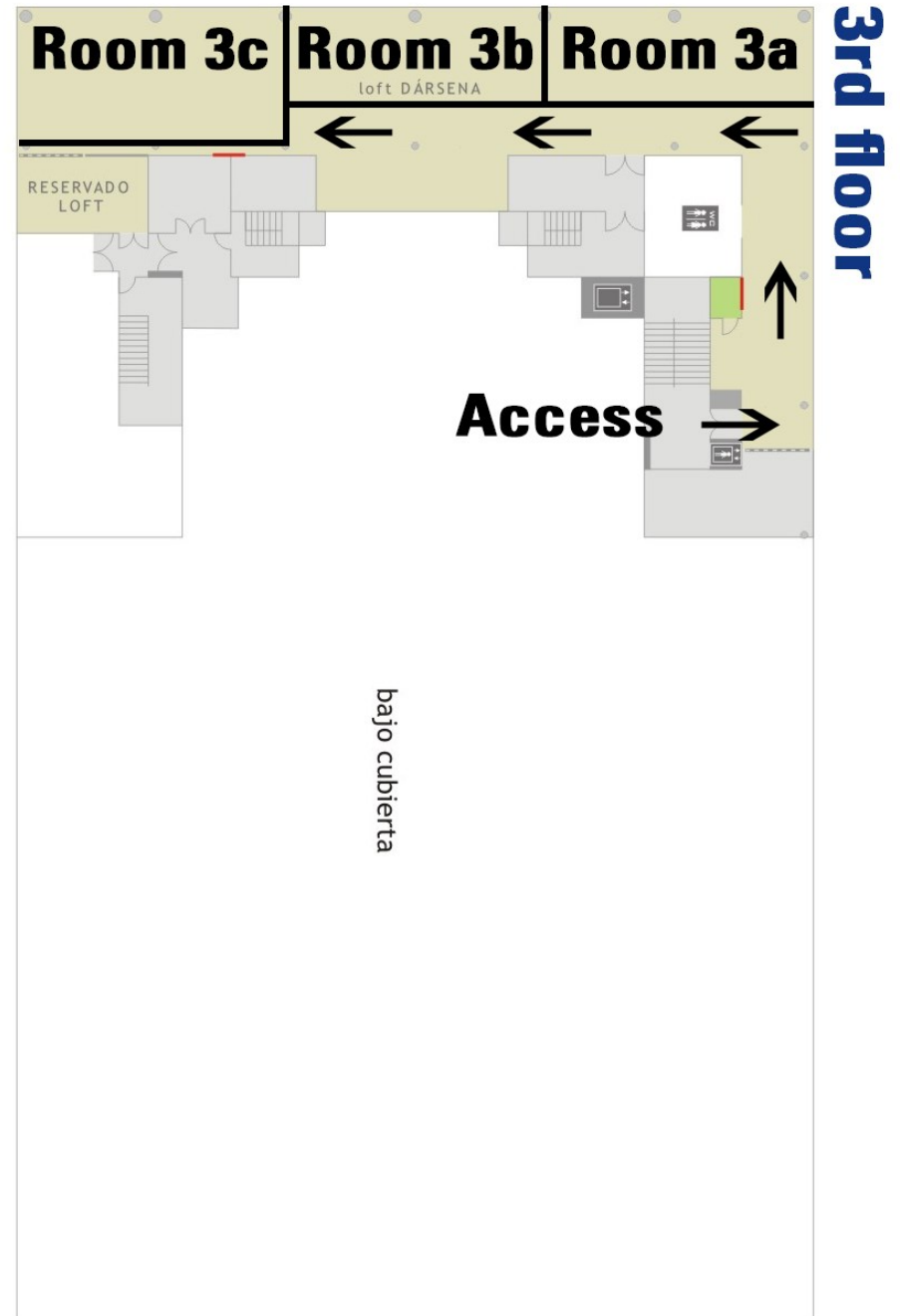
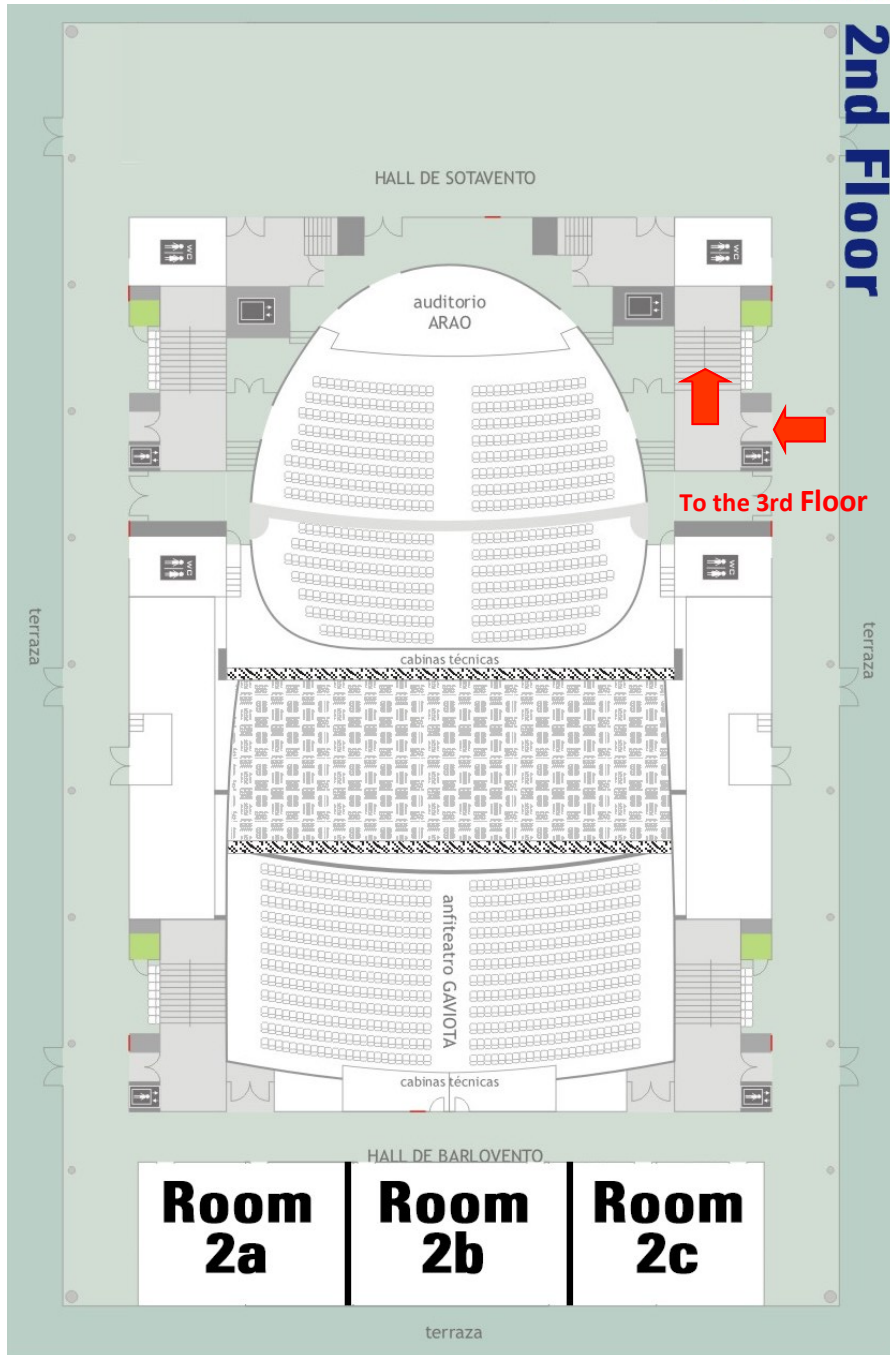
Saturday 15th November

09:00 – 09:45 coffee available
 10:00 – 11:00 session 4
 11:00 – 11:45 coffee break
 12:00 – 13:15 session 5
 13:15 – 14:45 lunch
 15:00 – 16:15 session 6
 16:15 – 16:45 coffee break
 16:45 – 17:45 closing plenary session
 20:00 – 20:30 drinks reception
 20:30 gala dinner, sponsored by the City of Quebec

Sunday 16th November

depart at leisure







The Masthead

...the international voice of Tall Ships, Small Ships and Sail Training



- Welcome
- People
- Races and Regattas
- Get on board
- STI news
- Around the world

Welcome

See YOUR story or images here



The Masthead is Sail Training International's flagship e-magazine.

It is the ONLY regular, international publication focused on Tall Ships, Small Ships and sail training. With an average readership of over 7,000 per edition and 53,000 readers to date - and we want to work with YOU to make it even better.

We share great content with our readers sourced from all corners of the sail training world, so let us know all the latest about your port, vessel or sail training organisation.

We are looking for:

- Video** - A great promotion tool to use online, a video can capture the essence of a story or an event in a way that few other mediums can. If you've got something worth showing, we'd love to feature it!
- Pictures** - We're always on the lookout for fantastic images that capture the spirit of sail training. Whether they accompany a story, or contribute to a great gallery, send us your best snaps!
- Interviewees** - People make the sail training community an amazing place to be and our best content comes from interviewing some of those characters. If you know of someone incredible in the sail training world, tell us about them!
- Competition prizes** - Running a competition is a great promotion tool. We want ships to get involved with our plan to run a promotion that will see lucky competition winners awarded with free berth's

Email us to find out more or contribute: themasthead@sailtraininginternational.org

The International Sail Training & Tall Ships Conference 2014

Friday 14 & Saturday 15 November 2014, A Coruña, Spain



Get On Board

The Masthead is an e-magazine produced by Sail Training International, aimed at everyone with an interest in sail training and the Tall Ships Races and Regattas.

Magazine articles can be translated in to any language and this magazine is also designed to be read on a smart phone or tablet using web responsive technology.

Editions are produced throughout the year - some for specialist audiences.

Email

- news to share
- photos or YouTube video links
- comments or suggestions for future articles

We look forward to hearing from you!



- 09:00 – 09:45 registration - Hall Popa, level 0
- 10:00 – 11:00 opening plenary session - Auditorio Arao, level 2
- 11:00 – 11:45 coffee break - Hall Popa, level 0

12:00 – 13:15 session 1

Presentation	Speaker(s)	Room
Satellite navigation: where's it taking us now? <i>repeated & filmed</i>	David Last	3C
Safety and welfare of trainees	Nick Fleming Monique Touw Bert Rogers	2A
Environmental marine protection	Joshua Berger	2B
Engaging the corporate marketplace in support of port sponsorship, hospitality & trainees <i>repeated & filmed</i>	Guy Wimpory Knut Stromsheim	3B
Host port feedback from The Tall Ships Races (part 1)	Jan Arends Ashild van Nuys Ingar Guttormsen	3A

13:15 – 14:45 lunch - Hall Proa, level 0

15:00 – 16:15 session 2		
Presentation	Speaker(s)	Room
Lessons learnt from past accidents and incidents <i>repeated & filmed</i>	John Lang	3C
Games with aims	Christine Chesterman	3A
2015 event previews Baltic Tall Ships Regatta / Tall Ships Races	Vytautas Grubliauskas Jerzy Raducha Kevin Grant Albert Gjortz Bjarne Ugland Rikke Dahl Jensen	2A
Host port trainees - approaches to recruitment, funding and placement <i>repeated & filmed</i>	Arjen Mintjes Monique Touw	3B
Designing and implementing effective economic impact surveys	Kai Pedersen Haakon Vatle Kimmo Hyyppä	2B

16:15 – 16:45 coffee break - Hall Popa, level 0

17:00 – 18:15 session 3		
Presentation	Speaker(s)	Room
Meteorology and the dynamics of severe weather at sea <i>repeated</i>	Joe Sienkiewicz	2A
Techniques of attitude management; how to lead a thriving crew	Crane Wood Stookey	3C
Designing, building and commissioning a new Tall Ship <i>filmed</i>	Jeremy Bearne Jens Middendorf Thys Nikkels	3B
Research Session 1	Agnes Lesny Murray Henstock Chris Hirst	2B
Marketing the event to engage key audiences	Thomas Reil Sam Groom Guy Wimporoy	2C
Host port feedback from The Tall Ships Races (part 2)	Haakon Vatle Villy Gron Kirsten Bisgaard - Kirchner	3A

09:00 – 09:45 coffee available - Hall Popa, level 0

11:00 – 11:45 coffee break - Hall Popa, level 0

10:00 – 11:00 session 4		
Presentation	Speaker(s)	Room
Lessons learnt from past accidents and incidents <i>repeat</i>	John Lang	2A
Cultural awareness on board sail training vessels	Stuart Birnie	2B
Marketing to young people - on a budget <i>filmed</i>	Sally Titmus Sean Andrews Alfonso Garzon	3B
Research Session 2	Aaron Marshall Kotryna Grinkeviciute	2C
Host port trainees - approaches to recruitment, funding and placement <i>repeat</i>	Arjen Mintjes Monique Touw	3A
Commercial success through effective ship/port relationships <i>filmed</i>	Paul Thompson Haakon Vatle Mirjam Postuma	3C

12:00 – 13:15 session 5		
Presentation	Speaker(s)	Room
Meteorology and the dynamics of severe weather at sea <i>repeat / filmed</i>	Joe Sienkiewicz	3B
Prepare your host port trainees <i>filmed</i>	Kevin Grant Vladimir Martus Robbie Crow	3C
Satellite navigation: where's it taking us now? <i>repeat</i>	David Last	2A
Host port feedback from the Falmouth - Royal Greenwich Regatta	Katrina Delaney John Hick Sam Groom	3A
Engaging the corporate marketplace in support of port sponsorship, hospitality & trainees <i>repeat</i>	Guy Wimpory Knut Stromsheim	2B
NSTO Workshop	Carlos Possollo NSTO Representatives	2C

13:15 - 14:45 lunch - Hall Proa, level 0

15:00 – 16:15 session 6		
Presentation	Speaker(s)	Room
Tall Ships Forum (members only)	Uwe Jespersen Piotr Kulczycki Pedro Mendes	2A
Small Ships Forum (open to all non Class A operators)	Chris Chafe Toby Maris Lucy Gross	2B
Research meeting	Jonathan Cheshire (chairman) Manu Schijf	3A
Gaining additional value through an effective volunteer programme <i>filmed</i>	Kirsten Bisgaard - Kirchner Villy Gron Jan Kondrup	3C
EU Funding <i>filmed</i>	John Richardson Michael Byrne Monique Touw	3B

16:15 – 16:45 coffee break - Hall Popa, level 0

16:45 – 17:45 closing plenary session - Auditorio Arao, level 2

20:00 – 20:30 drinks reception

20:30 gala dinner - Hall de Sotavento, level 2

Satellite navigation: where's it taking us now?

repeated

This session will look at the future of satellite navigation and update vessel operators on the new systems: Galileo, GLONASS, Compass-Beidou, QZSS, and IRNSS. It will consider whether the IMO's eNavigation initiative for shipping is a good or bad thing. It will warn operators of the potential hazards of GPS jammers on land, and solar weather storms.

Speaker



Professor **David Last** is a Past-President and Gold Medal holder of the Royal Institute of Navigation. A Professor Emeritus in the University of Bangor, Wales, he has published widely and given many presentations on radio-navigation, including both technical and policy matters. He works as a Strategic Advisor to the General Lighthouse Authorities of the United Kingdom and Ireland and for companies and governmental and international organisations.

Safety and welfare of trainees

There is generally a lot of focus on the safety of trainees when they are at sea. This workshop aims to share good practice relating to the safety and welfare of trainees while in-port, and during Tall Ships Races and other events.

Speakers



Nick Fleming learnt to sail as a youngster with the Sea Scouts and went on his first sail training voyage at the tender age of 14. After completing a Degree in yacht design, he began his sail training career with Ocean Youth Club in 1993. He has been Chief Executive of Ocean Youth Trust Scotland for the last eight years.



Monique Touw developed her first projects with international youth whilst sailing across the Atlantic Ocean. She set up At Sea Sail Training and has since organized over 60 international exchanges and placed over 7000 trainees on the Tall Ships fleet. She was the co-founder of School at Sea, a sailing class room with 34 youngsters on board. She has worked together with STAN to develop a Dutch Sail Training Programme.



Bert Rogers began his seafaring career in 1978 when he joined the brigantine *ROMANCE* for a voyage around the world. In 1996 he was the founding executive director for the Ocean Classroom Foundation. Bert joined Tall Ships America as Executive Director in 2008, where he interprets the mission as to serve and uphold the people, ships and programs of sail training in America.

Environmental marine protection

An inter-active session with STI's Blue Flag and Marine Environmental Working Group. This session will look at the opportunities that the sail training fleet has to promote environmental marine protection, and will include examples of operational guidelines for vessels education programmes and ports.

Speaker



Joshua Berger is a captain, Centennial Restoration and Living Ship project manager of the National Historic Landmark and working educational tall ship *Adventuress* since 2004. He has worked on everything from tall ships to tug boats and research vessels across the US and is deeply engaged in sustainability education as a community development consultant for state-wide and regional participatory planning and socio-environmental change.

Joshua is also the chairman of the Blue Flag Working Group.

Brian Holmen, Rui Santos and Sally Titmus will also be contributing to this session.

Engaging the corporate marketplace in support of port sponsorship, hospitality & trainees *repeated*

Successfully engaging the business community is vital for any host port. The seemingly conflicting demands of achieving meaningful port sponsorship revenues while also generating corporate hospitality business and funded trainees for participating vessels present a real challenge. This session explores the benefits of an integrated approach.

Speakers



Guy Wimpory runs a dedicated maritime marketing brand, *Sea Monster Marketing*, launched in 2014, and also a specialist sponsorship agency *Sponsor Monster*, since 2010. Having worked on no fewer than seven Tall Ship Festivals covering corporate hospitality sales and marketing and most recently general marketing strategy, his latest venture *Sea Monster* is a consolidation of 20 years of marketing experience, half of that time in the marine sector.



Knut Strømsheim is the Sponsor Manager for The Tall Ships Race Ålesund 2015, a role he has been in since 2012. He was also the Sponsor manager for the “Cutty Sark” Tall Ships Races in Ålesund back in 2001. Knut has more than 50 years sales experience, mostly in the grocery and automobile industries and has been Sponsor Manager for Ålesund Soccer Club since 2002.

Host port feedback from The Tall Ships Races (part 1)

Host port representatives from this year’s Tall Ships Races will highlight areas of their projects that were successful and the also the more challenging areas where lessons were learnt. These first-hand insights are a valuable source of advice and guidance for both contracted and potential host ports.

Speakers



Jan Reier Arends founded the shipping company JR Shipping in 1993, with primary responsibility for the commercial operation of 22 ships. Since 2010, he has focussed on the renewable energy market. He has been one of the driving forces behind many nautical events, and is chairman of Stichting Harlingen Sail.



Ashild van Nuys worked as a Manager of the Cultural Group for Host Port Fredrikstad, Norway 2014. She was responsible for the Culture Programme, both Social and Public. Åshild also worked with a special trainee programme “Peace Sailor-project” and was part of the PR and marketing group.



After 15 years in the insurance industry, **Ingar Guttormsen** began a new career as a cultural producer. He formed his own company dealing with private investors in the hotel/restaurant and cultural industries. In recent years, Ingar has led large venue development projects in the public sector, mainly financed by the EU.

Lessons learnt from past accidents and incidents

repeated

This workshop will follow on from last year and explore the benefits associated with learning from incidents. It will draw from past recent accidents as well as discussing ways of managing risk.

Speaker



John Lang's 50 year career in the maritime world has embraced service in both the Merchant and Royal Navies. He retired from the British Royal Navy as a Rear Admiral in 1995 and was, for 5 years, the UK's Chief Inspector of Marine Accidents. Among other things he is, today, President of the Association of Sail Training Organisations (ASTO), a Vice President the UK's Royal National Lifeboat Institute, and a member of the Royal Yachting Association Yachtmaster Qualification Panel. John writes and lectures on maritime related subjects both at home and overseas and continues to take an intense interest in improving safety at sea without apportioning blame.

Games with aims

The STI Youth Council will run a workshop that focuses on games with aims and good reviewing techniques that can be used for effective trainee development on small to medium sized vessels.

Speakers



Christine Chesterman is the Youth Council representative for Canada and currently sails with the *Pathfinder* from Toronto Brigantine. She has been involved in sail training since 2006 when she first sailed as a trainee on the brigantine *Fair Jeanne*. She has been sailing brigantines on the Great Lakes and Canadian east coast, been part of the ASTO exchange, and volunteered with OYT Scotland and *Sorlandet*.

Christine will be joined by other members of the Youth Council

2015 event previews Baltic Tall Ships Regatta / Tall Ships Races

Members of the host port teams will provide informative previews on the arrangements for the visit of the Tall Ships fleet next year.

Speakers



Klaipeda - Vytautas Grubliauskas
Szczecin - Jerzy Raducha



Belfast - Kevin Grant
Aalesund - Albert Gjortz
Kristiansand - Bjarne Ugland
Aalborg - Rikke Dahl Jensen

Host port trainees - approaches to recruitment, funding and placement

repeated

The recruitment, funding and placement of trainees present a significant undertaking. This session will provide useful insights and will reveal how one city achieved the greatest ever number of host port trainees without impacting the host port budget.

Speaker



Arjen Mintjes was an educational psychologist until 1986, at which time he purchased a 100 year old sailing vessel and started his own company. In 1993 Arjen became a member of the Dutch examination commission for inland shipping and soon after a director of the school for inland navigation in Harlingen. He is the secretary of the board of Harlingen Sail, the organizing committee of the start of the Tall Ships Races 2014.



Monique Touw developed her first projects with international youth whilst sailing across the Atlantic Ocean. She set up At Sea Sail Training and has since organized over 60 international exchanges and placed over 7000 trainees on the Tall Ships fleet. She was the co-founder of School at Sea, a sailing class room with 34 youngsters on board. She has worked together with STAN to develop a Dutch Sail Training Programme.

Designing and implementing effective economic impact surveys

For a host port, the collation of robust economic impact data is essential if a meaningful view of the return on it's investment is to be established. This session will look at alternative approaches and consider best practice.

Speakers



Kai Pedersen was a sponsor for The Tall Ships Races Fredrikstad in 2005 and a member of the TSR project organization in Fredrikstad during the past year. Kai is the Chief Executive Officer of three real estate development companies, one restaurant and a local telecom company in Norway. He is the co-owner of Najaden, Norway's third largest full-rigged ship.



Haakon Vatlle started his tall ships career on board *Statsraad Lehmkuhl*, where he worked and sailed every season from 1996-2005. When he finished sailing he started organizing and working with festivals. He was senior executive officer during The Tall Ships Races 2008 Bergen, project advisor during The Tall Ships Races 2011 Stavanger, and project manager for The Tall Ships Races 2014 Bergen.



Kimmo Hyypä was project manager for The Tall Ships Races 2009 in Turku and The Culture 2011 Tall Ships Regatta. He will be managing The Tall Ships Races Turku 2017. In his professional role as Event coordinator for the City of Turku, Central Administration, he also works as a Director and Chairman of Turku Jazz Festival and Turku Jazz association.



Meteorology and the dynamics of severe weather at sea

repeated

A session that should be of interest to all sail training operators that sail on extended voyages. It will cover topics such as intensifying storms, extreme winds in ocean storms and wave development and propagation.

Speaker



Joe Sienkiewicz is the Chief of the Ocean Applications Branch of the U.S. National Oceanic and Atmospheric Administration's (NOAA) Ocean Prediction Center. He has worked in operational marine meteorology for over 25 years. His professional interests include the use of satellite derived information to improve marine weather forecasts, explosively developing storms, and the application of weather information in marine operations. Joe is a graduate of the State University of New York Maritime College (B.S.) and University of Washington (M.S.). He held a USCG Unlimited Third Mate License and worked 5 years as mate and relief captain on tugboats based in New York Harbor. Joe is a lifelong sailor and also enjoys fly fishing the waters.

Techniques of attitude management; how to lead a thriving crew

Managing a crew on a long ocean voyage is above all about managing attitude, about people wanting to bring their personal best to every moment. Managing a team ashore is the same. In this unique experiential session, Crane uses the sail training experience to help you hone your personal skills of mental performance and attitude management, and shows you how to pass those skills on to your people. Crane will share the tangible tools and simple, daily practices he gives managers and executives to bring out the best in themselves, and in those they lead.

Speaker



Crane Wood Stookey sailed as mate on *Corwith Cramer*, *Harvey Gammage*, *Californian* and *Pride of Baltimore II* before moving to Nova Scotia and founding the adventure voyaging program the Nova Scotia Sea School. He was awarded the Queen’s Golden Jubilee Medal for the Sea School’s contribution to Canadian Society.

Crane has also taught mindfulness meditation for more than 25 years. Since 2006 he has used his “crew-building” and mental performance skills to help business and organizational leaders achieve better performance and deeper commitment for their people, through greater mastery of their own personal leadership practice. Crane holds a Masters degree from Harvard University, and is faculty at the ALIA Institute for Authentic Leadership in Action and an instructor at St. Mary’s University. His book, ‘Keep your people in the boat: workforce engagement lessons from the sea’, was published in 2012.



Designing, building and commissioning a new Tall Ship

This presentation should give a fascinating insight into Tall Ship design and build programmes. It will cover three purpose-built Tall Ships that are either in the process of completion, or, have recently been successfully commissioned.

Speakers



Jeremy Bearne has been in his current role as the MSSC Offshore Commander for eight years. The fleet consists of the brig TS Royalist, two 24 metre power vessels and three 35 foot yachts. The vessels voyage around the UK and near continent during the course of their nine month training season. Prior to joining the MSSC Jerry completed 34 years’ service in the Royal Navy.



Thys Nikkels is managing director of Dykstra Naval Architects. Dykstra Naval Architects was founded in 1969 and holds a vast experience in large sailing vessel design. Specializing in development of hull lines and appendages, sail balance, stability and performance, engineering of large sailing rigs and their sail handling.



Jens Middendorf is a retired Weser and Jade Maritime Pilot. He is holder of a highest management level Masters Certificate. He has been a crewmember of Alexander von Humboldt since 1989 and Captain since 1994. In 2012 Jens became Chairman of the Foundation DSST, which owns Alexander von Humboldt II.

Research Session 1

There is an increasing amount of research in sail training and there will be several guest speakers presenting their findings. These workshops will aim to connect theory and practice.

Speakers



Agnieszka Lesny is a pedagogue, anthropologist, researcher and trainer. Scientifically associated with the University of Warsaw, Agnieszka is interested in pedagogical aspects of sailing in context of outdoor/adventure education. That inspired her to join the crew of Polish Class Afloat, where she conducted educational and anthropological research. Like almost every sailor, Agnieszka has a dream to sail around the world.



Murray Henstock has been involved with sail training in a range of capacities since 2000 and is currently the chair of the Membership & Communications Working Group for the Australian STA. He developed the 'Generic Youth Development Program' and assisted with the development of the 'Self-Assessment Tool Kit' for STI. Murray is currently developing the 'Teachers@Sea' and 'Little Lofty' programs.



Chris Hirst took part in his first Tall Ships Race in 1996. Since then he has volunteered and worked for a number of sail training organisations in the UK, interned with the American Sail Training Association, participated in the Young Endeavour exchange programme and facilitated AtSea exchange voyages. Chris's main research interests are based around the impact of sail training and influenced by his study of Sociology and Criminology.

Marketing the event to engage key audiences

How do other host ports promote the Tall Ships Races in their city? This session explores how to develop powerful themes, create an effective event identity and successfully engage key audiences. It will also consider the role of partnership marketing.

Speakers



Thomas Reil is Head of Communications, Municipality of Esbjerg and has worked in the communications sector for more than 20 years. Thomas and his team of eight employees have been deeply involved in advertising and marketing The Tall Ships Races event as well as handling the press contact and providing information to the more than 600.000 people that attended the event.



Sam Groom was responsible for host port management in Falmouth for the Funchal 500 Tall Ships Regatta 2008. Sam was again at the helm for the Falmouth Tall Ships Regatta 2014. With over 17 years experience in the tourism and events industry, Sam joined Visit Cornwall in 2010 to head up a team responsible for the management of Cornwall's festivals and events strategy and delivery.



Guy Wimpory runs a dedicated maritime marketing brand, *Sea Monster Marketing*, launched in 2014, and also a specialist sponsorship agency *Sponsor Monster*, since 2010. Having worked on no fewer than seven tall ship festivals covering corporate hospitality sales and marketing and most recently general marketing strategy, his latest venture *Sea Monster* is a consolidation of 20 years of marketing experience, half of that time in the marine sector.

Host port feedback from The Tall Ships Races (part 2)

Host port representatives from this year's Tall Ships Races will highlight areas of their projects that were successful and the also the more challenging areas where lessons were learnt. These first-hand insights are a valuable source of advice and guidance for both contracted and potential host ports.

Speakers



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Villy Grøn was the Project Manager for The Tall Ships Races 2014 Host Port Esbjerg. Working for the Municipality of Esbjerg, Villy has a wealth of experience of running large national and international projects/events, such as the Tall Ships Races 2001.



Kirsten Bisgaard Kirchner was the Project coordinator within the Municipality of Esbjerg for The Tall Ships Races 2014. She has many years' experience of working with volunteers in large events and sports tournaments.

Lessons learnt from past accidents and incidents

repeat

This workshop will follow on from last year and explore the benefits associated with learning from incidents. It will draw from past recent accidents as well as discussing ways of managing risk.

Speaker



John Lang's 50 year career in the maritime world has embraced service in both the Merchant and Royal Navies. He retired from the British Royal Navy as a Rear Admiral in 1995 and was, for 5 years, the UK's Chief Inspector of Marine Accidents. Among other things he is, today, President of the Association of Sail Training Organisations (ASTO), a Vice President the UK's Royal National Lifeboat Institute, and a member of the Royal Yachting Association Yachtmaster Qualification Panel. John writes and lectures on maritime related subjects both at home and overseas and continues to take an intense interest in improving safety at sea without apportioning blame.

Cultural awareness aboard sail training vessels

The promotion of understanding between young people from different nations and cultures is at the heart of STI's mission. There will be a presentation covering how the Maori Culture and Sail Training in New Zealand have been effectively integrated, before broadening into a more general workshop which will cover the practical considerations involved when taking other multi-cultural groups on sail training voyages.

Speaker



Alongside a career in the television audio visual industry, **Stuart Birnie's** maritime experience includes nine months as crew on *Soren Larsen*, 24 years volunteer crew and now volunteer first mate with the Spirit of Adventure Trust, 14 years as volunteer crew and master of New Zealand Maritime Museum vessels *Ted Ashby*, *Breeze*, three years volunteer master of *Jane Gifford*, seven and a half years as commissioning master of *Aotearoa One*, as well as volunteer master and engineer time on two commercial steamboats. He is now the Sailing Manager of the New Zealand Maritime Museum and Chairman of the Sail Training Association of New Zealand. Stuart's qualifications include NZ Inshore Launchmaster, Master Square Rig Endorsement, RYA Yachtmaster Instructor and Certificate in Adult Teaching.

Marketing to young people - on a budget

Many sail training organisations have minimal marketing budgets but effective marketing is key to their long-term success. This session will offer advice on how to deliver the most effective marketing campaign to engage young people, despite limited budget and limited time.

Speakers



Sally Titmus is STI's communications and marketing manager. A business management and marketing graduate, Sally is an accredited practitioner with the UK's Chartered Institute of Public Relations and holds an MSc in Environmental Decision Making. Her marketing background spans the charity, private and public sector. She is responsible for STI's media and communications activity in all host ports and international sail training marketing and PR outside of the Tall Ships Races and Regattas.



Alfonso Garzón Bauzá is a childhood friend of the captain and vessel operator of sail training ship Atyla. He started helping with her big 2014 adventure 'Around Europe at full sail' in 2013, and decided to join full time as her Organisation and Communications Manager. A truly international marketing and market research graduate from Soria, Spain he currently lives in Germany and studied between Madrid and The Hague.



Sean Andrews is a British BA Hons Journalism graduate who works as STI's communication and marketing assistant, with a particular interest in social media. He has two years' experience in B2C marketing, as well as SEO copywriting and blogging experience. He has reported on The Tall Ships Races 2014, during which time he had the trainee experience of sailing on *Statsraad Lehmkuhl*.

Research session two

There is an increasing amount of research in sail training and there will be several guest speakers presenting their findings. These workshops will aim to connect theory and practice.

Speakers



Aaron Marshall is a part-time PhD student at University of Edinburgh studying Experiential Education. His primary research investigates retrospective perspectives of a particular semester-long sail training programme with an eye for participant perceived personal and social development. The study views participant development through an Aristotelian Virtue lens. He resides in the USA where he directs education and volunteer programmes for the Santa Barbara Zoo. He also co-directs Impact edVentures, a service learning NPO, and serves on the board for Active Education Foundation.



Kotryna Grinkeviciute received her BSc in Mathematics and Psychology from the University of St Andrews and her MSc in Performance Psychology from the University of Edinburgh. She has been working as a swimming teacher and coach for four years, helping young athletes develop personally and professionally. Kotryna's passion and expertise, however, is performance and sport psychology. Kotryna is currently undertaking PhD studies at the University of Edinburgh and supervised experienced with the goal of becoming a Sport and Exercise Scientist.

Host port trainees - approaches to recruitment, funding and placement

repeat

The recruitment, funding and placement of trainees present a significant undertaking. This session will provide useful insights and will reveal how one city achieved the greatest ever number of host port trainees without impacting the host port budget.

Speakers



Arjen Mintjes was an educational psychologist until 1986, at which time he purchased a 100 year old sailing vessel and started his own company. In 1993 Arjen became a member of the Dutch examination commission for inland shipping and soon after a director of the school for inland navigation in Harlingen. He is the secretary of the board of Harlingen Sail, the organizing committee of the start of the Tall Ships Races 2014.



Monique Touw developed her first projects with international youth whilst sailing across the Atlantic Ocean. She set up At Sea Sail Training and has since organized over 60 international exchanges and placed over 7000 trainees on the Tall Ships fleet. She was the co-founder of School at Sea, a sailing class room with 34 youngsters on board. She has worked together with STAN to develop a Dutch Sail Training Programme.

Commercial success through effective ship/port relationships

Successful Tall Ships events require the commitment of participating vessels and host ports, with each bringing value to the other. This session will explore the ways in which closer relationships between vessels and ports can lead to even greater benefits for all.

Speakers



Paul Thompson, STI's Commercial Director, has worked in business development and client management for more than 30 years. He spent eleven years as Sales-Director with The Challenge Business – the organisation behind the Global Challenge round the world yacht race. Paul has been involved in sail training since his first voyage as a trainee in the early 1980's and is a volunteer skipper with a UK sail training charity.



Haakon Vathe started his tall ships career on board *Statsraad Lehmkuhl*, where he worked and sailed every season from 1996-2005. When he finished sailing he started organizing and working with festivals. He was senior executive officer during The Tall Ships Races 2008 Bergen, project advisor during The Tall Ships Races 2011 Stavanger, and project manager for The Tall Ships Races 2014 Bergen.



Mirjam Postuma is co-owner of Tall Ship *Gulden Leeuw* and *Hendrika Barelds*. She holds a BA in corporate communication and a KZV Diploma. Her career at sea started in 2001 on *Hendrika Bartelds*. In 2007 her dream came true when she started building *Gulden Leeuw*, which meant a new challenge and sailing area. Operating these vessels enables her to combine her passion for communication and sail training.

Meteorology and the dynamics of severe weather at sea

repeat

A session that should be of interest to all sail training operators that sail on extended voyages. It will cover topics such as intensifying storms, extreme winds in ocean storms and wave development and propagation.

Speaker



Joe Sienkiewicz is the Chief of the Ocean Applications Branch of the U.S. National Oceanic and Atmospheric Administration's (NOAA) Ocean Prediction Center. He has worked in operational marine meteorology for over 25 years. His professional interests include the use of satellite derived information to improve marine weather forecasts, explosively developing storms, and the application of weather information in marine operations. Joe is a graduate of the State University of New York Maritime College (B.S.) and University of Washington (M.S.). He held a USCG Unlimited Third Mate License and worked five years as mate and relief captain on tugboats based in New York Harbor. Joe is a lifelong sailor and also enjoys fly fishing

Prepare your host port trainees

This will be an interactive session with a panel of experienced captains and host port managers taking questions and providing practical advice on the briefing and training of host port trainees.

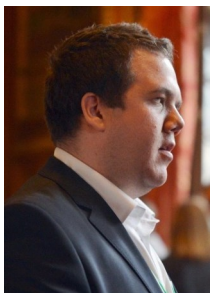
Speakers



Kevin Grant is a Senior Project Manager for Belfast 2015, a position he also had in 2009 when Belfast hosted the Trans-Atlantic Challenge Race. As well as overall co-ordination of the project and the various management structures, he has responsibilities for budgeting, risk management, site planning, crew and volunteer management and logistics. Kevin has worked in Event Management for Belfast City Council for 15 years.



Vladimir Martus started sailing at 14. He went on to train as a naval architect and by the age of 24 had built and sailed a replica 15th century ship. By the age of 25 he had built his own schooner – an 18th century replica. By 28, he had a new dream of recreating an exact replica of the *Shtandart*. It took him 6 years to complete and for the last 15 years has been sailing her in Tall Ships Races. He is working on a new dream – to build *Cutty Sark 2*.



Robbie Crow is a marketing graduate. His expertise lies in youth engagement, trainee recruitment, volunteer management and event organisation, encompassing host-port management for the ASTO Small Ships Race on the Clyde for the 2014 Commonwealth Games. Robbie sits on the board of directors for Ocean Youth Trust Scotland, Scotland's national sail training provider, and is the current chairman of the STI Youth Council.

Satellite navigation: where's it taking us now?

repeat

This session will look at the future of satellite navigation and update vessel operators on the new systems: Galileo, GLONASS, Compass-Beidou, QZSS, and IRNSS. It will consider whether the IMO's eNavigation initiative for shipping is a good or bad thing. It will warn operators of the potential hazards of GPS jammers on land, and solar weather storms.

Speaker



Professor **David Last** is a Past-President and Gold Medal holder of the Royal Institute of Navigation. A Professor Emeritus in the University of Bangor, Wales, he has published widely and given many presentations on radio-navigation, including both technical and policy matters. He works as a Strategic Advisor to the General Lighthouse Authorities of the United Kingdom and Ireland, and for companies, governmental and international organisations.

Host port feedback from the Falmouth - Royal Greenwich
Tall Ships Regatta

Host port representatives from this year's Tall Ships Regatta will highlight areas of their projects that were successful and also the more challenging areas where lessons were learnt. These first-hand insights are a valuable source of advice and guidance for both contracted and potential host ports.

Speakers



John Hick's involvement with Tall Ships started at the age of 12 when his uncle piloted *Pamir* in and out of Falmouth. He first organised a Tall Ships race in Falmouth in 1982, attracting 98 vessels. John chaired the 1998 Falmouth Tall Ships Festival, the Funchal 500 Tall Ships Regatta in 2008 and this year's Falmouth Tall Ships Regatta.



Sam Groom was responsible for host port management in Falmouth for the Funchal 500 Tall Ships Regatta 2008. Sam was again at the helm for the Falmouth Tall Ships Regatta 2014. With over 17 years experience in the tourism and events industry, Sam joined Visit Cornwall in 2010 to head up a team responsible for the management of Cornwall's festivals and events strategy and delivery.



Katrina Delaney is Director of Culture, Sport and Media at Royal Greenwich, responsible for attracting cultural events and festivals to the Royal Borough and for developing the legacy of the 2012 Olympic and Paralympic Games. This year Royal Greenwich hosted London's first major Tall ships Regatta in 25 years.

Engaging the corporate marketplace in support of port sponsorship,
hospitality & trainees *repeat*

Successfully engaging the business community is vital for any host port. The seemingly conflicting demands of achieving meaningful port sponsorship revenues while also generating corporate hospitality business and funded trainees for participating vessels present a real challenge. This session explores the benefits of an integrated approach.

Speakers



Guy Wimpory runs a dedicated maritime marketing brand, *Sea Monster Marketing*, launched in 2014, and also a specialist sponsorship agency *Sponsor Monster*, since 2010. Having worked on no fewer than seven Tall Ship Festivals covering corporate hospitality sales and marketing and most recently general marketing strategy, his latest venture *Sea Monster* is a consolidation of 20 years of marketing experience, half of that time in the marine sector.



Knut Strømsheim is the Sponsor Manager for The Tall Ships Race Ålesund 2015, a role he has been in since 2012. He was also the Sponsor manager for the "Cutty Sark" Tall Ships Races in Ålesund back in 2001. Knut has more than 50 years sales experience, mostly in the grocery and automobile industries and has been Sponsor Manager for Ålesund Soccer Club since 2002.

NSTO workshop

This session is a workshop for National Sail Training Organisations and their members. It will review and discuss strategic and operational challenges and opportunities, while considering best practice.

Speakers



Carlos Possollo is an STI Trustee. His strong passion for the sea started his connection with Sail Training back in 1999 through APORVELA (the Portuguese sail training organisation). He was the Portuguese representative and founder member of the STI International Youth Council. Today, in his professional life, he holds an international position, within a leading multinational public company.

Carlos will lead a discussion panel which will include representatives from a number of National Sail Training Organisations.

Tall Ships Forum (members only)

This is a closed session for members of the Tall Ships Forum.

Executive Committee



Uwe Delfs Jespersen, born in Germany, began sailing in cargo ships in 1974. He began Tall Ship sailing in 1979 and has since sailed on many Tall Ships. Uwe retired from sea service in 1999. He has since worked as managing director for the GEORG STAGE Memorial Foundation. Uwe was chairman and country representative of the Danish STA in 2010/11 and is a regular participant in the Class A Tall Ships Forums proceedings since its inception, and was elected chairman in 2012.



Piotr Kulczycki



Pedro Proenca Mendes is a Captain on active duty in the Portuguese Navy. He has sailed all of his life and has been a trainee on *Sagres*, *Polar* and *Vega*. Pedro is a navigation specialist with service on *Sagres*, frigates, for the Lighthouse Authority and the Hydrographic Office. He was the Captain of *Sagres* from Nov2007 to May2011. Pedro is a Director at Aporvela, the Portuguese Sail Training Association.



Small Ships Forum

This session is open to all sail training vessel operators and sail trainers as well as existing members of the Small Ships Forum. It offers an open forum for interactive discussion on a wide range of topics related to sail training vessels that do not operate under SOLAS. The Executive Committee of the Small Ships Forum will also outline the benefits of membership for those non-members present to encourage wider membership.

Executive Committee



Toby Marris started sailing at the age of six. He started his professional sailing on square riggers and then followed a path in training on smaller boats as Chief Instructor at Southern Sailing. In 1995 he became Head of Sailing at Dauntsey's School running and skippering *Jolie Brise*. With *Jolie Brise*, he has been a regular competitor in STI Races over the last nineteen years.



Lucy Goss took part in several Tall Ships races on board different vessels, and came back as watch leader and mate. The intention was that taking part in Tall Ships 2000 would get sail training 'out of her system' and she could then get a real job. This plan didn't work. Lucy now sails as volunteer mate on board several UK sail training vessels. Her real job is as General Manager of ASTO.



Chris Chafe has been involved in sail training for the past 20 years. The majority of his time has been spent working with Canadian Organizations and the C.S.T.A.. Through Chris's involvement with these groups, he has been able to help with the development of S.T.V. regulations, SMS, marketing plans & strategies, and program development. Chris currently works with Brigantine Inc./ St. Lawrence II.



Research meeting

This is an open meeting for all sail trainers and others who are interested in research and data capture into the field of sail training.

Speaker



Manu Schijf is currently completing his Masters in Outdoor Education at the University of Edinburgh. He has been working as an outdoor instructor for the past 10 years, which led to his further education in the field. He began his career as a trainee instructor at the Sir Peter Blake Marine Education and Recreation Centre on the North Shore of Auckland, New Zealand. There he learned to teach sailing and qualified as a club coach with Yachting New Zealand. Before commencing his studies at The University of Edinburgh, Manu worked at Outward Bound New Zealand and in the process of becoming a Senior Instructor/Duty manager gained his

Gaining additional value through an effective volunteer programme

Volunteers are a vital part of the host port team. This session will look at effective ways to recruit, train and deploy volunteers, to achieve significant incremental value.

Speakers



Kirsten Bisgaard Kirchner was the Project coordinator within the Municipality of Esbjerg for the Tall Ships Races 2014. She has many years' experience of working with volunteers in large events and sports tournaments.



Villy Grøn was the Project Manager for The Tall Ships Races 2014 Host Port Esbjerg. Working for the Municipality of Esbjerg, Villy has a wealth of experience of running large national and international projects/events, such as the Tall Ships Races 2001.



Jan Kondrup's Tall Ship experience began as event technician in Aalborg in 1999 and his involvement with the liaison committee developed during the 2004 and 2010 Tall Ships Races. In 2015 Jan will be chairman of the Liaison Committee. Professionally Jan is a project manager in the Danish telecom industry.

EU Funding

This session will provide an introduction to EU funding opportunities and provide some first hand experiences.

Speakers



John Richardson is an STI Trustee. He had a wide range of roles with the European Commission. He was Ambassador and Head of Delegation to the UN in New York before spending three years as head of the task force that developed the Integrated Maritime Policy for the European Union.



Michael Byrne is Manager of Sail Training Ireland. He has been successful at securing E.U. Commission Youth Funding as a means of supporting trainees and developing effective educational programmes.



Monique Touw developed her first projects with international youth whilst sailing across the Atlantic Ocean. She set up At Sea Sail Training and has since organized over 60 international exchanges and placed over 7000 trainees on the Tall Ships fleet. She was the co-founder of School at Sea, a sailing class room with 34 youngsters on board. She has worked together with STAN to develop a Dutch Sail Training Programme.



SAIL TRAINING INTERNATIONAL THANKS

THE ROYAL NAVY OF OMAN

AND THE SULTANATE OF OMAN

FOR THEIR CONTINUING GENEROUS SUPPORT

- The Sultanate of Oman Bursary Scheme helps 100 disadvantaged and disabled young people from around the world every year to benefit from the sail training experience.
- The Sultan Qaboos Trophy, the premier award at the Sail Training International Annual Conference, recognises outstanding achievement by an individual or organisation in the provision of sail training for young people.
- The Royal Navy of Oman funds the participation of young Omanis in events organised by Sail Training International to help promote international understanding and friendship among young people.



Sail Training International

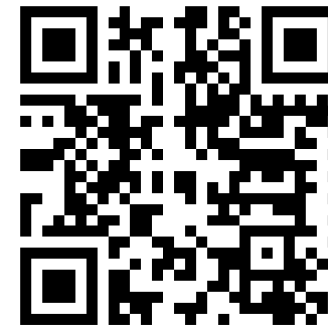
... the international voice of sail training

... changing young people's lives

Conference feedback questionnaire:

www.surveymonkey.com/s/STICONF2014

or scan here:



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