

# Corporate hospitality

- My background
- How we organized CH during TSRB2008
  - Promoting CH for TSRB2008
  - Communication between host port, ships and customers
  - Catering
  - Some aspects to improve CH
- How we organize CH during TSRS2011
- Working with CH is time consuming, but its worth the effort!

# Background

## **My experience with CH:**

- 1996 – 2005: SS Statsraad Lehmkuhl
- 2007: Project manager for Stordfest2007 ([www.stordfest.no](http://www.stordfest.no))
- 2008: Senior executive officer for TSRB2008
- 2009 – 2010: Managing director for Stordfest AS and project manager for Stordfest2010
- 2010 – 2011: Project advisor for TSRS2011

# How we organized CH during TSRB2008

- Dedicated person within the organization for CH (me). Not an external third part (event company etc)
- 100% income went directly to the ship
- 31 deck receptions during TSRB2008
- Very time consuming to work with CH, but definitely worth the effort

# Promoting CH

- Brochures, business magazines, web
- Direct contact with our sponsors who had first priority
- Had meetings with 90% of the companies who wanted CH
- My advantage: my background and knowledge to the ships!
- Timeline:
  - Spring 2007: Project manager informing sponsors
  - Autumn 2008: I started working, made brochures, had meetings etc
  - January – May 2008: 90 % of formal agreements made for CH

## Communication between host port, ships and customers



Ship



Host port



Company/customer



## Communication between host port, ships and customers

- I was the direct link between ships and customers
- We emphasized to customer that we did not take any percentage of the income
- Why book CH for your company?
  - A fantastic way of having a great and memorable event, perfect for treating customers, employees, contacts, friends, etc
  - Essential income for the ship: Financial income in ports support future sailing for the most beautiful ships found on the seven seas today
  - At the same time you support the host port and reputation of the city (and to a smaller degree, the nation), among the sailing fleet.

# Communication between host port, ships and customers

- How to book a ship for CH
  - I had a "menu" of all the different available ships offering CH
  - Showed menu to potential customers
  - Customer found suitable ship
  - I contacted ship to make sure they were available and that given prices were correct
  - I put customer in direct contact with ship
  - Formal agreement made between customer and ship
  - TSRB were at any time available for helping either customer or ship, if needed

# Catering

- All catering was done from ashore (this is different for TSRS2011)
- We could not force a customer to choose a specific catering company, but we gave our recommendations
- The potential customer got a "ship menu" and a "food menu": Make it as simple as possible for customer!
- PS: Also good for logistics and traffic in the harbour to have as few catering companies as possible!



- **From STI:**

- The “In Port Corporate Hospitality Availability and Prices for The Tall Ships Races”- list on the website is a VERY VERY useful tool for host ports
- Unfortunately not updated well enough, and sometimes incorrect
- Still waiting for list for 2011

- **From (a very few amount of) ships:**

- Reply on either mail or phone! If not we lose customer for your ship.
- If you are signed on and want CH, stay signed on and trust that we do our best to give your ship CH

## Some aspects to improve CH

- **From the host ports:**
  - We can always do better, this is also our goal!
  - From past experience we are even more confident in what we do and how we can improve
  - BUT: working with festivals is a risky business and many, and sometimes unexpected factors play important roles for a success or not.

# Working with CH for TSRS 2011

- Much the same way as TSRB2008
- Some decks are already sold for next year
- Promo:
  - Brochures & business magazine
  - Banner at the airport
  - Webpage
  - Facebook
  - etc

## **Corporate hospitality**

- Even if we cannot give a 100% guarantee for CH on your ship, believe us: we do our outmost to give your ship a beneficial stay. Its not just important for the ship, but also important for the pride and reputation of the host port.