



THE TALL SHIPS RACES
Halmstad 2017

organised by **Sail Training International**

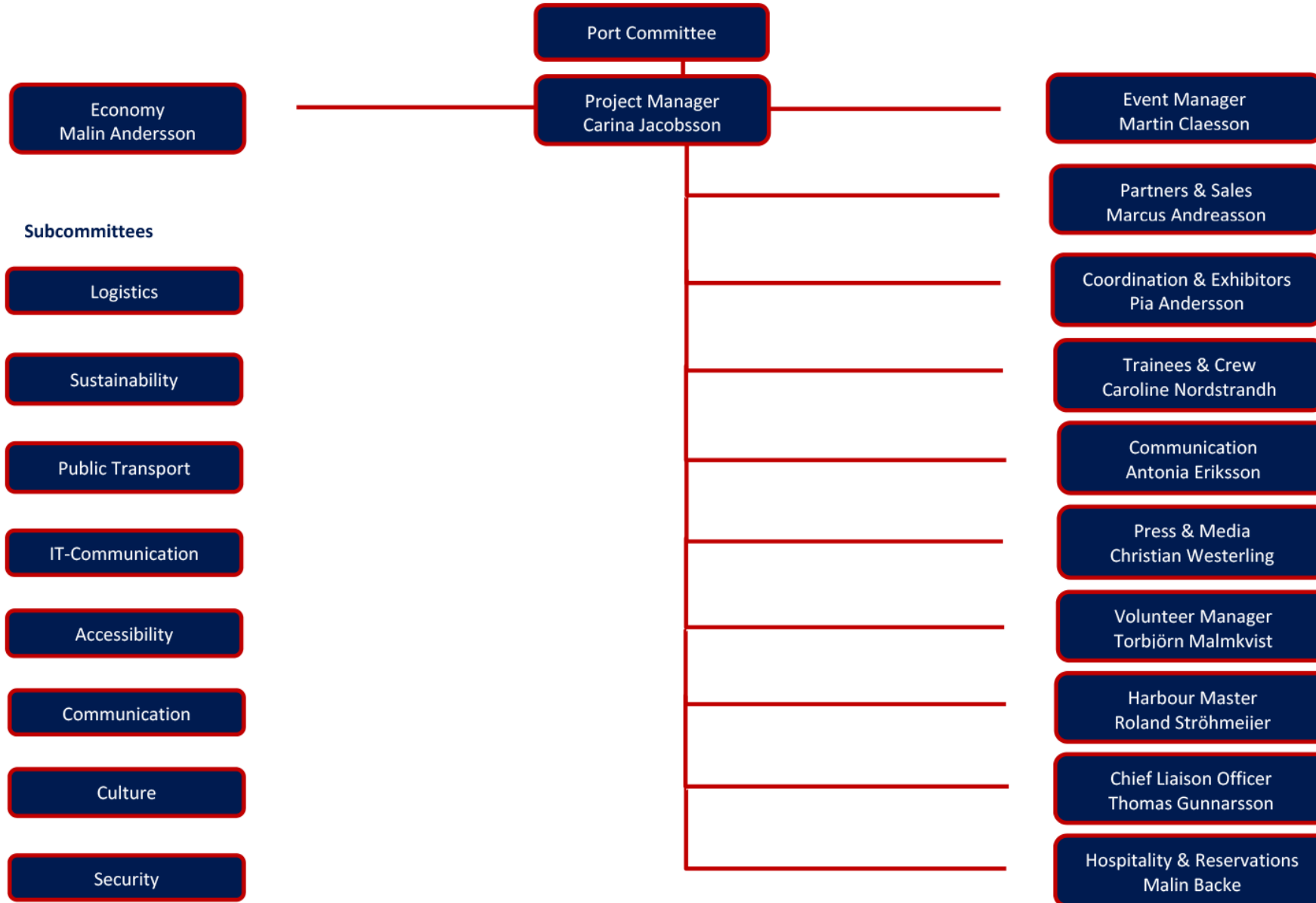
Carina Jacobsson

Project Manager, Tall Ships Races Halmstad 2017





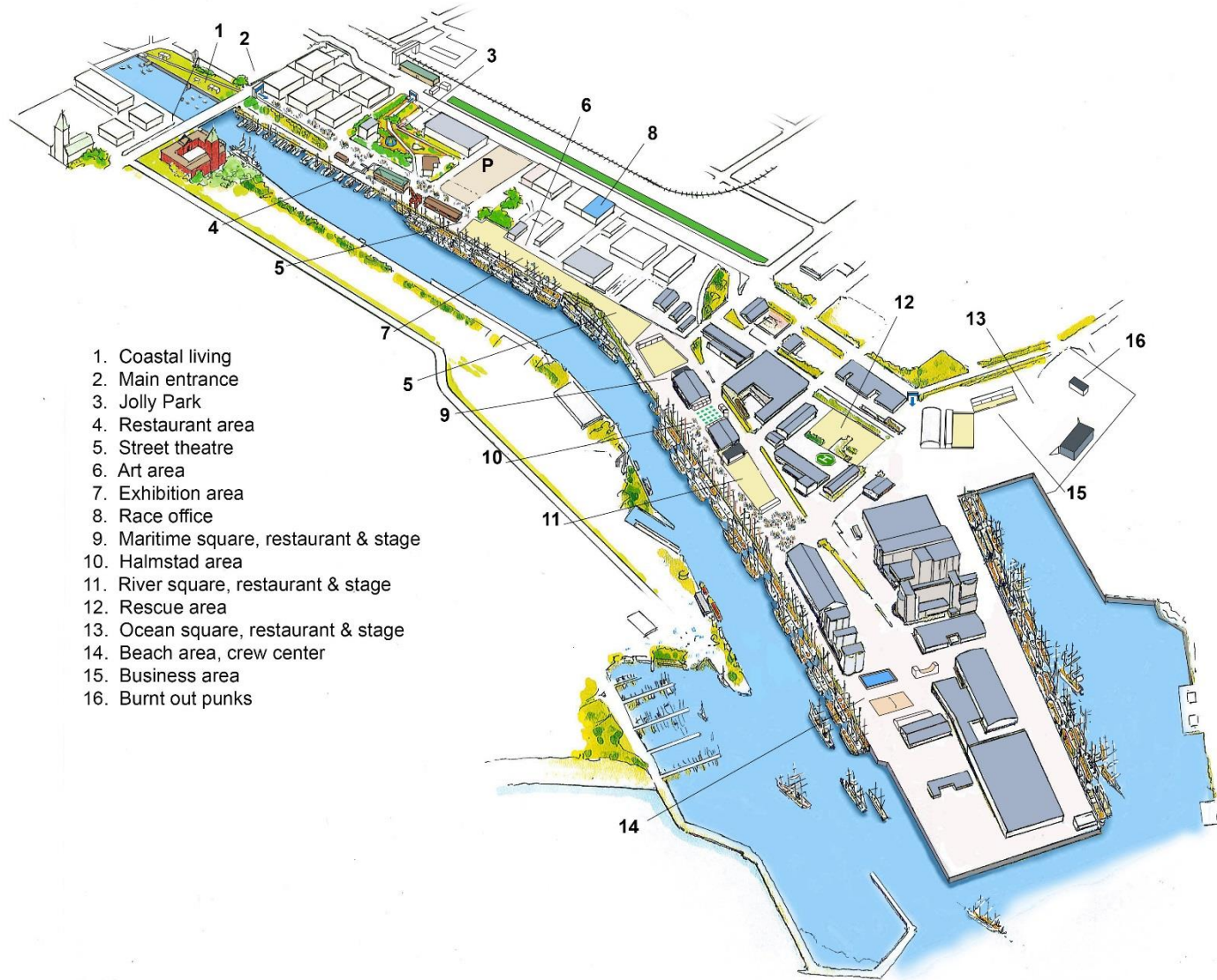
TSR Halmstad 2017



What we wanted to accomplish

- City Council – Vision Halmstad 2020
- An event for all – with emphasize on culture
- Strategi Core values: **Youth, Togetherness, Sustainability**
- Environmental Event Certificate





1. Coastal living
2. Main entrance
3. Jolly Park
4. Restaurant area
5. Street theatre
6. Art area
7. Exhibition area
8. Race office
9. Maritime square, restaurant & stage
10. Halmstad area
11. River square, restaurant & stage
12. Rescue area
13. Ocean square, restaurant & stage
14. Beach area, crew center
15. Business area
16. Burnt out punks













Challenges

- Sponsors - TSR unknown, regional event without national impact
- Electricity – always a big cost
- Security – a new reality
- Deck events
- Drought – sustainability
- Weather

Marketing

- Web
- Social media
- Billboards in and around Halmstad
- Minimum of ads in traditional media
- 50 000 program pamphlets
- 3 Info Points at the event area

Media coverage

- 65 Press releases
- 324 artikels in Swedish media and 114 in internationell media
- Potential number of readers: 15,3 miljon
- 40 minutes + a shorter feature in Swedish Television
- Local Radio stations
- 5454 likes in social media

Key figures

- 53 Tall Ships
- 92 Trainees
- 1100-1200 at the Crew party
- 122 act's and schedule happenings
- 32 sponsorships
- 60 Liaison Officers
- 110 Volunteer's
- 10 Sport Associations
- 8 public sailing's, 14 Corporate hospitality arrangements

Trainees & crew – Caroline Nordstrandh



Challenges Trainee & Crew

- Trainee burseries
- Higher costs according to a long leg
- Crew party & crew center costs



Lessons learned

- Board/ Steering committee
- Wide area – Tight area
- Packing up and closing - Many hands needed
- Plan B
- Crisis communication

Success factors

- Our core values – always in focus
- Culture & activities
- Site inspection to Antwerp 2016 - To get the same picture
- Work groups and wide involvement - early
- and, of course.....

A good team!



Thank You for listening!

