



WATERFORD
Host Port for
THE TALL SHIPS RACES 2011
Presented by Szczecin
Organised by Sail Training International

Nov 2nd 2010



Our (Diverse) Voluntary Marketing / PR Committee....

Stephen Kent

Marketing Director Bulmers Limited

Jens Gloeckner

Marketing Manager Magners Irish Cider

Deirdre Houlihan

Marketing Manager FBD Hotels

Tim Hassett

Commercial Manager Waterford Local Radio

Gary Breen

General Manager Failte Ireland Waterford

Eamonn McEneaney

General Manager Waterford Treasures at the Granary





Strategic Goals for Waterford

A Successful Tall Ships event in Waterford would not only follow the letter of the contract but would cultivate the vision of STI

and.....

Re-Affirm Waterford's pre-eminence as a tourist destination in Ireland

Re-vitalise the Local economy

Heighten International awareness for the Viking Quarter and The Crystal Centre

Legitimize Waterfords Maritime Heritage as a Festival platform or the future



Who's Our Primary Target Consumer?

- The socially active 30+ (Bulls Eye)
- People with young families
- Maritime/sailing enthusiasts



Secondary Target Market

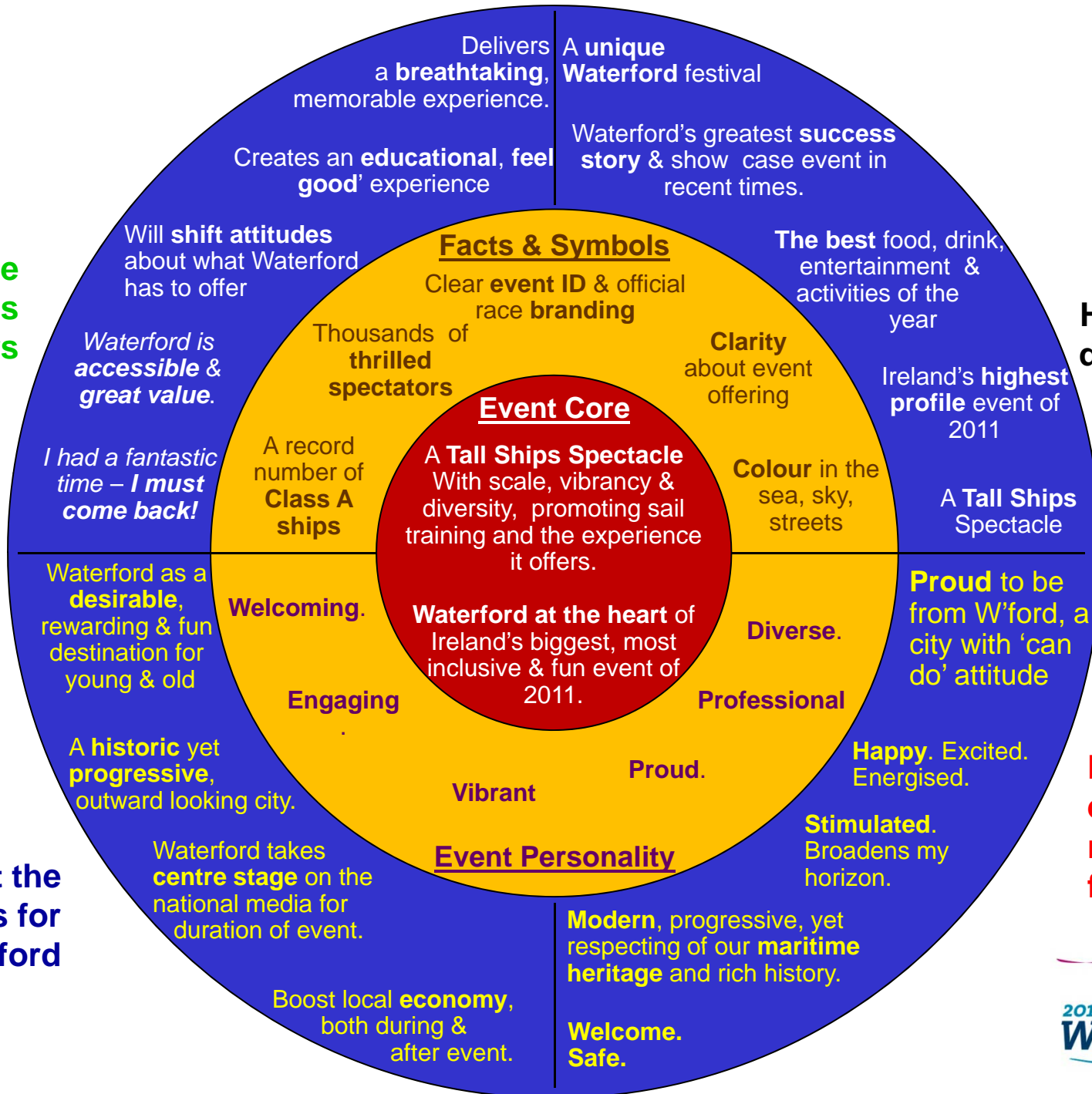
Sailing Enthusiasts
Corporate Businesses and individuals
Hospitality Sales – Those using the Tall Ships for Corporate Hospitality.
Cruise Ships
UK & Europe
Social Media
Online users towards <http://www.waterfordtallshipsrace.ie/>
Passengers through Port of Waterford
Passengers through Waterford Airport
The people and organisers of the Greenock stage of the Tall Ships 2011
The people and organisers of the Lerwick stage of the Tall Ships 2011
The people and organisers of the Stavanger stage of the Tall Ships 2011
The people and organisers of the Halmstad stage of the Tall Ships 2011





How I would describe the event

How the event makes me feel



What the event does for visitors

What the event does for Waterford

After agreeing the Event essence, we developed a visual Identity....



BRAND IDENTITY RATIONALE:

Energy, Celebration, Community, Vibrancy, Diversity.

Using a strong, festive colour palette to create a fun, family friendly feel, it celebrates the coming together of cultures, crews and communities.

3 distinctive intersecting sail shapes (representing each of the 3 Tall Ship Classes) unify to create a singular, dynamic Tall Ship icon.



We wrote our Briefs and pitched to find our Agency Partners



Public Relations won by : **Grayling / Bance Nolan**
Dublin / Waterford Joint Pitch

Creative won by : **TOTEM**



And began our promotion on the Waterford Quay....

RAISED LETTERING (WHITE)





First however... we agreed FOUR Core Event Pillars 2011

Engage the World TO GENERATE ENQUIRIES

Fill the Sea and Quays with the colour of BIG TALL SHIPS

Make our Fringe Entertainment UNMISSABLE

Fulfil basic needs EXCEPTIONALLY





1. Engaging the World.....



Opportunity	Create the sense that this will be the biggest event in Ireland in 2011		
Core Strategic Pillars	Engage the World to GENERATE ENQUIRIES		
Goal	<p>500,000 +Consumers 18 - 50</p> <p>Geography : Ireland and Irish visitors</p> <p>Other Events: St. Patricks Day, Waterford Hurling Matches, Cork Sailing Week</p>		
Core Actions	<p>SHORT TERM</p> <p>Website Development</p> <p>Waterford Quay Signage</p> <p>Stunt Activity</p>	<p>ATL 2010</p> <p>Comms Strategy – 3 strands</p> <ul style="list-style-type: none"> • Website • Press • Poster <p>Media mix - use of online, engaging interactive content</p> <p>Placement:</p> <p>Seek creative cut through</p>	<p>ATL 2011</p> <p>Continue Recruitment strategy focusing on</p> <ul style="list-style-type: none"> • Large Key Events <p>Activate TV</p> <p>Innovative engaging mechanics with appeal prizes</p> <p>Stunt Visibility</p> <p>Brochures</p> <p>Tell a Friend Program</p>
Measures Of Success	<p>Online data capture</p> <p>Column inches/Broadcasts</p> <p>Local v National Coverage</p>	<p>Saliency scores</p> <p>Hotline Enquiries</p> <p>Facebook Bookings</p>	<p>Saliency scores</p> <p>Hotline Enquiries</p> <p>Facebook, Bookings</p>

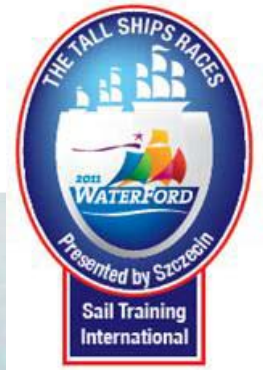


Local Advertising – Spreading the Word

Feb - Jun 2010...



Ireland's biggest billboard....



June 30 - July 3

...was used to carry a more optimistic announcement



RD

June 30 - July 3

With Two sites at Waterford Airport



The Waterford 10ft street banners...



10ft x 28" Waterford street banners commemorating EU enlargement



Became the canvass for THE TALL SHIPS RACES...





Our Official Web Site Went live Feb 2010....



HOME

THE RACE

THE FESTIVAL

DISCOVER
WATERFORD

SAIL TRAINING
INTERNATIONAL

GET ON BOARD



WATERFORD: HOST PORT FOR THE TALL SHIPS RACES 2011

30th June to 3rd July 2011

435 : 19 : 29 : 54
DAYS HRS MINS SECS



The Tall Ships Races 2011

Over 70 majestic Tall Ships and an anticipated 500,000 maritime, music and festival fans on the quays of Ireland's oldest city.

[FIND OUT MORE](#)



Tall Ships

Get On Board

Discover Waterford

The Festival

Win an unforgettable stay in Waterford Castle!

Simply sign up for our email alerts which will keep you updated on what to expect during this spectacular event

Sign up for Alerts and spread the word!

Your Name

Your Email

[SIGN UP](#)

Events

More events

Events

More events 



Alabama 3 to play at Festival!

Just announced to headline Tall Ships Festival on Saturday 1st July. Playing waterfront stage 10pm

Read more 



Glenna talks to Mocean Dance

Glenna talks to Mocean Dance, performing at the forum on Friday night.

Read more 



Captain Cookoo LIVE

Captain Cookoo broadcasting live from Nocturne on Saturday 1st July.

Read more 

PORT SPONSORS




Fáilte Ireland
National Tourism Development Authority



Port Of Waterford Company

Tall Ship Highlights 2005

More ships 




The Sorlandet

The SØRLANDET represents a unique heritage from days of the tall ships and fast clippers. Welcome aboard!

Formerly a schoolship for training of young cadets, she is now owned and operated by a non profit foundation offering adventure sailings for young people of all ages.

Read more 

Recent Photos

Gallery 



Follow us on



Facebook



Twitter



YouTube



SHARE

WWW.TALLSHIPSRACES.COM

[Sitemap](#)

[Contact Us](#)

[Media Centre](#)

THE TALL SHIPS RACES are presented by Szczecin and organised by Sail Training International

We agreed a Communications Strategy



June 2010

Geography	Waterford City & County
Media	Local radio, outdoor, press
Objectives	Call to action for the local & regional audience. Trigger “tell your friends” response. Generate word-of-mouth. Create a sense of anticipation. Drive traffic to website.
Possible support messages	<i>Our City is getting ready for the biggest event of 2011.... Be part of it!</i>

August 2010

Geography	Hartlepool (host port of Tall Ships Race 2010)
Media	AdVans, 48 sheets
Objective	Encourage sailing/maritime enthusiasts gathered in Hartlepool to visit in 2011 and experience the start of the 2011 races in 's Sunny South East. Drive traffic to website.
Possible support messages	<i>“If you think this is great – wait ‘till you come to Waterford next year.”</i>





Which will begin in earnest next year.....

May 2011

Geography	Mainly Ireland & GB
Media	Travel magazines: Aer Lingus/Cara, Ryanair in-flight magazines and possibly other GB travel publications
Objective	Call to action: book your short break in 's sunny South-East of NOW. Trigger "tell your friends" response. Generate word-of-mouth. Drive traffic to website.
Possible support messages	<i>If you visit only <u>one</u> festival this year, make sure it is <u>this</u> one!</i>

June 2011

Geography	National, local & digital
Media	National television. National & local radio. National & local press. Selected outdoor sites in key cities () Digital. Possibly transport media on key routes and .
Objective	Call to action: "be part of the biggest party of the year" Trigger "tell your friends" response. Generate word-of-mouth. Drive traffic to website.
Possible support messages	<i>If you visit only <u>one</u> festival this year, make sure it is <u>this</u> one!</i>



The Creative Proposition:



THE TALL SHIPS RACES 2011 – WATERFORD

IRELAND'S
BIGGEST EVER
QUAYSIDE PARTY



ALL ABOARD!

FOR IRELAND'S BIGGEST EVER QUAYSIDE PARTY



THE TALL SHIPS RACES 30 JUNE – 3 JULY 2011 WATERFORD CITY

PRESENTED BY SZCZECIN.
ORGANISED BY SAIL TRAINING INTERNATIONAL.

www.WaterfordTallShipsRace.ie

June 30 – July 3

Creative Approach

FOUR key areas of the Festival Proposition:

- **FAMILY** – Fun for all
- **MUSIC** – Concerts, nightlife
- **PARADES** – Street festivals, performers
- **FOOD** – stalls, local specialities, fresh Waterford produce





ALL ABOARD

FOR IRELAND'S BIGGEST EVER QUAYSIDE PARTY

In July 2011 the world's most beautiful ships will sail from the city of Waterford to embark on an epic sailing race. Join us as we celebrate 4 days & nights of fantastic entertainment, fun, food and fireworks. Tall your friends and family to come here and experience the magic! Get on board and support the fittest!

Call to the Race Office at 41 The Quay, Waterford or visit: WaterfordTallShipsRace.ie




THE TALL SHIPS RACES
PRESENTED BY SZCZECIN
ORGANISED BY SAIL TRAINING INTERNATIONAL
30 JUNE – 3 JULY 2011
WATERFORD CITY
www.WaterfordTallShipsRace.ie



SHAKE A LEG!

IRELAND'S BIGGEST EVER QUAYSIDE PARTY




THE TALL SHIPS RACES
30 JUNE – 3 JULY 2011
WATERFORD CITY
www.WaterfordTallShipsRace.ie

PRESENTED BY SZCZECIN.
ORGANISED BY SAIL TRAINING INTERNATIONAL.






**SHIVER ME
TIMBERS!**

**IT'S
IRELAND'S
BIGGEST
EVER
QUAYSIDE
PARTY**



THE TALL SHIPS RACES

PRESENTED BY SZCZECIN

ORGANISED BY SAIL TRAINING INTERNATIONAL

30 JUNE – 3 JULY 2011 WATERFORD CITY

www.WaterfordTallShipsRace.ie






June 30 – July 3

Radio



- Consistency across all media
- Two “call to action” messages for this year-to-go campaign:
 1. Tell your FRIENDS/family and encourage them to come “home” to Waterford for TSR 2011
 2. Become a SPONSOR and support the festival

We have therefore edited three versions:

- A “master” version which includes BOTH “call to action” messages (40secs) 
- A FRIENDS version (30 secs) 
- A SPONSOR version (30 secs) 
- Great Music...!



We have started to activate our Online Comms Strategy



PHASE	ACTIVITY	OWNER	TIMELINE
Phase 1	Website	ICAN	Dec 09 – Feb 2010
Phase 2	SEO	ICAN	Feb 2010 onwards
Phase 3	Paid Search	ICAN	Oct 2010 – Jun 2011
Phase 5	Social Media	ICAN	Sept - Jan 2011 onwards
Phase 6	Display (The final push)	ICAN	Mar 2011 – Production Live dates Apr 2011 - Jun 2011
Medium	Traffic / Friends		TIMELINE
Website	18,155 visits by 13,375 Unique visitors to date. August 2010 peak MTD		Feb 2010 - Oct 2010
Facebook	1,700 Friends		Aug 2010 – Oct 2010



Tall Ships

Search

About 3,840,000 results (0.29 seconds)

Advanced search

- Everything
- Images
- News
- Videos
- More

The web

Pages from Ireland

Any time

- Latest
- Past 2 days

All results

- Sites with images
- More search tools

[Hartlepool and Antwerp](#)

www.phoenixholidays.co.uk 4 day breaks from £169 See the Cathedrals of the Sea

Sponsored link

[Tall Ships Race 2011, Waterford Tall Ships Festival Ireland](#) ☆

Waterford **Tall Ships** Race 2011. Visit Waterford, Ireland and enjoy the **Tall Ships** Race and Festival. Music, Culture and Markets.

www.waterfordtallshipsrace.ie/ - Cached - Similar

[The Tall Ships | Tallships Races 2011](#) ☆

At the end of June 2011, over 70 of the world's most beautiful **Tall Ships** will sail up the River Suir and take up residence on Waterford's famous quayside,

www.waterfordtallshipsrace.ie/the-race/the-tall-ships/ - Cached

[Tall ship - Wikipedia, the free encyclopedia](#) ☆

A **tall ship** is a large traditionally rigged sailing vessel. Popular modern **tall ship** rigs include topsail schooners, brigantines, brigs and barques. ...

en.wikipedia.org/wiki/Tall_ship - Cached - Similar

[The Tall Ships' Races - Wikipedia, the free encyclopedia](#) ☆

The **Tall Ships' Races** are races for sail training "**tall ships**" (sailing ships). The races are designed to encourage international friendship and training ...

en.wikipedia.org/wiki/The_Tall_Ships'_Races - Cached - Similar

Show more results from en.wikipedia.org

Images for **Tall Ships** - Report images



[Tall Ships Youth Trust](#) ☆

The **Tall Ships** Youth Trust supports the personal development of young people through crewing **tall ships**. Under the name **Tall Ships** Adventures, **Tall Ships** ...

www.tallships.org/ - Cached - Similar

[Summer boost for Waterford when it hosts Tall Ships Race - The ...](#) ☆

16 Feb 2010 ... MORE THAN 500000 Irish and overseas visitors are expected to generate a €35 million boost for Waterford in summer 2011 when it hosts the ...

www.irishtimes.com/newspaper/.../1224264553812.html - Cached - Similar

Sponsored links

[Brazil Tall Ship Sailing](#)

Authentic Sailing Adventure. Cruise The Coast of Brazil. Book Now!

www.GapAdventures.com/Tall-Ship

[Tall Ship Holiday Experts](#)

Races, Islands, Oceans or Weekends

You are the crew 16-80yrs worldwide

classic-sailing.co.uk/square-rigger

[Tall Ships Voyages 2010](#)

UK Norway Arctic Circle Netherlands

Races Festivals 3 Masted Schooner

www.schoonersail.com

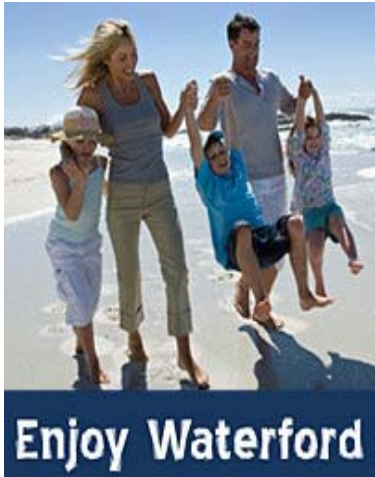
[Tall Ships](#)

Tall Ships on Ask

Searching with Ask gets Results!

www.Ask.com

See your ad here >



Gives general updates about events in Waterford, provides somewhere for fans to chat, upload photos, ask each other recommendations etc.

1,700 Friends by October 2010

facebook Home Profile Friends Inbox Lizzie Kinross Settings Log out

Experience Waterford [Become a Fan](#)

Wall **Info** **Tall Ships** Photos Events Video >> +

What's on your mind?

Attach: [Share](#)

Experience Waterford Tall Ships about to set sail for ireland! Follow the journeys of 300 ships headed this way with our Fleet Tracker.
[Fleet Tracking](#)
 Source: www.tallshipsraces.com
 Yesterday at 14:19 · Comment · Like · Share

Experience Waterford Don't miss this years' programme of International and local artists, drama, music, comedy and special fun and family events. This year, we are featuring, acclaimed photographer John Minihan, most famous for literary portraits and landscapes. His friendship with Samuel Beckett and Francis Bacon produced some O...[Read more](#) v

Waterford Fringe Festival
 Arts, music and festival fun!
 Time: Friday, 17 September 2010 13:00
 Yesterday at 14:04 · Comment · Like · Share · Invite guests

Experience Waterford
FESTIVAL LINE UP ANNOUNCED – Waterford Tall Ships Festival 2011
 Friday, May 29th TALL SHIPS: 12.00–7.00pm All Ships QUAYSIDE
 MUSIC SESSIONS: 5.00–6.30pm The Candidates...
 23 October at 11:14 · Comment · Like · Share

Experience Waterford

Tall Ships Festival Fun 2005
 23 October at 11:02 · Comment · Like · Share

Information

Location:
Waterford, Ireland

Photos
 2 of 8 albums [See all](#)

Spraoi Street Festival 2009
 Created 22 hours ago

Waterford Fringe Festival 2009
 Created 22 hours ago

No one has added fan photos.
[Edit Settings](#)



From March 2011 Display Advertising will commence.....



The screenshot shows the RTE.ie website homepage. At the top, there's a banner with a ship's mast and the text 'THEY'RE COMING'. Below the banner is a navigation menu with links for News, Sport, Business, Entertainment, Television, Radio, RTÉ Aertel, Performing Groups, Den - Two Tube, RTÉ Guide, and About RTÉ. A secondary menu includes Mobile Edition, Fashion, Food, Motors, Jobs, Travel, Property, Classifieds, Shop, Weather, Live TV, and RTÉ player. A Google search bar is present. The main content area is divided into sections: Highlights (featuring a carrot cake), Today's Headlines (with a red box overlaying the text 'All About'), RTÉ NEWS NOW, Sport, Entertainment, and Business. A sidebar on the right shows a vertical image of a person on a ship's rigging. At the bottom, there are promotional boxes for 'PLAY WITCHES & WARLOCKS & GOBLINS', 'Business news straight to your mobile with RTÉ Text Alerts', and 'NEW! Visit Our Shop Bargains'.

All About



Highlights



RTE Food - Carrot Cake

People coming over this weekend? It might be hard to get them to leave.



Business news straight to your mobile with RTÉ Text Alerts.

NEW! Visit Our Shop Bargains Fitness, Health & More RTÉ GUIDE Offers

Television

RTÉ One RTÉ Two TV Schedules



Naked Camera

PJ Gallagher preys on unsuspecting members of the public watch

RTÉ player

previous 1 2 3 4 5 next

Today's Headlines

RTÉ NEWS NOW

News

RSS Feed



- › Knife recovered after Tuillamore stabbing
- › Breathalyser testing planned for long weekend

› Condition of Polanski

› Evening Ireland - Prime Time

Sport

RSS Feed



- › FAI Cup and League previews
- › FIA president vote to be held today
- › Liverpool are not strong enough - Terry

› GAA - Soccer - Golf - Rugby - Racing - Fix/fles

Entertainment

RSS Feed



- › Jan Moir writes new Gately column
- › Feehly nervous over X Factor show
- › Another Girls Aloud singer goes solo

› Listings - Films - Music - Gaming - Movieclub

Business

RSS Feed



- › Shock as UK fails to exit recession
- › Euro business stronger in October
- › Entrepreneur award for Taxback founder

› Irish Prices - UK Top 100 - Currencies

What's in the stars for



Building Anticipation...



Highlights



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RSS Feed



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What's in the stars for



About the Tall Ships...



Highlights



Coming to...

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NEW! Visit Our Shop Bargains Fitness, Health & More RTÉ GUIDE Offers

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RSS Feed



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RSS Feed



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Business

RSS Feed



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Irish Prices - UK Top 100 - Currencies

Television

RTÉ One - RTÉ Two - TV Schedules



Naked Camera

PJ Gallagher preys on unsuspecting members of the public [watch](#)

RTÉ player

◀ previous 1 2 3 4 5 next ▶

What's in the stars for




RTE.ie

RTE.ie News Sport Business Entertainment
 Mobile Edition Fashion Food Motors Jobs

Google

Highlights



▶ Knife recovered after Tullamore
 ▶ Breathalyser testing planned
 weekend
 ▶ US requests extradition of Pol
 Lisbon Referendum · Six One News · Morning Ireland · Prime Time

Sport RSS Feed

▶ FAI Cup and League previews
 ... held today
 ... enough - Terry
 GAA · Soccer · Golf · Rugby · Racing · Fix/fles

Entertainment RSS Feed

▶ Jan Moir writes new Gately column
 ▶ Feehly nervous over X Factor show
 ▶ Another Girls Aloud singer goes solo
 Listings · Films · Music · Gaming · Movieclub

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RTE Food - Carrot Cake
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PLAY WITCHES & CARLOCKS & GOBLINS
 PLAY NOW ON CLUSTV ONLY ON
 www.rte.ie/bingo

Business news straight to your mobile with RTE Text Alerts.

NEW! ▶
 Visit Our Shop
Bargains
 Fitness, Health & More
 RTE GUIDE Offers

Television RTE One · RTE Two · TV Schedules


Naked Camera
 PJ Gallagher preys on unsuspecting members of the public [watch](#)

RTE player ◀ previous 1 2 3 4 5 next ▶

What's in the stars for



In 2011...

Our PR Campaign began with a 500 Day Countdown.....



A wave of visitors on Waterford's horizon as Tall Ships return

By Anna Daly

A HALF a million visitors will come into Waterford when the Tall Ships Race returns to the city in 2011. The event is expected to bring in more than 500,000 people and boost the local economy by €35 million.

The return of the Tall Ships Race to Waterford is a major event for the city and the surrounding area. It is expected to bring in more than 500,000 visitors and boost the local economy by €35 million.



All ships ahoy!

After Houlahan (left), two, and James Houlahan, seven, with a replica of the Dubrovy Ship at the launch of Waterford's hosting of the Tall Ships Races in 2011. More than 500,000 people are expected in Waterford for the return of the race, giving the city a €35 million boost next year. It emerged yesterday. The four-day spectacle will see 70 vessels dock in the city, which last hosted the international event in 2006. Des Whelan, Tall Ships Race Waterford chairman, said: "To coincide with the tall ships being in port, there will be a family-friendly festival programme featuring the very best of Irish music, food and street theatre."

FESTIVAL SAILING A tall ship in 2005 €35million boost from Tall Ships

By COLM KEEPKE

THE return of the Tall Ships Race to Ireland next year could potentially boost the economy by €35 million.

The four-day festival will see 70 ships dock in Waterford and is expected to attract half a million people to the city.

Waterford last hosted the international event in 2005 and organisers began the countdown to the event yesterday by launching a new website.

Chairman of the Tall Ships Race Waterford Des Whelan said their ambition is to attract more than 500,000 visitors to the south east.

He added: "To coincide with the tall ships being in port, there will be a comprehensive, family-friendly festival programme featuring the very best of Irish music, food and street theatre."

"The maritime extravaganza will run from June 30 to July 3 this year."

Summer boost for Waterford when it hosts Tall Ships Race

ELLA SHANNAN

WATERFORD'S summer visitors will be boosted by a €35 million boost from the Tall Ships Race when it returns to the city in 2011. The event is expected to bring in more than 500,000 people and boost the local economy by €35 million.

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Nautical not nice

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Tall ships to bring €35m boost to city

By Anna Daly

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With specific 500 Day Countdown Messages ...Feb 15th 2010



KEY MESSAGES – LOCAL / SOUTH EAST

- 500 Day to Go – Waterford gearing up for TSR 2011
- 500,000+ Irish & overseas visitors expected
- Estimated economic boost of €35m
- C70 ships
- 100+ Irish trainees to sail from Waterford to Greenock
- Capt Liam Keating, Stavros S Niarchos, returns to Waterford to help launch website with Mayor, City Manager and TSR chairman
- Norway's Christian Radich first ship confirmed for 2011
- Online & digital a new focus for 2011 – how things have changed since 2005
- Unveiling of new website – ***Log on & Spread the Word!***



and some opportunistic Advertorials..... Feb 15th 2010

LUXURY WEEKEND BREAK FOR TWO IN
**FAITHLEGG HOUSE HOTEL
& GOLF CLUB, WATERFORD**

THE TALL SHIPS RACES 2011
Presented by Seacraft
Sponsored by Seacraft

WATERFORD
Faithlegg House Hotel & Golf Club

The countdown is on for the return of The Tall Ships Races to Waterford and we want you to be a part of the greatest event in Ireland next year.

Over 500,000 visitors and some 70 Tall Ships and their colourful crews will gather for four days of festival fun in Ireland's oldest maritime city and this is set to be THE party to remember.

Full information on the event is available on www.waterfordtallshipsrace.ie so log on and spread the word about one of the most spectacular events in the world taking place from 30th June to 3rd July, 2011.

The festival will feature the very best in Irish music, entertainment, food and street theatre so check out the new website for the best hotel deals, information on dining out, more chances to win or indeed if you ever fancied meeting a sailor, details on how you can get onboard the Tall Ships as they line up on Waterford's famous quayside.



To celebrate the return of the Tall Ships and the launch of the new website, www.waterfordtallshipsrace.ie FBD Hotels is delighted to offer TVNow readers the chance to win a luxury weekend break in the spectacular surrounds of Faithlegg House Hotel & Golf Club in Waterford.

FBD Hotels offer outstanding value and with two hotels to choose from in Waterford, you'll be spoilt for choice. To find out more visit www.fbdhotels.com

To be in with a chance to win this great prize of two nights' Bed and Breakfast for two people with dinner on the night of your choice, just answer the following question:

WHEN IS THE NEXT TALL SHIP RACE TAKING PLACE IN WATERFORD?

Answers on a postcard including your name, address and telephone number to TVNow/Tall Ships Competition, 3 Ely Place, Dublin 2 or text TVSHIPS with the answer, your name and address to 53150. Texts cost 0.60c x 2. Network charges may vary. Over 18s only may enter via text. Closing date for entries is Friday 12th March 2010

Terms and conditions
Weekend break to be taken by 31st October 2010 and is subject to availability.

FBD Hotels

THE TALL SHIPS RACES are presented by Seacraft and organised by Sail Training International. Further information is available at www.sailtraining-international.org

Service Provider - GloboTech (021) 4324551



BE IN WITH A CHANCE TO WIN A LUXURY WEEKEND BREAK FOR TWO IN

**FAITHLEGG HOUSE HOTEL
& GOLF CLUB, WATERFORD**

The countdown is on for the return of The Tall Ships Races to Waterford and we want you to be a part of the greatest event in Ireland next year.

Over 500,000 visitors and some 70 Tall Ships and their colourful crews will gather for four days of festival fun in Ireland's oldest maritime city and this is set to be THE party to remember.

Full information on the event is available on www.waterfordtallshipsrace.ie so log on and spread the word about one of the most spectacular events in the world taking place from 30th June to 3rd July, 2011.

The festival will feature the very best in Irish music, entertainment, food and street theatre so check out the new website for the best hotel deals, information on dining out, more chances to win or indeed if you ever fancied meeting a sailor, details on how you can get onboard the Tall Ships as they line up on Waterford's famous quayside.

To celebrate the return of the Tall Ships and the launch of the new website,



www.waterfordtallshipsrace.ie FBD Hotels is delighted to offer TV Now readers the chance to win a luxury weekend break in the spectacular surrounds of Faithlegg House Hotel & Golf Club in Waterford.

FBD Hotels offer outstanding value and with two hotels to choose from in Waterford, you'll be spoilt for choice. To find out more visit www.fbdhotels.com

To be in with a chance to win this great prize of two nights' Bed and Breakfast for two people with dinner on the night of your choice,

just answer the following question:

THE TALL SHIPS FIRST VISITED WATERFORD IN 2005

TRUE OR FALSE

Answers on a postcard including your name, address and telephone number to TVNow/Tall Ships Competition, 3 Ely Place, Dublin 2 or text TVSHIPS with the answer, your name and address to 53150. Texts cost 0.60c x 2. Network charges may vary. Over 18s may only enter via text. Closing date for entries is Friday 5th March 2010

Terms and conditions
Weekend break to be taken by 31st October 2010 and is subject to availability.

FBD Hotels

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Service Provider - GloboTech (021) 4324551



We appointed a local celebrity Keith Barry as Ambassador who went on to do some unusual photo shoots for the press.....





2. Make the Tall Ships the epicentre



Opportunity	Create the sense of adventure and self discovery among young and older people about Tall Ships		
Core Strategic Pillars	Fill the sea and quays with the colour of BIG TALL SHIPS		
Goal	<p>70+ Ships (23 secured by Oct 31st 2010)</p> <p>300 Sail Trainees anticipating a Great race</p> <p>Re-inforced by a great maritime history in Ireland's oldest city</p>		
Core Actions	<p>SHORT TERM</p> <p>Liaison to enlist</p> <p>The Tall Ships are coming</p> <p>PR about the race</p>	<p>2010</p> <p>Comms Strategy – 3 strands</p> <ul style="list-style-type: none"> • Website.....Profiling the ships • Press announcement about the first big ship and its crew • Poster <p>Competitions to rally the sail trainees</p>	<p>2011</p> <p>Full page announcements</p> <p>Activate TV with Sail Training PR story on Nationwide</p> <p>Stunt Visibility</p> <p>School competitions</p> <p>Tell a Friend Program</p>
Measures Of Success	No of Ships	Sail Trainee No's and enquiries Column inches	Enquiries and entries to competitions 70+ ships secured



Our Trainee Programme

Timing: Summer 2010 ongoing

PR Support elements include:

- Media relations: features, interviews with past trainees
- Online / viral campaign
- Online – a day in the life.... the trainee experience
- Media Experience – ‘be a trainee for a day’
- Blogosphere – invite a blogger to become a sail trainee and relay the experience to the blogosphere.



So Far so Good.....



20 YOUNG IRISH EXPLORERS SET SAIL FOR TALL SHIPS RACES 2010

A trio from Waterford is joining 17 other young explorers from all over Ireland and setting sail this week for an unforgettable experience as part of the Tall Ships Races 2010.

Along with young people from over thirty countries, the group will take part in Sail Training International's Sail Training programme, which will take them on their race journey on August 1st from

Kristiansand in Norway to Hartlepool in the UK.

Becoming a crew member on one of the ships is not only a fantastic adventure, but is also seen as hugely positive in the personal development of those taking part. Being part of the crew will take plenty of discipline and hard work, but lifelong friendships will be forged and there is plenty of fun to be had on board.

Waterford City Council has sponsored half of the voyage costs for such trainees for 2010. Mayor of Waterford, Cllr. Mary Roche who is a staunch supporter of the sail training programme for young people said, "We recognise the sail training programme and the development of young people as among the most important aspects of The Tall Ships Races. Supporting Irish sail trainees in 2010 marks our commitment to sail training and indeed, the return of the Tall Ships Races to Waterford in 2011." The Tall Ships Races will return to Waterford from June 30th - July 3rd 2011.

A free outdoor festival will be hosted in the city, which will feature top Irish and international bands, street theatre and entertainment; parades and a new food village offering. The Waterboys and Keith Barry were recently announced as the first acts for next year's festival line-up.

Family entertainment will be central to the event, which is expected to attract over 500,000 people and in excess of 70 tall ships to the city.

Participants were the group get ready in Waterford. Subina Mahony, Lorraine Jacob, Waterford City, Lester Callahan, Dungerwin, Courbhall Tarruin, Dungerwin, Kyle O'Riagan, Kevin Hallahan and Cara O'Mahony.

Leader 30/10 p.10



UCC student David Murray has been a crew member on tall ships over the past two years.

Young sailors urged to climb aboard

By Marion O'Mara
marion.omar@waterford-news.com

WITH less than nine months to go to Waterford's hosting of The Tall Ships Races 2011, young people from the city and county are being asked to sign up for a chance to sail from Waterford to Greenock, in Scotland, for the first leg of the race.

The "climb aboard" message is being issued to people between the ages of 16 and 25. Those interested in participating as a sail trainee should log on to www.waterford-tallshipsraces.ie and www.facebook.com/enjoywaterford or simply call (051) 949640.

When they leave Waterford after the spectacular Parade of Sail along the Suir Estuary on July 2, the Tall Ships will race around Ireland's south, west and north coasts to Greenock. Later, there will be a cruise-in-company from Greenock to Lerwick in the Shetland Isles.

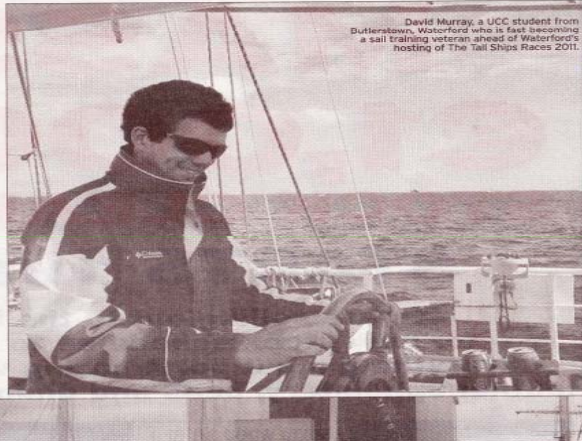
The second race in the series will then go from Lerwick to Stavanger, Norway from where the third and final race will bring the fleet to Falkenberg, Sweden.

During the summer Gavin Roche, 19, from Cork Road, Waterford, was a crew member on the Dutch schooner

still in touch with some of the other trainees on Facebook. We saw dolphins, whales and North Sea oilfields during the journey. We quickly got used to life at sea! I'd really recommend the experience and I'm already planning how I can go again in 2011," he said.

David Murray, a business information systems student at UCC and originally from Budeenstown, Waterford, is fast becoming a sail training veteran and he is actively encouraging others to take on the challenge. "I strongly recommend sail training to anyone who gets the opportunity and the fact that the races start from Waterford next summer makes it even easier to get involved. Sail training is for everyone and I've met a great mix of people on the different ships I've been on. It's been a brilliant experience," he said.

BELOW: Eendracht, the Dutch sail training vessel on which Waterford teenager Gavin Roche sailed from Kristiansand, Norway to Hartlepool, England, this year ahead of Waterford's hosting of The Tall Ships Races from June 30 to July 3, 2011.



David Murray, a UCC student from Budeenstown, Waterford who is fast becoming a sail training veteran ahead of Waterford's hosting of The Tall Ships Races 2011.

1/4 Waterford News

Tall ships bring student David to new heights

TWENTY-year-old David Murray, a business information systems student at University College Cork, is becoming a sail training

crew member on the Dutch three-masted schooner, the Eendracht, sailing from Kristiansand in Norway to Hartlepool in

the UK. "I strongly recommend sail training to anyone who gets the opportunity and the fact that the races start from Wa-

Our Schools Programme will boost the pride of the city....

Timing: Launch 2011, ongoing activity

- Important to make it easy and accessible for teachers and students

Programme to comprise:

- Online Ideas forum / ideas boxes in schools for children – best ideas adopted –
 - Promoting ownership, pride and engagement
- Postcard campaign – schools to invite international crews to Waterford
- Essay competition – what TSR means to them
- Art competition – bringing TSR to life
- The consultancy will develop schools pack & coordinate the programme, publicising key elements with national, international & local media
- Seek to secure & support appropriate sponsor for schools programme





3. Make our Festival unmissable



Opportunity	Create the biggest festival event in Ireland in 2011		
Core Strategic Pillars	Make our festival FRINGE entertainment UNMISSABLE		
Goal	<p style="text-align: center;">Over 300 Live Acts</p> <p style="text-align: center;">Diverse Cultural and Music appeal</p> <p style="text-align: center;">With something for everybody, all the family young and old</p>		
Core Actions	<p style="text-align: center;">SHORT TERM</p> <p>Securing the Headliners</p> <p>Spraoi to drive the Fringe</p> <p>Theatre</p> <p>Identifying the paid and unpaid venues</p> <p>Secure sponsors</p>	<p style="text-align: center;">2010</p> <ul style="list-style-type: none"> • Website.....Profiling the Acts • Press announcement about the first Headliners • Radio interviews <p>Maximise exposure at other Festivals</p> <p>Make it DiverseActive PR programmes</p>	<p style="text-align: center;">2011</p> <p>Full Communications campaign</p> <p>Interviews with the Acts</p> <p>Staged communications at every HOT PRESS, Radio interview, TV programme</p>
Measures Of Success	<p>Vision of Acts and Venues</p> <p>Capacity plan in place</p> <p>Sponsors identified</p>	<p>Media sponsors in place</p> <p>Full PR Plan in place</p>	<p>Ticket enquiries/sold</p> <p>300 Acts</p>

Our Sponsors Bring Scale to the Festival....



Tall Ships 2011 Sponsors



With just 10 months to go, the organisers behind Waterford's hosting of The Tall Ships Races 2011 have attracted around

€450,000 in sponsorship and services from a number of sponsors and partners. These include Bulmers,

RTÉ, 3 Mobile, Waterford Crystal and the Waterford Institute of Technology. Fáilte Ireland, the national tourism development authority, is also deploying significant resources in support of the event in Waterford which will cost €3m to deliver. Pictured at the recently convened meeting of sponsors was (l-r) Conor Doyle, Waterford Institute of Technology; Elaine Carey of 3 Mobile; Marcus Goodwin, Bulmers; David McCoy of Waterford Crystal and Nuala Carey of RTÉ.





THE WATERBOYS ANNOUNCED FOR TALL SHIPS RACE FESTIVAL

Free festival line-up takes shape with year to go

THE WATERBOYS have been announced as the first of the festival acts confirmed for The Tall Ships Races 2011, taking place next summer in Waterford. The free outdoor festival will be part of a four-day entertainment line-up, which will feature top Irish and international bands; street theatre and entertainment; parades and a new food village offering. Family entertainment will be central to the event, which is expected to attract over 500,000 people to Waterford from June 30-July 3, 2011.

"We are thrilled that Mike Scott and The Waterboys will be headlining one of our three stages as part of the festival line-up," said Des Whelan, chairman of Waterford's hosting of

attraction at Ireland's biggest ever quayside party. There are still great memories in Waterford of a brilliant live performance by The Waterboys in Tramore in December 2001."

International illusionist, Keith Barry - also due to perform in his native Waterford at the official launch of The Tall Ships Races 2011 - helped kick-start the 'Year to Go' celebrations in Dublin at his first-ever underwater photo-call.

Looking ahead to The Tall Ships Races 2011, Keith said: "Next year's event which starts in Waterford is going to be unmissable. I'm really looking forward to performing to the crowds with some great effects that I'll be working on over the next 12 months to perfect them in

Ships sailing out of Waterford will really be spectacular and I hope that everyone will support and enjoy the free festival and join us for what will be the ultimate event of 2011."

The full festival line-up will be announced over the coming months and highlights will include a street parade featuring up to 2,000 Tall Ships' crew members; outdoor stages with entertainment to suit all tastes; a funfair; dramatic fireworks displays and the amazing sight of over 70 Tall Ships berthed along the quayside in Waterford's city centre.

With social media playing a key role in the communications campaign for Waterford's hosting of The Tall Ships Races 2011, a new Facebook page to promote the city's

more than 50 countries logging on for information about the event.

Outside of Ireland, the most commonly represented countries among visitors to the website so far have been the United Kingdom; USA; Sweden; Canada; Netherlands; Spain; Germany; Australia and France.

When they leave Waterford after the Parade of Sail on July 3, 2011, the tall ships will race around Ireland's south, west and north coasts to Greenock, Scotland. Later, there will be a cruise-in-company from Greenock to Lerwick in the Shetland Isles. The second race in the series will then go from Lerwick to Stavanger, Norway from where the third and final race will bring the fleet to Halm-



Over the next Two Months, Our Festival detail will be announced



Main Stage	Plaza	John Roberts	North Warf
<u>Thur – Sat</u> 5.00pm – 10.00pm	<u>Thursday</u> 4.00pm – 10.00pm	<u>Thursday</u> 4.00pm – 10.00pm	<u>Thur – Sat</u> 2.00pm – 10.00pm
<u>Main Act</u> 8.15pm – 10.00pm	Theme Waterford Showcase	<u>Friday</u> 2.00pm – 10.00pm	Theme
<u>Support Act 2</u> 7.00pm- 8.00pm	<u>Friday</u> 2.00pm – 10.00pm	<u>Saturday</u> 12.00pm – 1 0.00pm	Brass Percussion Acoustic
<u>Support Act 1</u> 5.00pm – 6.30pm	Theme Traditional/Celtic	Theme World Show Case	
	<u>Saturday</u> 12.00pm – 10.00pm		
	Theme Rock /Pop		



-Official Launch Details
-The Captains Dinner
-The Crew Parade
-The Parade of Sail
-The Food Village
-The Craft Village
-Cultural & Heritage





4. Fulfil basic needs EXCELLENTLY



Opportunity	Over deliver on quality of food, accommodation, safety and convenience for everyone		
Core Strategic Pillars	Fulfill basic needs Excellently		
Goal	Fill every Bed Top quality Food and Drink offering in place Convenient park and rides and a Safe experience for everyone delivered		
Core Actions	<p style="text-align: center;">SHORT TERM</p> <p>Identify Accomodation capacity</p> <p>Identify locations for Marquees and vision for them</p> <p>Identify Park and Ride locations and full event location plan</p>	<p style="text-align: center;">2010</p> <p>Secure the Food and Drink sponsors</p> <p>Website channelling Accomodation requests</p> <p>Maximise the benefit of the Park and Ride for everyone</p> <p>Location plan in place and ready</p> <p>Invite a Friend</p> <p>PR to support full offering</p>	<p style="text-align: center;">2011</p> <p>Full page announcements...City gets ready for the invasion</p> <p>Food and Drink features....great restaurants and places to stay at Waterford</p> <p>Ticket system in place</p> <p>Full information programme in place to make it navigable for everyone</p> <p>Bring them Home Campaign</p>
Measures Of Success	No of Beds	Locations secured Sponsors secured Safety programme signed off Accomodation enquiries	Full Houses Event delivered safely PR reviews on Food and Drink Waterford success stories

Looking Forward to 2011



100 Day Countdown – March 2011



- A landmark date for TSR 2011 Waterford
- Opportunity to generate new interest
- Press release to focus on 100 facts about TSR 2011



- Outdoor broadcasts Dublin (2FM) & Waterford (WLR)



Phase Three – The Event



Preparing for the Welcome!

Team onsite from Tuesday, 28th June 2011

Roles include but not confined to:

- Photography / DVD supervision & creation
- Broadcast supervision and liaison e.g. Ireland AM live, sponsored broadcast
- Issuing of daily press releases & updates in relation to events; crews; visitor numbers; landmark events; special guests etc.
- Media facilitation
- Management of press office – consultancy recommends an independent, visible location such as The Tower Hotel with hospitality area; interview room
- Media registration / ensuring non registered, accredited media can access passes
- Media trouble shooting
- Attendance at daily briefing meetings
- Media briefings
- Identifying unplanned opportunities – for exploitation within the media
- Hosting media at key hospitality events



And the Farewell will be special a Waterford One!



Parade of Sail

Timing; July 3rd 2011

Consultancy to coordinate

- Venue for & transport to Parade of Sail
- Entertainment Media boats to accompany Parade of Sail
- Photography & press release
- Feedback reports from Irish crews as they reach Greenock



So All that Remains to say for Now is.....



The banner is a composite image. On the left, a large three-masted sailing ship with white sails and red crosses is sailing on a blue sea. On the right, a family of four (a woman in a green shirt, a boy in a red shirt, a girl in a blue shirt, and a man in a white shirt) are walking hand-in-hand on a sandy beach. The text "SEE YOU IN 2011!" is written in large, bold, yellow letters across the center. Below it, "DISCOVER IRELAND'S SUNNY SOUTH EAST" is written in white. At the bottom, a red banner contains the text "THE TALL SHIPS RACES 30 JUNE - 3 JULY 2011 WATERFORD, IRELAND" and "www.WaterfordTallShipsRace.ie". Various logos are scattered across the banner, including the event logo, Waterford City Council, Fáilte Ireland, and Waterford.

