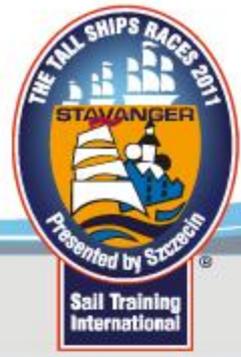
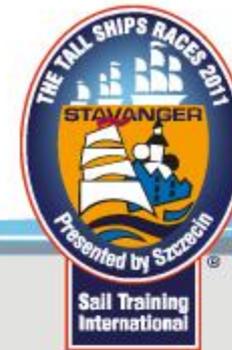


Hey ho, let's go!



Hey ho, let's go!



Main targets:



Make a even better Tall Ships Race than last time in 2004.

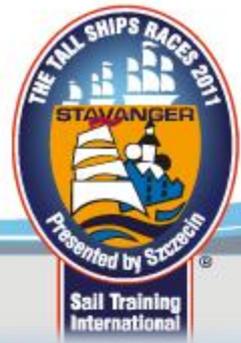


Show that Stavanger still is a European Capital of Culture.

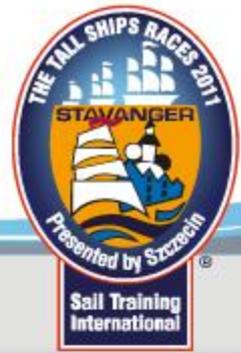


Promote the region for its culinary quality.
(Captains dinner and Crew party)

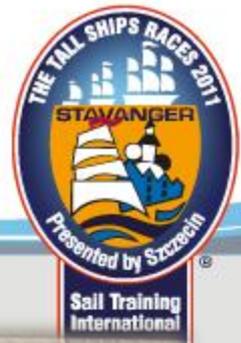
Hey ho, let's go!



Hey ho, let's go!



Hey ho, let's go!



Hey ho, let's go!

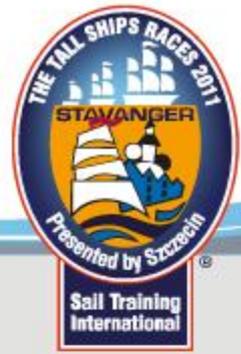


The Tall Ships Races 2011 - Stavanger



Very important for the people of Norway to have a positive happening right after the horrible happenings in Oslo on week before the event.

Hey ho, let's go!

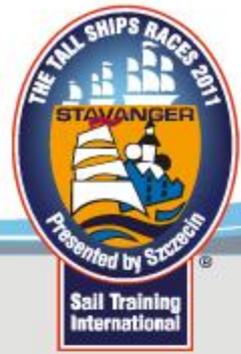


The Tall Ships Races 2011 - Stavanger

The purpose of Sail Training International became very important for us in our communication after the 22. July:

“Sail Training International’s purpose is the development and education of young people through the sail training experience, regardless of nationality, culture, religion, gender or social background”

Hey ho, let's go!

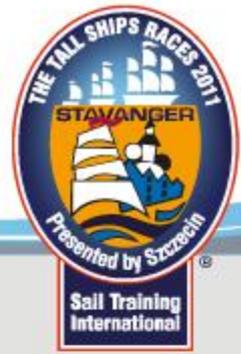


The Tall Ships Races 2011 - Stavanger



Important to get young people interested in sailing and seamanship for a maritime region as the Stavanger Region.

Hey ho, let's go!



Hey ho, let's go!

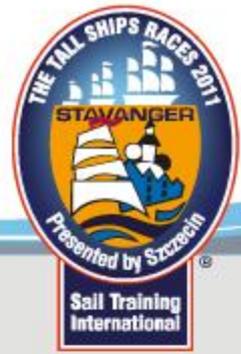


The Tall Ships Races 2011 - Stavanger

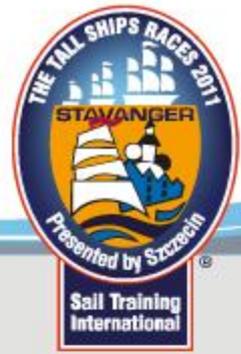


Part of a strategy from the City of Stavanger in hosting conferences and events in the city.

Hey ho, let's go!



Hey ho, let's go!

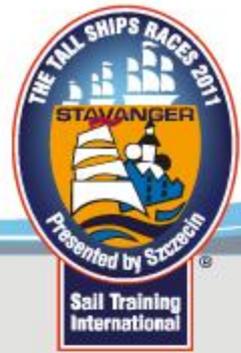


The Tall Ships Races 2011 - Stavanger

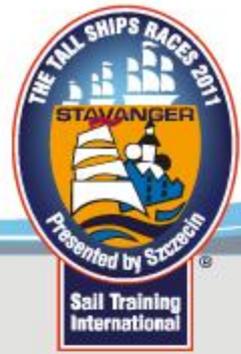


Free concerts in the heart of the city for the people of Stavanger.

Hey ho, let's go!



Hey ho, let's go!

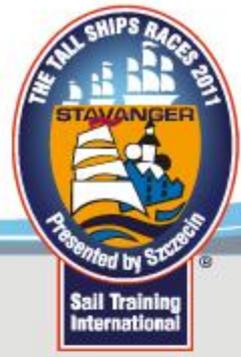


The Tall Ships Races 2011 - Stavanger



Good opportunity to give local bands professional conditions and to show the different cultural activities that happens in the region to a big audience.

Hey ho, let's go!



The Tall Ships Races 2011 - Stavanger



Hey ho, let's go!

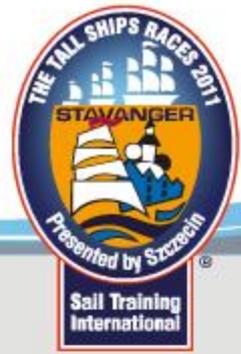


The Tall Ships Races 2011 - Stavanger

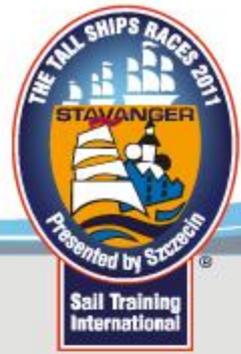


Good opportunity to promote your city and region in a good way to a lot of visiting people at the same time as you make a great event for the local people.

Hey ho, let's go!



Hey ho, let's go!

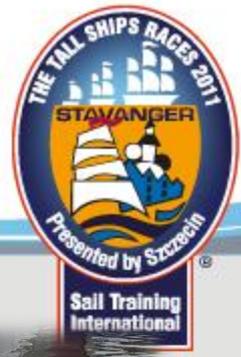


The Tall Ships Races 2011 - Stavanger



A perfect event for bringing people of all ages together.

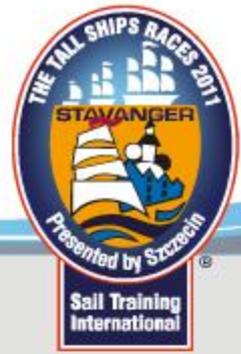
Hey ho, let's go!



Hey ho, let's go!



Hey ho, let's go!

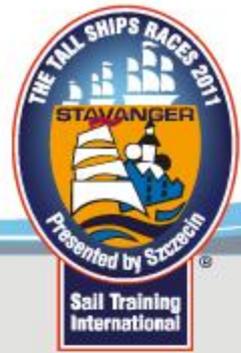


The Tall Ships Races 2011 - Stavanger



Have an occasion to sing sea shanties four days
in a row 😊 😊 😊

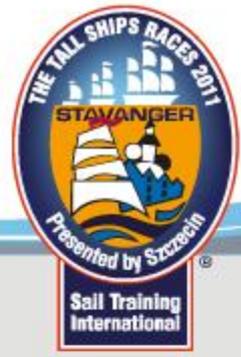
Hey ho, let's go!



Daily shanty from Statsraad Lehmkuhl



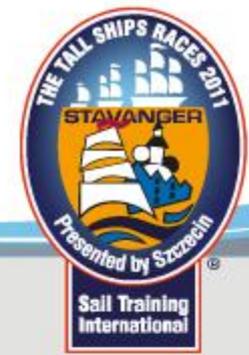
Hey ho, let's go!



Daily shanty from Statsraad Lehmkuhl



Hey ho, let's go!



The Tall Ships Races 2011 - Stavanger



Should have had on of the ships as a VIP-center for our sponsors instead of building expensive facilities near the harbour. This would be good for the income for the ship, an more special for the sponsors.

Hey ho, let's go!



The Tall Ships Races 2011 - Stavanger



More difficult to get sponsors in July than in August in Norway because of the holiday. The sponsors use this event either to treat customers, or to make a nice thing for the employees.

Hey ho, let's go!

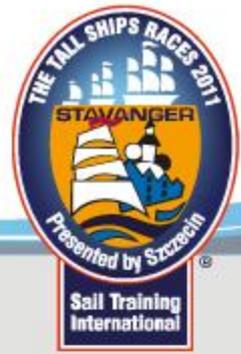


The Tall Ships Races 2011 - Stavanger



Could have wished for more national publicity.

Hey ho, let's go!



The Tall Ships Races 2011 - Stavanger



Have had the possibility of stating that Stavanger still is a European Capital through putting together the final show on the last evening.

Hey ho, let's go!

