

Waterford City Council & Port of Waterford hosted The Tall Ships Races in 2005

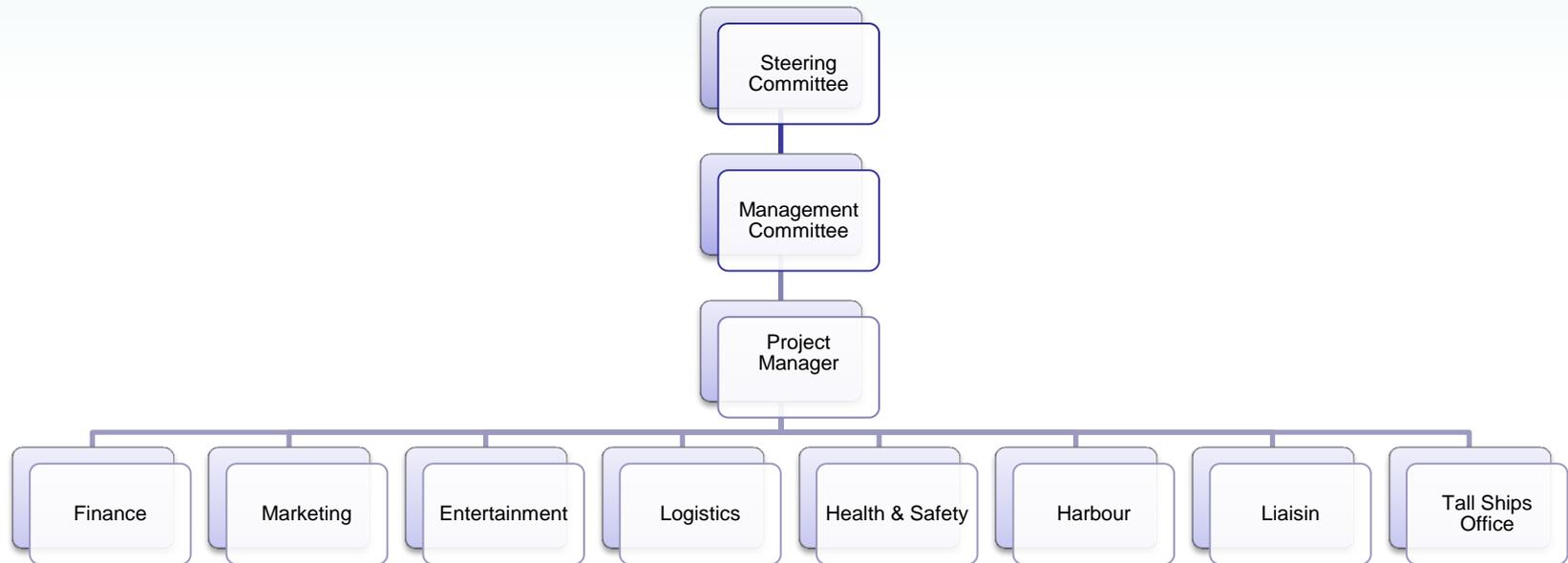
**Tall Ships return June 30th – July 3rd
2011**



Preparations for 2011 began in July 2009



Tall Ships 2011 - Waterford



Communication

- Keep everyone informed
- Simple lines of communication
- Brainstorm 2011 event



Brainstorm 2011 event

- Invite those involved in 2005
- Invite who you would like to be involved in 2011
- Invite stakeholders, City Councillors, Tourism Interests, Business Groups
- About 80 people attended



- Build on success of 2005
- Show Waterford at it's best to 500,000 visitors & press
- Use the visit of Tall Ships to promote Waterford



- Give the ships & crews a great event
- Deliver a world class festival with music and food
- Leave a legacy

- The Management Committee made up of Chairmen of Operational Committees met monthly
- Operational Committees met monthly, more often as event approached.



Operational Committees

Finance: Chairman; Paul Nolan

- Budget of 3.2 million
- City Council gave 1.2 million
- Had to raise 2 million euro
- Draw up packages to attract sponsors, vendors & suppliers etc.
- Appointed full time Sales Executive in May 2010
- Find sponsors for 50 Trainee Places
- Organise corporate hospitality on ships

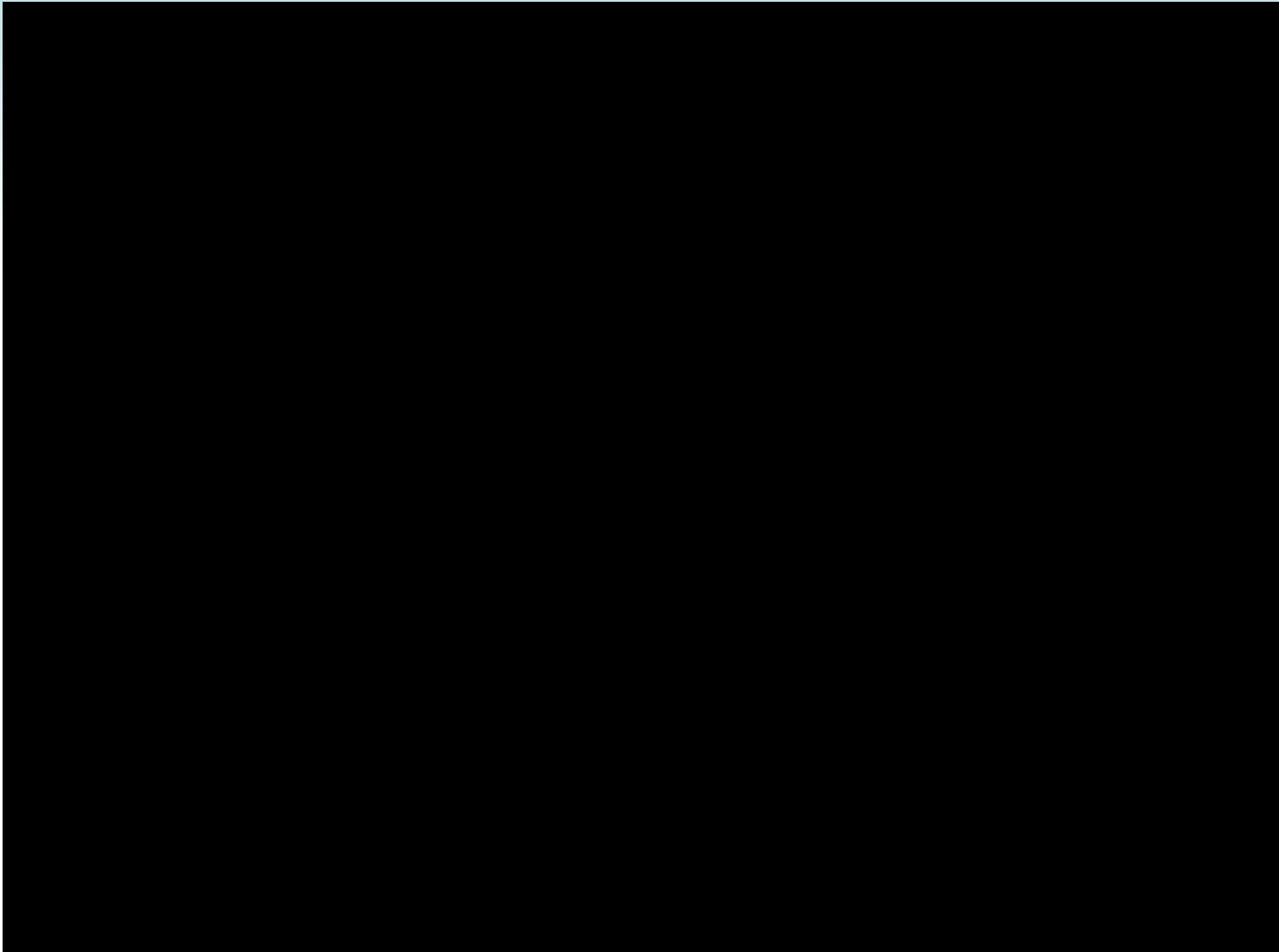


Operational Committees

Marketing: Chairman; Stephen Kent

- Budget of €900,000
- Develop marketing strategy – ‘Ireland’s Biggest Quayside Festival’
- Web site
- Event brochure
- Press – radio, outdoor, TV
- Public Relations
- Delivered publicity to the value 6.7 million





Operational Committees

Entertainment: Chairman; Paul McDaid

- Budget – €600,000
- Deliver a world class Festival
- Four live stages
- Street theatre
- 120 food outlets on Quays
- Sit down food village
- Craft village
- Fringe festival, comedy, theatre, art exhibition
- Fire works each night
- Fashion show on ‘The Mir’



Operational Committees

Traffic & Safety:

Chairman: Chief Inspector Chris Delaney

- Policing plan for half a million visitors
- Park & Ride for 36,000 cars a day
- Waterford Ambassadors
- Civil defence & voluntary services
- Quaysides closed to
- 100 Waterford ambassadors



Operational Committees

Logistics: Chairman; Lar Power

- Toilets & Showers
- Electricity, GAS & water for cafés & bars etc.
- Health & Safety for concert areas and quaysides
- Facilities for visitors
- Cleaning



Operational Committees

Liaison; Chairperson: Jonathan Torrie

- Recruit & train 100 ships liaison officers
- Organise crew parade, crew party & crew sports day
- Recruit 200 Sail Trainees



Operational Committees

Harbour: Chairman; Captain Darren Doyle

- Prepare ship's berthing plan
- Organise rescue services
- Parade of Sail & Race Start
- Prepare harbour for visit



Operational Committees

Tall Ships Office

Project Manager; Olivia O'Reilly

- Point of contact for public
- Point of contact for 700 volunteers
- Hub of information
- Staffed by Project Manager, Sales Executive, receptionists volunteers
- Point of contact for 2011 event host ports
- Point of contact with STI



Encourage Communication Between Committees

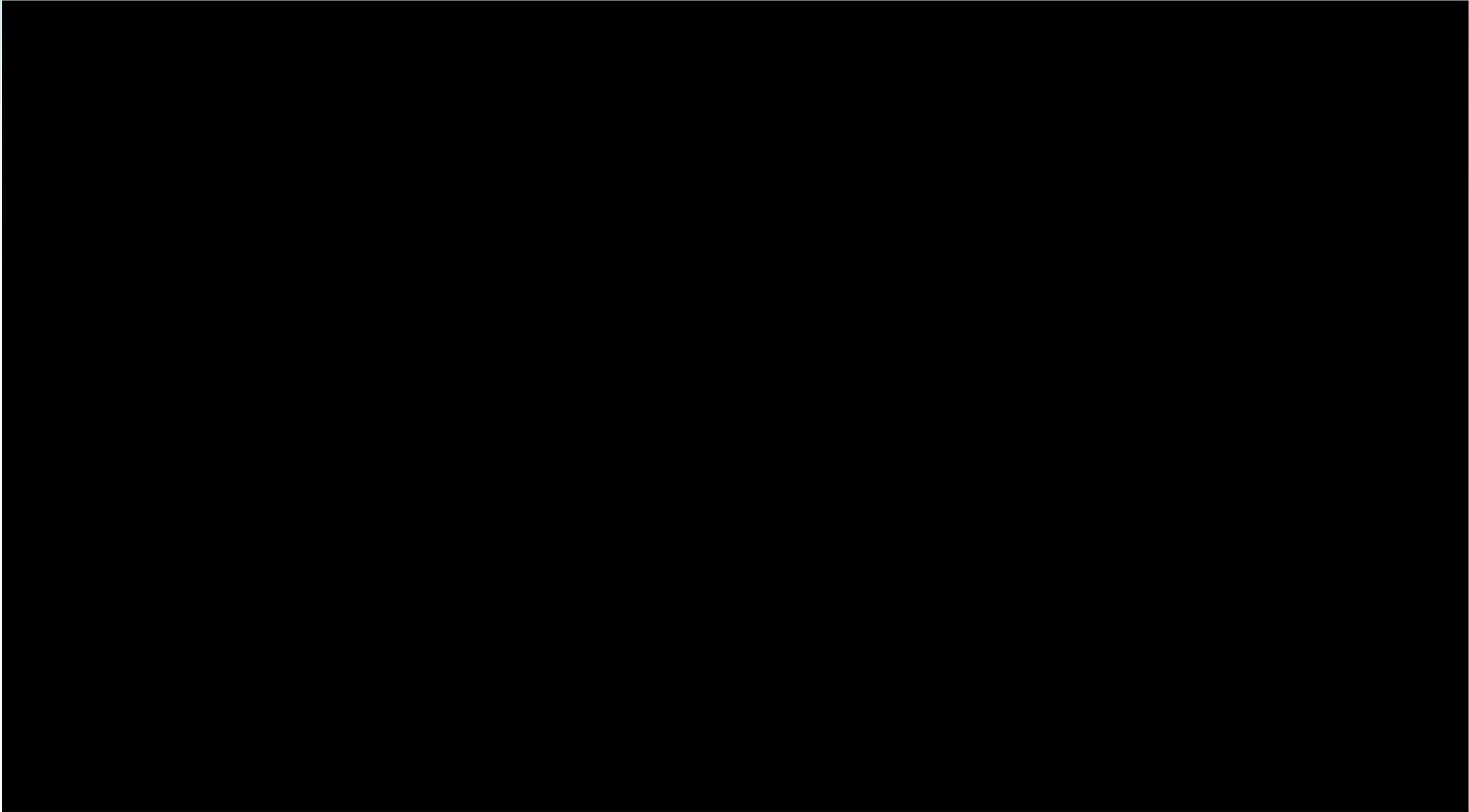
- Three meetings of all operational committees
- Chair of Liaison & Harbour Committee
- Sub Committees to organise Captain's Dinner & Official Launch
- Project Manager or Chair at all meetings



Start preparations as early as possible

- Finance & Marketing 30 months before
- Secure a National Media Sponsor (will help attract other sponsors)
- Go for team players & relevant experience
- We kept operational committees small – helped create a ‘can do’ culture
- Spread the credit
- Plan and delegate and be ready for the unexpected

- 500,000 people attended the biggest event in Ireland in 2011
- €6.7 value of radio, TV and press for the city
- Estimated €26 million to local economy
- Sun shone for 4 days
- People Of The Year Award on National TV in September and have received other awards
- City took great pride in the success of the event





Thank You