

# **International Sail Training & Tall Ships Conference 2009**

**Organised by Sail Training International**

## **PROGRAMME**



**Sheraton Istanbul Ataköy Hotel  
Istanbul, Turkey  
20-21 November**

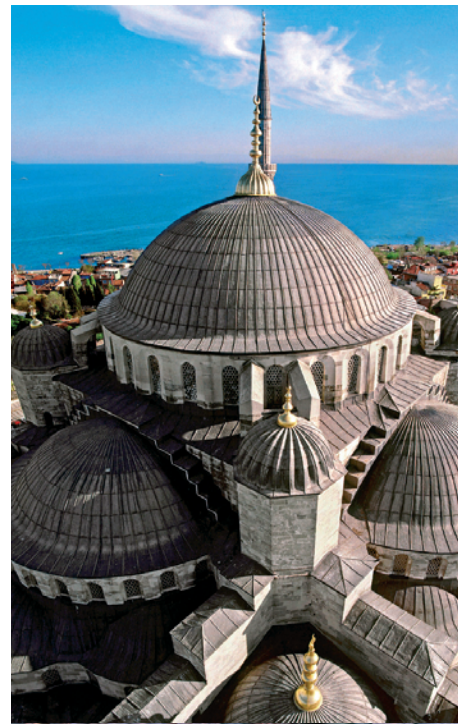


**Sail Training International**



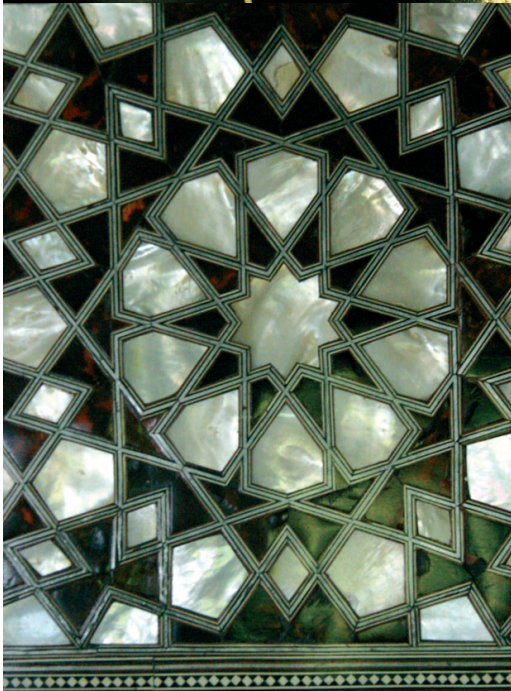
## İSTANBUL TAKES THE STAGE

A centuries-old tranquil home of diverse peoples and religions; in turn, the glorious capital of the Roman, Byzantine and Ottoman empires; a city burgeoning with imperial masterpieces; and a revered centre of Christianity, Judaism and Islam. This is Istanbul. A city of choice for contemporary artists from all over the world; a place that unifies Asia and Europe, East and West, tradition and modernity, dogma and pragmatism, where the universal is the local. A city of legend and fable, and now the 2010 European Capital of Culture.



## ART AND CULTURE FROM THE INSIDE OUT

Imbued with the European Capital of Culture spirit, Istanbul is buzzing with projects in the making - from neighbourhood events to international festivals, new local arts and cultural facilities to national centres. These projects are rejuvenating Istanbul's universal cultural heritage by laying a strong infrastructure for sustainable art and cultural activity in nothing less than a gigantic urban transformation with art and culture at its core. All this creativity and energy culminates in 2010, when Istanbul welcomes the world as the European Capital of Culture. In 2010, Istanbul, with its tradition of tolerant cohabitation, will turn itself inside out to display the beauty of diversity to Europe and the world and give a new and powerful expression to the (re)unifying power of art and culture. Come and be dazzled.



**EUROPEAN  
CAPITAL  
OF CULTURE**  
AVRUPA KÜLTÜR BAŞKENTİ

[www.istanbul2010.org](http://www.istanbul2010.org)

# Welcome to the International Sail Training and Tall Ships Conference 2009



Welcome to Istanbul, where West meets East, European Capital of Culture 2010, and host port for the Historical Seas Tall Ships Regatta next year. It is one of the most fascinating cities in the world. But please don't let that distract you from our conference programme over the next two days!

The themes of the conference and its work-shop sessions result from consultation with a number of people who attend our conferences regularly. For sail trainers it is 'engaging with young people' and 'safety at sea'. For delegates from host ports it is 'the economics of Tall Ships events'. Once again we encourage you to complete the conference questionnaire at the end so we know to what extent we met your needs and expectations.

Those of you who have attended our conferences over the past several years will know that their format and content have evolved, and attendance has grown in both number of delegates and number of countries represented. This year, despite the difficult economic climate around the world, not least in the sail training world, we have again attracted an impressive number of delegates from 30+ countries.

We have been able to keep delegate fees low again this year, thanks to financial and other support from the Turkish Chamber of Shipping and the Istanbul 2010 European Capital of Culture Agency. Our thanks to them for this very generous support.

On behalf of our Trustees, International Council and staff, I hope you find this year's conference both informative and entertaining. If there is anything we can do to improve the experience for you, please let us know.

A handwritten signature in black ink that reads "Nigel Rowe". The signature is fluid and cursive.

Nigel Rowe  
President & Chairman  
Sail Training International



Turkish Chamber of Shipping proudly welcomes all delegates to the International Sail Training & Tall Ships Conference 2009 here in Istanbul. We hope you enjoy your stay in Istanbul and can take some time to enjoy our wonderful city.

Our best wishes for a successful and enjoyable conference.

Metin Kalkavan  
Chairman  
Turkish Chamber of Shipping



# Conference Overview

## Thursday 19 November

### Class A Tall Ships Forum (by invitation only)

0830 - Coffee and Registration  
1500 - Meeting Ends

### International Youth Forum (by invitation only)

1000 - Meeting Starts  
1430 - Meeting Ends

### Joint Host Ports 2010 Welcome Reception

**1900 - 2030**     **Joint Host Ports 2010 Welcome Reception - for all delegates in the Ceremony Ballroom, Sheraton Istanbul Ataköy Hotel**

## Friday 20 November

0730 - 0845     Registration  
0900 - 1000     Opening Plenary Session and Keynote Speaker **Terry Davies**  
1000 - 1045     Coffee break  
1100 - 1215     Session 1  
1215 - 1400     Lunch  
1415 - 1530     Session 2  
1530 - 1615     Coffee break  
1630 - 1745     Session 3

## Saturday 21 November

0815 - 0845     Coffee  
0900 - 1000     Second Plenary Session - Sail Training International future strategy and new events  
1000 - 1045     Coffee break  
1100 - 1215     Session 4  
1215 - 1345     Lunch  
1400 - 1515     Session 5  
1515 - 1545     Coffee break  
1545 - 1630     Presentation of the Sail Training International Awards 2009, Conference 2010 announcement and Prize Draw

### Gala Dinner

**1830**             **Transport to Four Seasons Hotel for:  
Gala Dinner hosted by Istanbul 2010 European Capital of Culture**

## Sunday 22 November

**0900**             **Transport departs from Sheraton Istanbul Ataköy Hotel to boat terminal for Bosphorus Cruise**

**1000 - 1400**     **Bosphorus Cruise**  
Note: It is possible to take luggage and disembark earlier with prior arrangement

# Housekeeping Notes

## Delegate Badge Colour coding:

Sail Trainer Delegates	Pink
Port and non Sail Trainer Delegates	Blue
Class A Tall Ships Forum Members	Yellow
International Youth Forum	Purple

<i>Sail Training International:</i>	
International Council Members	Green
Staff	White

## NOTES

- Enquiries? Please go to the Registration and Help Desk in the lobby of the hotel. This will be manned throughout the conference.
- The Gala Dinner is strictly limited to only those holding a ticket. Please ensure that you bring your printed ticket (obtained when you register) with you to the Dinner.
- Lost property will be held at the Registration and Help Desk.
- Mobile phones should be switched off or set to silent during presentations.
- Smoking is not allowed in any of the indoor public areas of the hotel. Smoking is permitted in designated bedrooms and on the Terrace of the Grand Ballroom.
- Presentations - copies of speakers' presentations will be available on the Sail Training International website by 30 November.
- Please take time to complete the conference questionnaire and return it to the Registration and Help Desk.
- Taxis from the Sheraton Istanbul Ataköy Hotel can be booked through the hotel concierge desk.

# Friday 20 November AM

0730 - 0845 Registration and Coffee

**0900 - 1000 Opening Plenary Session and Keynote Speaker Terry Davies**

1000 - 1045 Coffee Break

## 1100 - 1215 Session 1

<b>Sail Trainers</b>	<b>The Sea as a Classroom</b>
Speakers:	Kate Knight: Head of School, Class Afloat, Canada Lennart Martinson: Founder, the Sailing College & T/S <i>Gunilla</i> , Sweden
<b>Sail Trainers</b>	<b>“I want to get off the boat” - engaging the disengaged trainees</b>
Speakers:	Amy Schwartz: Executive Director, Nova Scotia Sea School, Canada Sheila Budgen: Volunteer, Spirit of Adventure Trust, New Zealand John de Haas and Gerbrand Schutte: <i>S/V De Tukker</i> , Netherlands
<b>Sail Trainers</b>	<b>Sail Training Programme Standards - sharing best practice</b>
Speakers:	Jordi Renom-Pinsach: Prof. Psychology, Barcelona University, Spain Craig Burton: Business Manager, ASTO, UK Robin Snouk Hurgronje: Chairman, STA Netherlands
<b>Host Ports</b>	<b>Sponsorship Programmes - funding Tall Ships events</b>
Speaker:	Tero Kumpulainen: Deputy Managing Director, Infront Finland Oy
<b>Host Ports</b>	<b>Commercial Impact Studies - measuring the impact of Tall Ships events</b>
Speakers:	Sami Liukka: Research Director, Eccu Finland Ltd Ina Sidlauskiene, Chief Expert, International Relations and Tourism Division, Klaipeda, Lithuania
<b>Host Ports</b>	<b>Publicity - timing is everything</b>
Speakers:	Krzysztof Romański: Marketing Specialist, Gdynia City Hall, Poland Joanna Leman: Foreign Relations Manager, Gdynia City Hall, Poland Marco Francesconi: Project Manager, ISM, Italy

# Friday 20 November PM

## 1415 - 1530 Session 2

<b>Sail Trainers</b>	<b>EU Funding and Sail Training - “Is this a realistic funding source?”</b>
Speakers:	Paul Quantock: Senior Partner, European Consultancy Services UK Monique Touw: Director, At Sea Sail Training, Netherlands Sharon Hoofd: International Youth Forum, Netherlands
<b>Sail Trainers</b>	<b>“I want to get off the boat” - engaging the disengaged trainees</b>
Speakers:	Amy Schwartz: Executive Director, Nova Scotia Sea School, Canada Sheila Budgen: Volunteer, Spirit of Adventure Trust, New Zealand John de Haas and Gerbrand Schutte: S/V <i>De Tukker</i> , Netherlands
<b>Sail Trainers</b>	<b>Adventure NOT under sail - lessons from non-sail training youth organisations</b>
Speakers:	Jim Mayer: Expedition leader, BSES, UK Will Taunton-Burnet: Executive Director BSES, UK Cal Pifer: President, American Foundation for Educational Under Sail, USA
<b>Host Ports</b>	<b>Commercial Impact Studies - measuring the impact of Tall Ships events</b>
Speakers:	Sami Liukka: Research Director, Eccu Finland Ltd Ina Sidlauskiene, Chief Expert, International Relations and Tourism Division, Klaipeda, Lithuania
<b>Host Ports</b>	<b>Sponsorship Programmes - funding Tall Ships events</b>
Speaker:	Tero Kumpulainen: Deputy Managing Director, Infront Finland Oy
<b>Host Ports</b>	<b>Recruiting Trainees - maximise the numbers not the cost</b>
Speakers:	Zlata Bredova: Project Manager for Sea/Sail Training Projects, St Petersburg, Russia Jerzy Raducha: Director, Maritime Office, Szczecin, Poland



# Friday 20 November PM

## 1630 - 1745 Session 3

<b>Host Ports</b>	<b>Recruiting Trainees - maximise the numbers not the cost</b>
Speakers:	Zlata Bredova: Project Manager, Sea/Sail Training Projects, St Petersburg, Russia Jerzy Raducha: Director, Maritime Office Szczecin, Poland
<b>Host Ports</b>	<b>Publicity - Timing is everything</b>
Speakers:	Krzysztof Romański: Marketing Specialist, Gdynia City Hall, Poland Joanna Leman: Foreign Relations Manager, Gdynia City Hall, Poland Marco Francesconi: Project Manager, ISM, Italy
<b>Host Ports</b>	<b>Sharing the Sail Training International experience - what goes right and what can go wrong</b>
Speakers:	Paul Bishop: Head of Race Directorate, Sail Training International Gwyn Brown: Commercial Director, Sail Training International Corinne Hitching: Media Manager, Sail Training International
<b>Sail Trainers</b>	<b>Sail Training Programme Standards - sharing best practice</b>
Speakers:	Jordi Renom-Pinsach: Prof. Psychology, Barcelona University, Spain Craig Burton: Business Manager ASTO, UK Robin Snouk Hurgronje: Chairman, STA Netherlands
<b>Sail Trainers</b>	<b>Incident Analysis - where studying the past can prepare us for the future</b>
Speakers:	John Lang: Former Chief Inspector, Marine Accident Investigation Branch, UK Einar Corwin: Managing Director, Christian Radich Foundation, Norway
<b>Sail Trainers</b>	<b>Evaluation - Sail Training International's self-help toolkit</b>
Speakers:	Pete Allison: Lecturer, University of Edinburgh, UK Kristin von Wald: Director, Learning and Change, UK

TIME	EVENT	NAME
<b>Thursday</b>		
1900 - 2030	Welcome Reception	Joint Host Ports 2010 Welcome Reception, Sheraton Istanbul Ataköy Hotel
<b>Friday</b>		
0730 - 0845	Registration and Coffee	
0900 - 1000	Opening Plenary	Opening Plenary Session and Keynote Speaker Terry Davies
1000 - 1045	Coffee Break	
1100 - 1215	Session 1	
	Sail Trainers	The Sea as a Classroom
	Sail Trainers	"I want to get off the boat" - engaging with disengaged trainees
	Sail Trainers	Sail Training Programme Standards - sharing best practice
	Host Ports	Sponsorship Programmes - funding Tall Ships events
	Host Ports	Commercial Impact Studies - measuring the impact of Tall Ships events
	Host Ports	Publicity - timing is everything
1215 - 1400	Lunch	
1415 - 1530	Session 2	
	Sail Trainers	EU Funding and Sail Training - "Is this a realistic funding source?"
	Sail Trainers	"I want to get off the boat" - engaging the disengaged trainees
	Sail Trainers	Adventure NOT under sail - lessons from non-sail training youth organisations
	Host Ports	Commercial Impact Studies - measuring the impact of Tall Ships events
	Host Ports	Sponsorship Programmes - funding Tall Ships events
	Host Ports	Recruiting Trainees - maximise the numbers, not the cost
1530 - 1615	Coffee Break	
1630 - 1745	Session 3	
	Host Ports	Recruiting Trainees - maximise the numbers, not the cost
	Host Ports	Publicity - timing is everything

	Host Ports	Sharing the Sail Training International experience - what goes right and what can go wrong
	Sail Trainers	Sail Training Programme standards - sharing best practice
	Sail Trainers	Incident Analysis - where studying the past can prepare us for the future
	Sail Trainers	Evaluation - Sail Training International's self-help toolkit
<b>Saturday</b>		
0815 - 0845	Coffee	
0900 - 1000	Second Plenary Session	Plenary Session - Sail Training International future strategy and new events
1000 - 1045	Coffee Break	
1100 - 1215	Session 4	
	Host Ports	Project Planning - what-to-do-when in order to maximise success
	Host Ports	Ship Recruitment - what does it take?
	Host Ports	Meeting the needs of trainees
	Sail Trainers	Adventure NOT under Sail - lessons from non-sail training youth organisations
	Sail Trainers	Sensible Risk - balancing challenge with safety
	Sail Trainers	Safety at Sea - sharing best practice
1215 - 1345	Lunch	
1400 - 1515	Session 5	
	Host Ports	Project Planning - what-to-do-when in order to maximise success
	Host Ports	Ship Recruitment - what does it take?
	Host Ports	Liaison Systems - how to make them effective with the resources you have
	Sail Trainers	Evaluation - Sail Training International's self-help toolkit
	Sail Trainers	The value of sail training for Naval and Merchant Marine cadets
	Sail Trainers	Young Sail Trainers' session on Social Media - to Tweet or not to Tweet?
1515 - 1545	Coffee Break	
1545 - 1630	Final Plenary	Presentation of Sail Training International Awards 2009, Conference 2010 announcement and Prize Draw
1830	Transport to Gala Dinner	Gala Dinner hosted by Istanbul 2010 European Capital of Culture

# Saturday 21 November AM

0815 - 0845 Coffee

**0900 - 1000 Second Plenary Session - Sail Training International future strategy and new events**

1000 - 1045 Coffee Break

## 1100 - 1215 Session 4

<b>Host Ports</b>	<b>Project Planning - what-to-do-when in order to maximise success</b>
Speakers:	Mike Richmond, Managing Director, Richmond Event Management and the Event Safety Shop, UK Birger Haraldseid, Energy Sector Expert, Greater Stavanger Economic Development, Norway
<b>Host Ports</b>	<b>Ship Recruitment - what does it take?</b>
Speakers:	Paulus Mooyman: Managing Director, Nautisch Evenementen Bureau, Netherlands Claudia Bankert: International Ships Liaison, ASTA, USA
<b>Host Ports</b>	<b>Meeting the Needs of Trainees</b>
Speakers:	Kimo Hyppä: Project Manager The Tall Ships Races Turku, Finland Kipras Paldauskas, Project Manager, The Tall Ships Races Klaipeda, Lithuania Ina Sidlauskiene, Chief Expert, International Relations and Tourism Division, Klaipeda, Lithuania
<b>Sail Trainers</b>	<b>Adventure NOT under sail - lessons from non-sail training youth organisations</b>
Speakers:	Jim Mayer: Expedition Leader, BSES, UK Will Taunton-Burnet: Executive Director, BSES, UK Cal Pifer: President, American Foundation for Education Under Sail
<b>Sail Trainers</b>	<b>Sensible Risk - balancing challenge with safety</b>
Speaker:	James Stevens: Chief Examiner and Head of Training, RYA, UK
<b>Sail Trainers</b>	<b>Safety at Sea - sharing best practice</b>
Speakers:	Simon Colley: Senior Captain, <i>Spirit of Bermuda</i> , Bermuda Doug Prothero: CEO, Canadian Sailing Expeditions, Canada

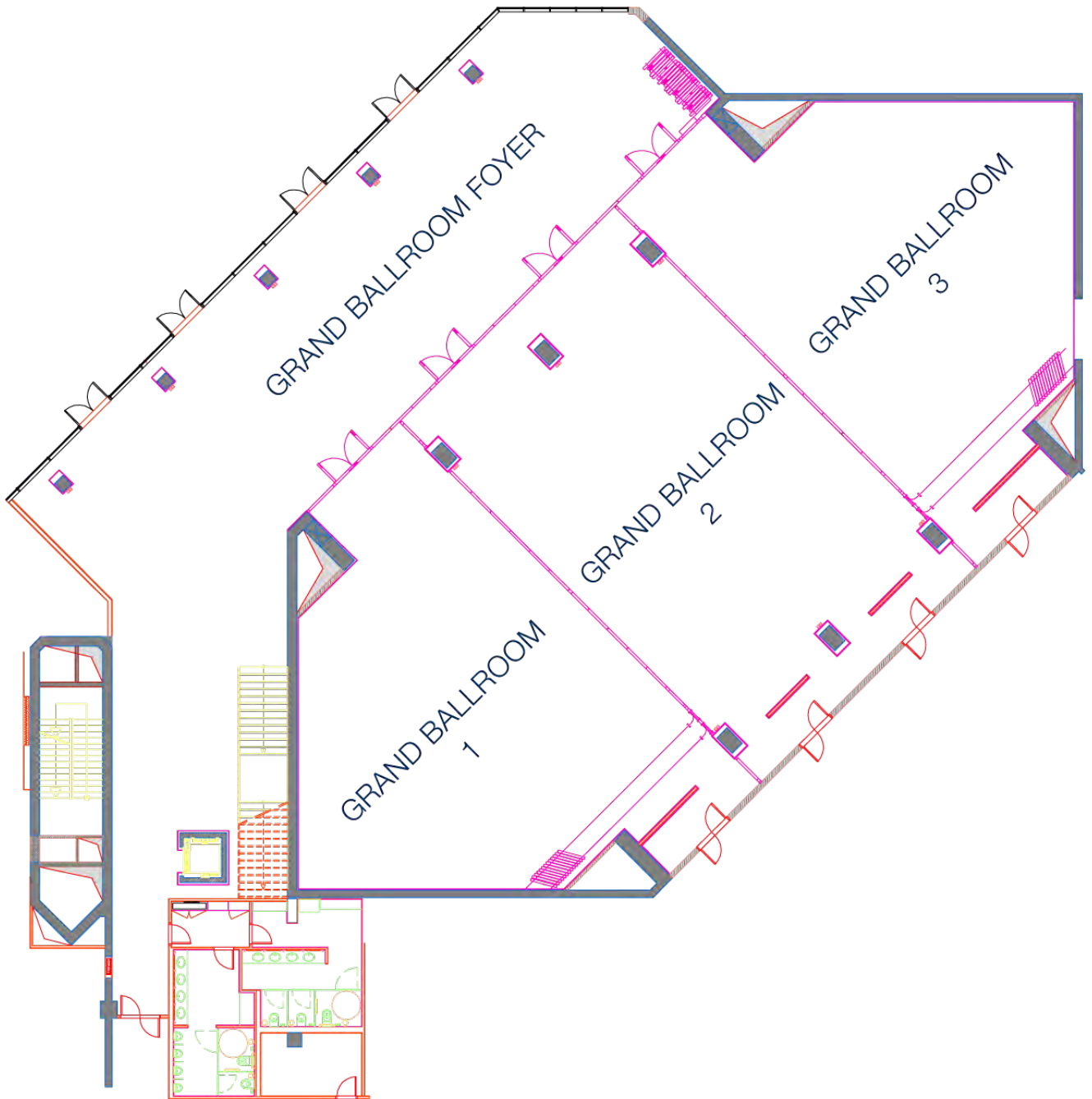
# Saturday 21 November PM

## 1400 - 1515 Session 5

<b>Host Ports</b>	<b>Project Planning - what-to-do-when in order to maximise success</b>
Speakers:	Mike Richmond, Managing Director, Richmond Event Management and the Event Safety Shop, UK Birger Haraldseid, Energy Sector Expert, Greater Stavanger Economic Development, Norway
<b>Host Ports</b>	<b>Ship Recruitment - what does it take?</b>
Speakers:	Paulus Mooyman: Managing Director, Nautisch Evenementen Bureau, Netherlands Claudia Bankert: International Ships Liaison, ASTA, USA
<b>Host Ports</b>	<b>Liaison Systems - how to make them effective with the resources you have</b>
Speakers:	Vladimir Martus: Chief Liaison Officer, St Petersburg, Russia Espen Wold: Commander, Royal Norwegian Navy, Norway
<b>Sail Trainers</b>	<b>Evaluation - Sail Training International's self-help toolkit</b>
Speakers:	Pete Allison: Lecturer, University of Edinburgh, UK Kristin von Wald: Director, Learning and Change, UK
<b>Sail Trainers</b>	<b>The value of sail training for Naval and Merchant Marine cadets</b>
Speakers:	Marcus Seidl: Captain <i>Statsraad Lehmkuhl</i> , Norway Nick Fleming: CEO, Ocean Youth Trust Scotland, UK Stefan Abrahamsson: Managing Director, STA Finland Ferry van Schoonhoven: Commanding Officer, <i>Urania</i> , Netherlands
<b>Sail Trainers</b>	<b>Young Sail Trainers' Session on Social Media - to Tweet or not to Tweet?</b>
Speakers:	Open Forum
<b>1545 - 1630</b>	<b>Presentation of Sail Training International Awards 2009, Conference 2010 announcement and Prize Draw</b>
<b>1830</b>	<b>Transport to Four Seasons Hotel for Gala Dinner hosted by Istanbul 2010 European Capital of Culture</b>

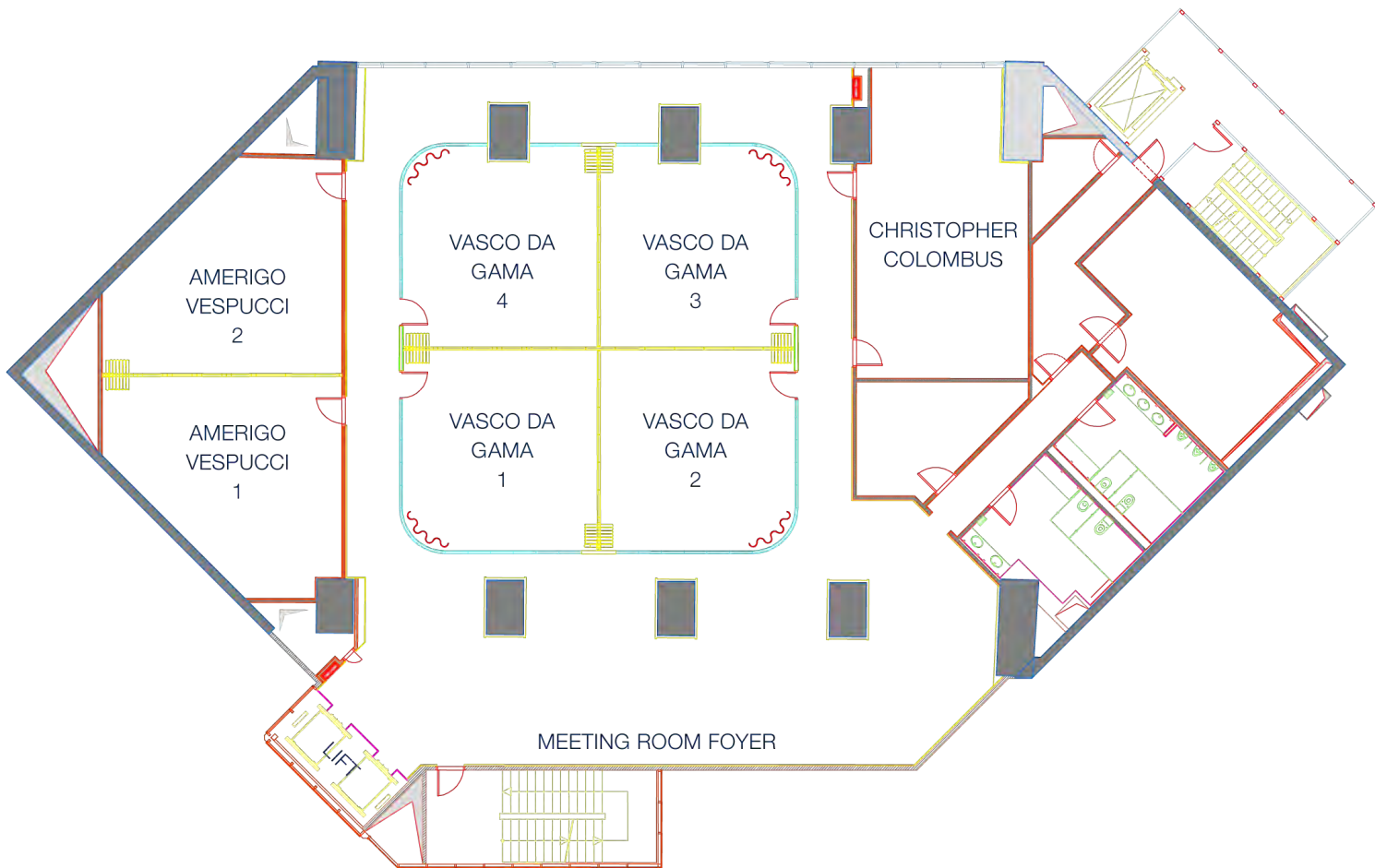
# Hotel Layout

## Basement - Grand Ballroom



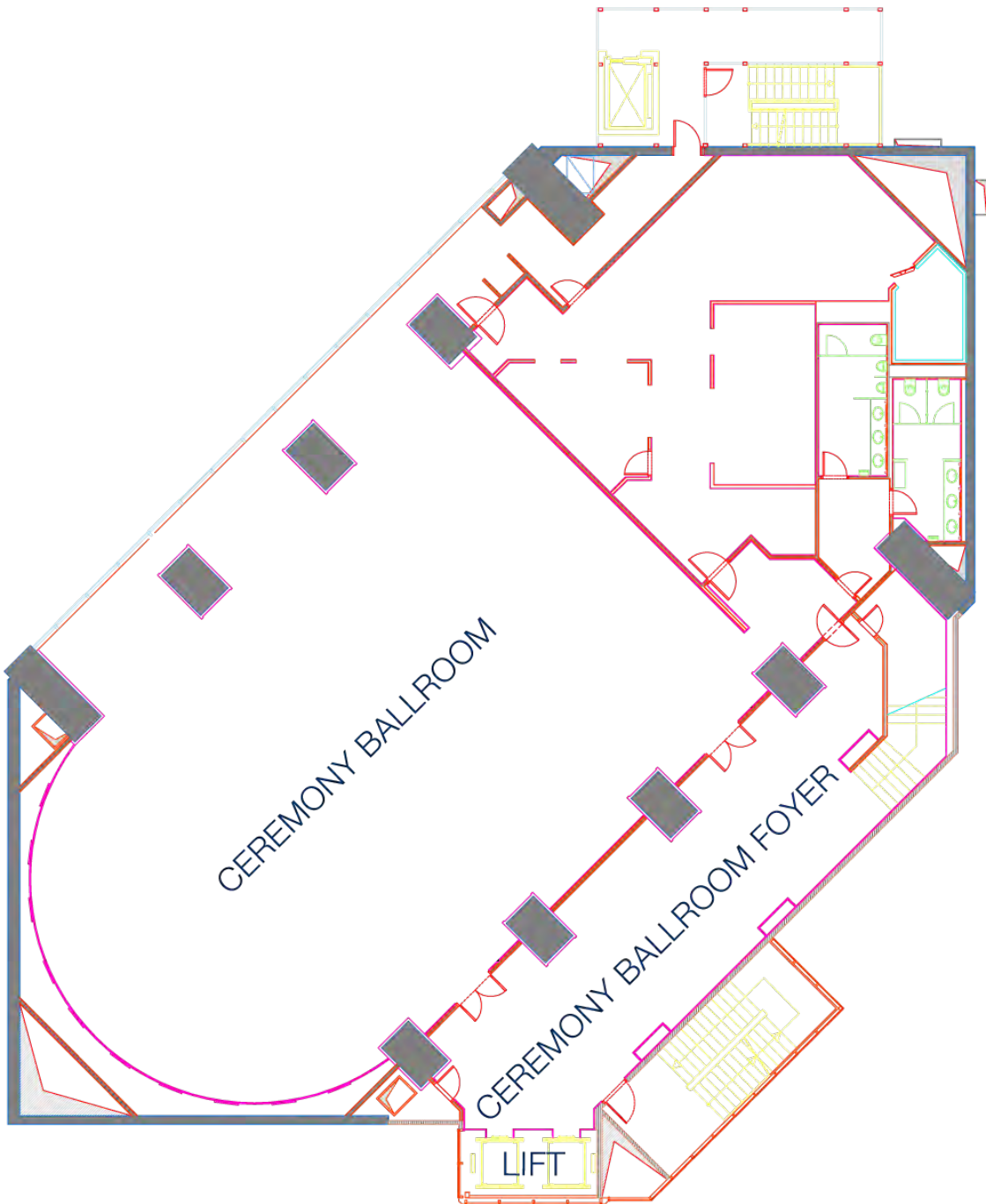
# Hotel Layout

## First Floor - Workshops



# Hotel Layout

## Second Floor - Ceremony Ballroom





# RACES AND EVENTS 2010



## Garibaldi Tall Ships Regatta\*

Genoa, Italy  
Trapani, Sicily

Thu 8 - Sun 11 April  
Fri 16 - Mon 19 April



## Historical Seas Tall Ships Regatta\*

Volos, Greece  
Varna, Bulgaria  
Istanbul, Turkey  
Lavrion, Greece

Sun 9 - Wed 12 May  
Fri 21 - Mon 24 May  
Thu 27 - Sun 30 May  
Fri 4 - Mon 7 June

Sail Szczecin

Fri 11 - Sun 13 June

Endorsed Event



## The Tall Ships Races\*

Antwerp, Belgium  
Aalborg, Denmark  
Kristiansand, Norway  
Hartlepool, UK

Sat 10 - Tue 13 July  
Wed 21 - Sat 24 July  
Thu 29 July - Sun 1 August  
Sat 7 - Tue 10 August

## ASTA Great Lakes Tall Ships Challenge

Toronto, Ontario 30 June - 4 July  
Cleveland, Ohio 7 - 11 July  
Bay City, Michigan 15 - 18 July  
Deluth, Minnesota 29 July - 1 August  
Green Bay, Wisconsin 12 - 15 August  
Chicago, Illinois 26 - 30 August



## North Sea Tall Ships Regatta\*

Hartlepool, UK  
Ijmuiden, Netherlands

Sat 7 - Tue 10 August  
Thu 19 August

Sail Amsterdam, Netherlands

Thu 19 - Mon 23 August

Endorsed Event

Sail Bremerhaven, Germany

Wed 25 - Sun 29 August

Endorsed Event

## ASTO Small Ships' Race

Cowes, UK

Sat 2 October

\* organised by Sail Training International

# FUTURE RACES AND EVENTS

**2011**



## The Tall Ships Races\*

Waterford, Ireland  
Greenock, Scotland  
Lerwick, Shetland Islands  
Stavanger, Norway  
Halmstad, Sweden

Thu 30 June - Sun 3 July  
Sat 9 - Tue 12 July  
Thu 21 - Sun 24 July  
Thu 28 - Sun 31 July  
Fri 5 - Mon 8 August

ASTO Small Ships' Race  
Cowes, UK

Sat 1 October

**2012**



## The Tall Ships Races\*

Saint-Malo, France  
Lisbon, Portugal  
Cádiz, Spain  
A Coruña, Spain  
Dublin, Ireland

Thu 5 - Sun 8 July  
Thu 19 - Sun 22 July  
Thu 26 - Sun 29 July  
Fri 10 - Mon 13 August  
Thu 23 - Sun 26 August

ASTO Small Ships' Race  
Cowes, UK

Sat 6 October

**2013**



## The Tall Ships Races\*

Århus, Denmark  
Helsinki, Finland  
Riga, Latvia  
Szczecin, Poland

Thu 4 - Sun 7 July  
Wed 17 - Sat 20 July  
Thu 25 - Sun 28 July  
Sat 3 - Tue 6 August

\* organised by Sail Training International

# Notes

# **International Sail Training & Tall Ships Conference 2009**

**Organised by Sail Training International**

**[www.sailtraininginternational.org](http://www.sailtraininginternational.org)**



**Sail Training International**