

Working with the media to maximise coverage

EFFECTIVE PUBLIC RELATIONS



PR vs Advertising

**If advertising is what you say
about yourself,
then PR is what others
say about you...**



PR Objectives



Host Port:

Raise awareness of event

- Increase visitor numbers
- Recruit trainees
- Recruit volunteers
- To attract and maximise exposure for event partners

Sail Training International:

- To support the cause of the charity
- All of the above



PR Objectives – How To Deliver

In-house vs Agency

Agency: Account team

Access to creativity

Must deliver measurable results

In-house: Cost(?)

Time factor

Living the event



When Should PR Start?

- 4 years out – Host Port announcement
- 3 years out – First planning visit / press conference
- 2 years out – Events to build momentum
- 18 months – Hire a PR agency / appoint team
- 12 months – consistent output peaking during event



PR Tools



Effective PR can use many different 'tools' e.g:

- A campaign platform
- News story
- Human interest story
- An event
- Sponsorship
- Competitions
- Social media
- Newsletter
- Website
- Photography



Trainees

CAMPBELTOWN TRAINEE PREPARES FOR HIS MARITIME ADVENTURE

Hamish Duncan, a fourth year pupil from Lochgilphead High School has been selected to take part in The Tall Ships Races 2011 as a sail trainee onboard Wylde Swan.

Christian Radich with Shetland trainees on board wins first Tall Ships race

July 8th, 2011 by Rosalind Griffiths [Leave A Comment](#)

- Fantastic human interest stories
- Gain exposure for sponsor and event
- Promote sail training cause
- Extended coverage
 - competition to win a place as a trainee
 - coverage pre-event / post event
 - coverage from trainees in other ports
 - social media throughout – facebook / blog



Media Participation

- Opportunities for journalists to become a trainee – print, online, radio and TV
- In-port media 'sail training' e.g. going aloft, working the galley
- Forward-planning required / targetted pitching
- Eye-opening first person accounts



Arrival of Fleet

- Work with Sail Training International / vessels in advance to arrange timely media boats / Yellow Brick
- Potential for media to do a boat-to-boat transfer
- Demonstrations by trainees and crews
- Work with Sail Training International to identify stories in advance



Happy Journalists
=
Positive Coverage



How Do We Make Journalists Happy?



Media Centre

- Broadband connectivity / wifi code easily available
- Enough desk space / power points / computers / printer
- One place for accreditation / access to site confirmed
- Information displayed in an accessible way
- Refreshments topped up / cleared away
- Media boat options confirmed
- Parade of Sail and Race Start communicated



Case Study – Halmstad, Sweden

- First time as a host port
- Last port in the 2011 race series
- Little awareness of The Tall Ships Races
- Employed an in-house press officer / digital media team



Pre-Event Coverage

The Tall Ships Races 2011 Halmstad

- Pre-event listings regionally, nationally and internationally, extended coverage achieved:
e.g GöteborgsPosten, Travel Resa, The Danish Jyllands-Posten
- Worked with tourism agencies – VisitSweden.com
- Local media covered breaking news and feature articles
- *Hallandsposten* established as media partner



Event Coverage

The Tall Ships Races 2011 - Halmstad

- Over 100 media accredited
- Worked closely with Sail Training International to coordinate first arrival
- Extensive local coverage in addition to daily national tv coverage and daily newspaper coverage
- *Dagens Nyheter*, blogged from *De Gallant* between Stavanger and Halmstad resulting in a four-page spread



Digital & Social Media

The Tall Ships Races 2011 - Halmstad

"The biggest difference between my experience as project manager for The Tall Ships Races 2007 in Stockholm and The Tall Ships Races 2011 in Halmstad is Facebook"

Lillian Westerberg



Digital & Social Media

The Tall Ships Races – Halmstad

- Website rich in content – over 270 pages
- Facebook and YouTube chosen as social media platforms
- Two digital media editors hired
- Facebook engaged those who could not attend the event
- Most popular content was photos and videos
- Website and social media platforms integrated with traditional media channels



Overview

The Tall Ships Races 2011 - Halmstad

- Newsletters were sent out once a month to 500 people
- Website and Facebook continuously updated
- 15 press releases were issued prior to event with a daily release during
- Between May and August three press briefings were held:
 - new pontoon wharf was installed
 - Final Session and the Piazza of Chess & Arts presented
 - the day before the event



Results

The Tall Ships Races 2011 - Halmstad

PR value – Approx. €1,704,439

Website – 40,067 unique visitors during event week

Total visits from 300 cities and 103 countries

Facebook – Over 4,000 people liked the page

Over 3,500 commented or liked posts during event week

YouTube – 31 video clips uploaded with over 7,200 views



Results

The Tall Ships Races 2011 – Greenock

- In excess of £2.5m worth of PR value
- In July alone, more than 500 pieces of print and digital coverage, offered in excess of 7.75million opportunities to see
- Radio generated in excess of 15million opportunities to hear The Tall Ships Races 2011 - Greenock in July
- The event itself was covered heavily by both BBC Scotland TV and STV



The Tall Ships Races 2011 Media Value



	Waterford	Greenock	Lerwick	Stavanger	Halmstad	Total
Advertising Value Equivalent of Media Coverage	€7,597,568	£2,961,791	£1,758,735	NOK 10,755,193	See below	12,318,094
Converted to Euros	€7,597,568	€3,406,060	€2,022,545	€1,386,334	€1,704,439	€16,116,946



A Campaign Platform

2011 Culture Regatta – Gdynia

- Enlisted national TV media partner
- Created a slogan competition
- Coverage extended beyond TV to print and radio
- Turned a local event into a national event
- Live breakfast broadcasts including fashion and cookery features in addition to interviews with event organisers



Sail Training International

Kelly Stroud

E: kelly.stroud@sailtraininginternational.org

Website: www.sailtraininginternational.org

Facebook: SailTrainingInternational

Twitter: TallShipsRaces

LinkedIn: Sail Training International Group



The Tall Ships Races 2011 in Numbers & Commercial feedback from Sail Training International



Visitor Numbers

	Waterford	Greenock	Lerwick	Stavanger	Halmstad
Visitor Numbers	500,000	750,000	27,000	500,000	400,000



But where from ?

- **Greenock**
 - City 39%
 - Regional 31%
 - National 27%
 - International 3%
- **Lerwick**
 - Shetland 57%
 - Regional 20%
 - National 33%
 - International 8%



Quality of the event

	Very Good
The Ships	92%
Entertainment	51%
Stalls	45%
Food & Drink	29%
Overall experience	69%



Corporate Hospitality

Some ideas from 2011

- Fashion show on board MIR
- Speed dating
- Children's Pirate sailing days
- Singles evenings
- Premier stage setting (corporate & public)
- Public party tickets
- Sponsorship Packages
- VIP Venue



Trainee Recruitment

- Responsibility
- Network
- Send Trainees in previous years and use as ambassadors.
- Build up to year of Event
- Use Social media
- Work with schools and colleges
- Low level sponsors



Event Site Layout and preparation

- Location of stages
- Time limit of entertainment
- Surface
- Seating
- Toilets for the public
- Toilets & Showers for crew



What do they come to see ?

- Greenock – ‘Which aspects of the event did you enjoy the most?’
- Stalls 2%
- Entertainment 6%
- The Ships 92%

