



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE
2018

SESSION 1E
THE PORT ADVISORY GROUP –
AN OVERVIEW OF 2018 AND BEYOND!



PORT ADVISORY GROUP

STI CONFERENCE 2018
SEVILLE - SPAIN

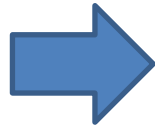
Roger Waggott - Cadiz
Nathalie Beloso - Antwerp



Sail Training International

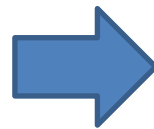
What is it and what is the purpose?

PAG



An internal advisory group to the management and trustees of the STI.

Mission



Provide practical ideas & suggestions to improve the events and provide the necessary guidelines for all stakeholders and attract new stakeholders.



For who?



The trainees



The visitors



Sail Training Vessels
and Operators



Event Sponsors:
locally or
internationally



Host Ports and
Municipal Authorities

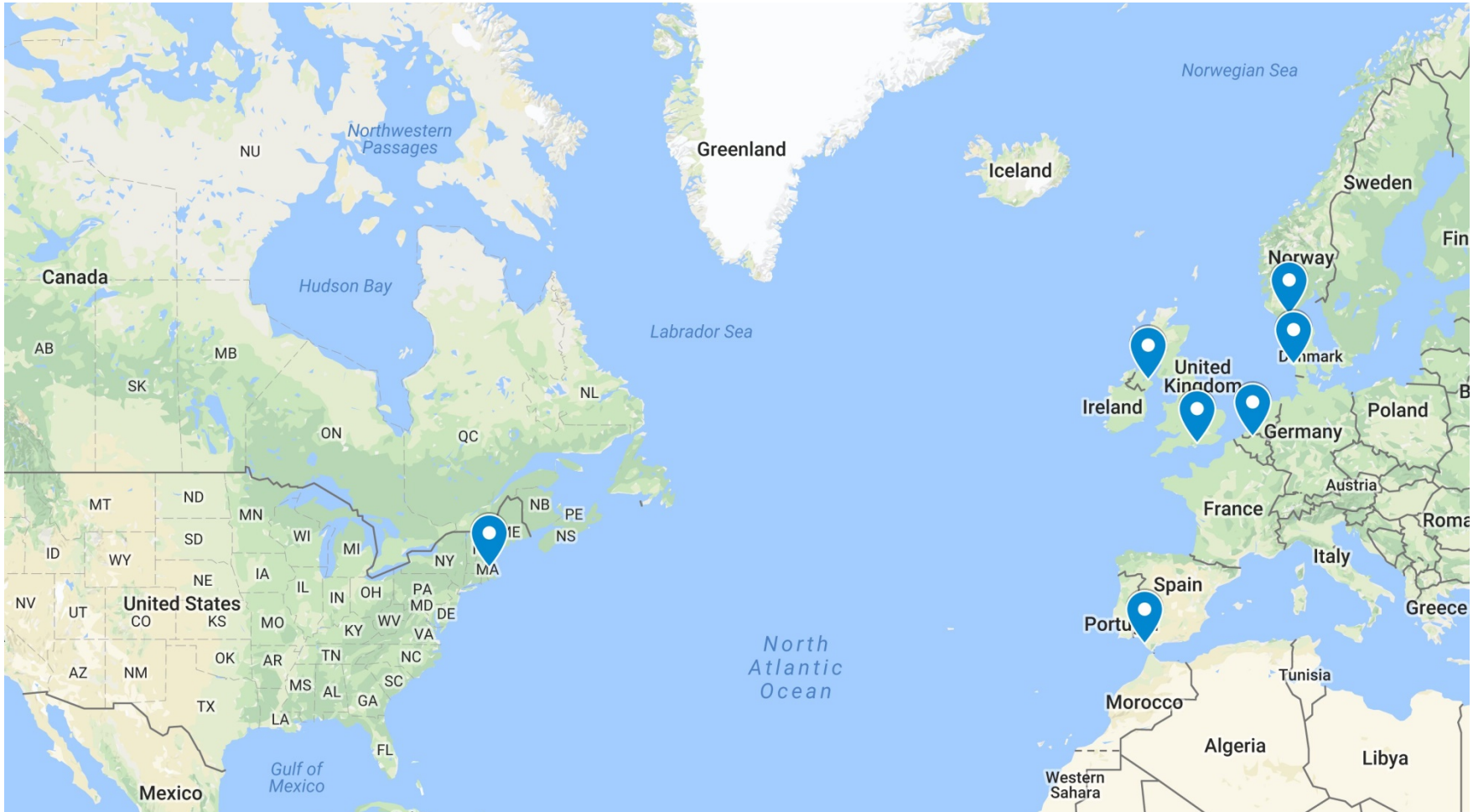
NSTO's

STI



Sail Training International

Representation



By who?



Nathalie Beloso - Antwerp

Antwerp hosted the TSR 6 times and will host the conference in 2019.



David Choate - Boston

Boston has organised 4 Tall Ships Events.



Gerry Copeland - Belfast

Belfast has organised 2 Tall Ships Events



By who?



Villy Gron - Esjberg

Esjberg has organised 5 Tall Ships Events.



Marianne Tronstad - Kristiansand

Kristiansand has organised 2 Tall Ships Races events



Roger Waggott - Cadiz

Cadiz has organised 5 Tall Ships events.



By who?



Lillian Westeberg - STI
trustee



Vanessa Mori - STI



How?



Bi annual meetings



Conference calls



Individual preparations



Consultation



On what?

- Event organisation timeline.
- Ship recruitment.
- Data and indicator collection.
- Creating a sail training standard.
- The contract between the host ports and STI.
- Corporate hospitality.
- Prioritizing event budgets.



Selected topics 2018

1. Event organisation & ship recruitment timeline.
2. Event surveys.
3. Creating a sail training standard.



1. Event organisation & ship recruitment timeline

- Consultatory document for host ports.
- Outlines for a 3 year event preparation.
- Fundamental information and guidelines for new host ports.
- A benchmark for an event start up.

- **Timeline highlight:**
 - When and who to send ship recruitment invitations military & civil.
 - When to start crew recruitment.
 - When to start to sell corporate hospitality.



1. Event organisation & ship recruitment

| | January - March | April - June | July - September | October - December |
|--------------|-----------------|---|--|---|
| Signing Year | | <ul style="list-style-type: none"> - Contract signed with STI. - Host port media activity / announcement. - Approach and get agreement from most senior signatories for invitation process - Political / Royal / Military. | <ul style="list-style-type: none"> - Ship recruitment contact person nominated (even if temporary). - Attend STI Host Port Seminar: <ul style="list-style-type: none"> ○ Meet members of other host port teams. ○ Informal ship visits and discussions with captains. - STI / host port conference calls begin: <ul style="list-style-type: none"> ○ Agree target ship list. ○ Agree strategy and reporting process. - STI circulate updated contact database for vessel operators. - Host ports to send Invitation letters for military ships via Embassies / Military Attaches. | <ul style="list-style-type: none"> - Attend STI conference. <ul style="list-style-type: none"> ○ Speed networking. ○ Informal discussions with ships. ○ Joint host port meeting: <ul style="list-style-type: none"> ▪ Review checklist actions. ▪ Agree production of joint marketing materials. - Follow up military ship invitations by telephone to confirm receipt. Get embassy meetings where possible. |



1. Event organisation & ship recruitment timeline

| | January - March | April - June | July - September | October - December |
|----------|---|---|---|--|
| Year One | <ul style="list-style-type: none"> - STI reception for Military Attaches in London. - STI makes entry form available on website. - STI sends entry form and invitation letter to vessel database. - Follow up letter to military ships from host ports, asking them to formally enter the event. - Host ports send letter of invitation to all non-military vessels. | <ul style="list-style-type: none"> - Prepare joint marketing materials with other host ports. - Appoint person responsible for sponsorship and deck event sales. - Launch business club for potential sponsors and hospitality clients. Inform and build interest. | <ul style="list-style-type: none"> - Attend STI Host Port Seminar: <ul style="list-style-type: none"> o Meet members of other host port teams. o Coordinated ship visits and discussions with captains. | <ul style="list-style-type: none"> - Launch trainee recruitment programme. - Attend STI conference: <ul style="list-style-type: none"> o Speed networking. o Detailed discussions with ships. o Table in Exhibitor area with other host ports. |



1. Event organisation & ship recruitment timeline

| | January - March | April - June | July - September | October - December |
|----------|---|---|--|---|
| Year Two | <ul style="list-style-type: none"> - STI re-sends entry form and invitation letter to vessel database. - Host ports re-send letter of invitation to all non-military vessels. | <ul style="list-style-type: none"> - Select host port trainees from applicants. - Start deck event sales process. | <ul style="list-style-type: none"> - Attend STI Host Port Seminar: <ul style="list-style-type: none"> ○ Arrange join host port deck reception for captains. ○ Meet members of other host port teams. ○ Coordinated ship visits and discussions with captains. | <ul style="list-style-type: none"> - Attend STI conference: <ul style="list-style-type: none"> ○ Make commercial agreements with ships. ○ Sponsor conference welcome reception. ○ Event Presentation during conference programme. ○ Speed networking. ○ Table in Exhibitor area with other host ports. ○ Joint host port meeting. |



1. Event organisation & ship recruitment timeline

| | January - March | April - June | July - September | October - December |
|------------|---|---|--|--------------------|
| Event Year | <ul style="list-style-type: none"> - Allocate deck events to ships. - Allocate trainees to ships. | <ul style="list-style-type: none"> - Allocate deck events to ships - Allocate trainees to ships. - Entry deadline. | <ul style="list-style-type: none"> - Host a fantastic event with a fantastic fleet of ships! - Post-event letters to participating ships <ul style="list-style-type: none"> o Thanking them o Offering sail training friendly port arrangements for future visits | |



2. Event surveys

- Give feedback to host ports.
- Surveys directed at all aspects of the event organisation.
- Surveys directed at ship operators & crew.
- Data to be collected over several years.
- Database created to demonstrate trends & issues.
- Available to all host ports.
- Achieving events that meet and exceed expectations.



3. Sail Training Standards

- Recognition of the importance of a sail training standard.
- Presentation of the idea to the ship's council.
- Feedback: use of Oman Bursary standard requirements.
- STI takes on board the necessity and importance of a sail training standard.



Topics 2019?

- Public Safety and Security.
- Corporate Hospitality → new models.
- Using Mobile Apps to advance Attendee experiences?
- The Contract between STI and the ports.
- Trainees.
- Port Sponsors.

TALL SHIPS HOST PORT AND SAIL TRAINING
COMMUNITY.....

What would you like to see ?????



