



Sail Training International

INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE 2016



Tylösand Hotel, Halmstad - Sweden
24-26 November 2016



Halmstad

2017 Rendez-Vous Tall Ships Regatta

Royal Greenwich, UK

Race 1 (Torbay, UK)

Sines, Portugal

Race 2

Las Palmas, Canary Islands

Bermuda, British Overseas Territory

Race 3

Boston, USA

Race 4

Southern Gulf Guest Ports

Northern Gulf Guest Ports

Saint Lawrence River Ports

Great Lakes Flotilla

Québec City, Canada

Outport Programme

Halifax, Canada

Race 5

Le Havre, France



RDV2017

Course de Grands Voiliers
— Tall Ships Regatta —



CANADA 150
1867-2017

Thurs 13 to Sun 16 April

Weds 19 April

Sat 29 April to Mon 1 May

Mon 1 May

(48-hour stop-over)

Thur 1 June to Mon 5 June

Mon 5 June

Sat 17 to Thurs 22 June

Thurs 22 June

Fri 30 June to Sun 2 July

Fri 7 July to Sun 9 July

Fri 14 July to Sun 16 July

Fri 30 June to Sun 16 July

Tues 18 July to Sun 23 July

Sat 29 July to Sun 20 August

Sat 29 July to Tues 1 August

Tues 1 August

Thurs 31 August to Sun 3 September

2017 The Tall Ships Races

Halmstad, Sweden

Race 1

Kotka, Finland

Cruise-in-Company

Turku, Finland

Race 2

Klaipeda, Lithuania

Race 3

Szczecin, Poland



THE TALL SHIPS RACES 2017

Fri 30 June to Mon 3 July

Thurs 13 July to Sun 16 July

Thurs 20 July to Sun 23 July

Sat 29 July to Tues 1 August

Sat 5 August to Tues 8 August

2018 Biscay Tall Ships Regatta

Liverpool, UK

Race 1

Host Port TBC

Race 2

Bordeaux, France



Fri 25 May to Mon 28 May

Dates TBC

Thur 14 June to Sun 17 June

2018 The Tall Ships Races

Sunderland, UK

Race 1

Esbjerg, Denmark

Cruise-in-Company

Stavanger, Norway

Race 2

Harlingen, The Netherlands



Weds 11 July to Sat 14 July

Weds 18 July to Sat 21 July

Thurs 26 July to Sun 29 July

Fri 3 August to Mon 6 August

2019 The Tall Ships Races

Aalborg, Denmark

Race 1

Fredrikstad, Norway

Cruise-in-Company

Bergen, Norway

Race 2

Aarhus, Denmark



Weds 3 July to Sat 6 July

Thurs 11 July to Sun 14 July

Sun 21 July to Weds 24 July

Thurs 1 August to Sun 4 August

Welcome to Halmstad

We were last here for an event in 2011 as the finish port for The Tall Ships Races. We are thrilled to be returning next summer as part of our TSR 2017 series. Sail Training International is very grateful to the City of Halmstad for their support and hospitality in helping to make this conference possible.

We had three amazing and diverse events this season during The Tall Ships Races, the North Sea Tall Ships Regatta and the SCF Black Sea Tall Ships Regatta. It's also clear that 2017 is going to be another big year with The Tall Ships Races in the Baltic and the Transatlantic series for Canada 150.

The conference is full of programme content for all those attending. For the sail trainers there are sessions covering ever important topics like trainee welfare and risk management.

You will also find some alternative workshops on subjects such as making sail training accessible and crowd funding. For host ports the ever-valuable feedback sessions from this year's events are complemented by feature sessions on subjects such as sponsorship sales and ship liaison systems.

Sail Training International has made important strategic progress in rolling out Sail On Board online. It is an effort to better connect trainees with sail training ships and their voyages. Consider attending the relevant Sail On Board session here at the conference to explore how we can work together on the campaign for mutual benefit and enable more young people to have a sail training experience.

This conference also marks a first run at "Speed Meetings". Let us know if you think it worked so we can plan for more in the future.

Above all else enjoy the camaraderie and the chance to spend times with friends new and old as you take in the conference and Halmstad!



Doug Prothero,
Chairman

Cloakroom	There is a cloakroom service in the foyer of the conference centre.
Message Board	This is located in the conference foyer should you wish to post messages for other delegates.
Enquiries	If you have any queries please go to the registration desk in the conference foyer.
First Aid	Please go to the registration desk in the conference foyer.
Lost Property	Please hand any lost property into the registration desk.
Mobile Phones	Please switch off or set to silent during presentations.
Smoking	Smoking is not allowed inside the hotel.
Presentations	<p>Copies of many of the presentations will be available on the Sail Training International websites one week after the event. Some events are being filmed and the recordings will also be available to view via the STI website.</p> <p>Delegates will be informed by email when the recordings are available.</p>
Networking	The networking room will be situated in the “Library” and delegates can have free use of it between 08.00 and 17.00hrs on Friday and Saturday.
Filming	Please be aware that two cameramen will be recording some of the sessions during the conference. The camera is fixed on the speaker and screen, however there may be an occasional audience shot. If you do not wish to be seen in any resulting footage, please inform the registration staff.

Thursday 24 November

07.30 - 20.00	Conference Registration
18.00 - 20.00	Welcome Reception in the Kongress Hall
20.00 - 22.00	Buffet Dinner (optional prebooked ticketed event)

Friday 25 November

07.30 - 09.45	Conference Registration
08.30 - 09.45	Arrival Coffee & Tea
10.00 - 11.00	Opening Plenary
11.00 - 11.45	Coffee Break
12.00 - 13.15	Session 1
13.15 - 14.45	Lunch
15.00 - 16.15	Session 2
16.15 - 16.45	Coffee Break
17.00 - 18.15	Session 3
19.00 - 21.00	Buffet Dinner (optional prebooked ticketed event)

Saturday 26 November

08.30 - 09.45	Arrival Coffee & Tea
10.00 - 11.00	Session 4
11.00 - 11.45	Coffee Break
12.00 - 13.15	Session 5
13.15 - 14.45	Lunch
15.00 - 16.15	Session 6
16.15 - 16.45	Coffee Break
16.45 - 17.45	Closing Plenary
19.30 - 20.00	Gala Drinks Reception
20.00 - late	Gala Dinner



Sail Training International

Our mission

The development and education of young people through the sail training experience, regardless of nationality, culture, religion, gender, or social background.

We want to help young people – in age and at heart – have a fantastic adventure under sail.

What we do

We work closely with the world's sail training Tall Ships, national sail training organisations and host ports, to organise unique Tall Ships Races and Regattas and to help young people benefit from the sail training experience.

We are the world's leading provider of Tall Ships Races and Regattas, conferences and seminars, publications, research and other services for the international sail training community.



Adventure starts here

Earlier this summer, we launched our new website www.sailonboard.com

With this, we will continue to deliver our mission to get as many people involved in sail training as possible, while promoting international friendship and understanding.

For sail training vessels, we have created a detailed database, designed to promote individual vessels, their voyages and training schemes. Now, we want to work with our sail training community, to reach out to those people who dream of setting sail on a Tall or Small Ship. And those who never even knew it was a possibility.

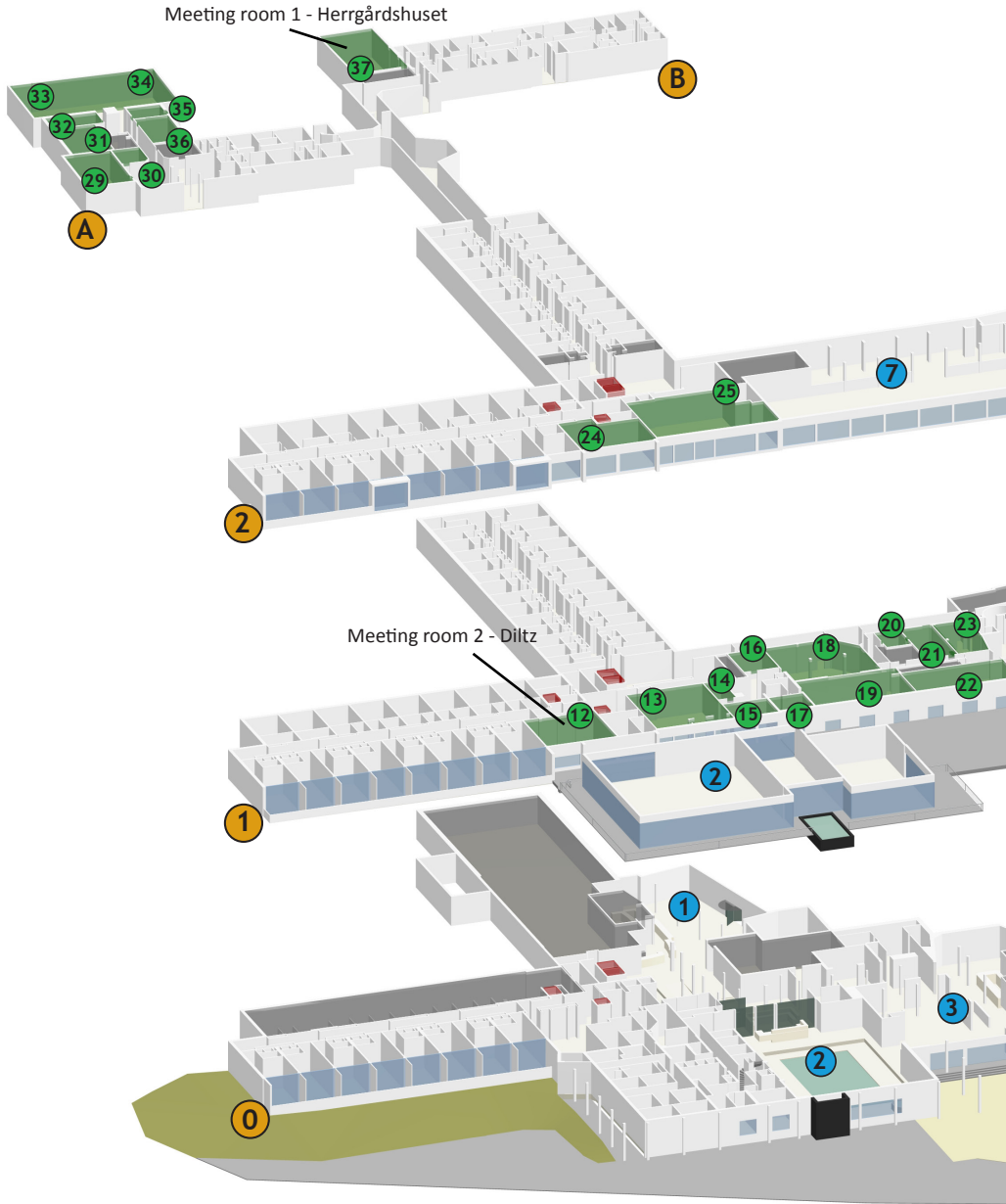


We want people with no sailing experience to challenge themselves, learn new skills and discover hidden strengths.

We want to help people travel to new countries and make new friends.

We want to help as many people as possible have a challenging, once in a lifetime experience they will never forget.

Working together we can make those adventures happen

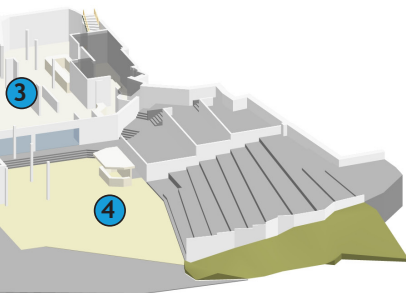
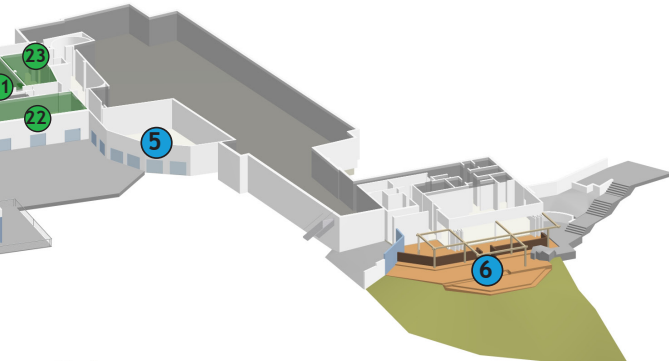
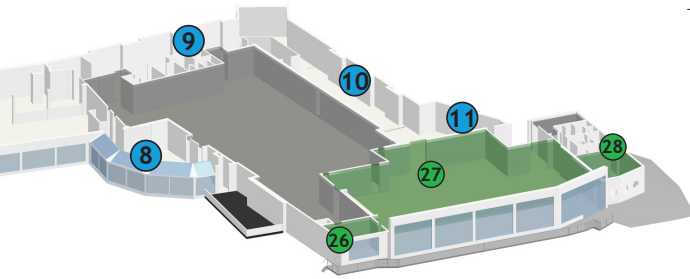




H O T E L TYLÖSAND



- Hiss
- Konferenslokaler
- Övriga ytor



- 0 Ground floor
- 1 First floor
- 2 Second floor
- A Hallbergskas huset
- B Herrgårdshuset

- 1 Hotel Reception
- 2 Spa
- 3 Leifs Lounge
- 4 Solgården
- 5 Biblioteket / Library
- 6 Brettens Bar
- 7 Restaurant Tylösand
- 8 Akverell
- 9 Restaurant lobby
- 10 Hall of Fame
- 11 Café Kongress

- 12 Diltz
- 13 Corbijn
- 14 Mandl
- 15 Åkerlund
- 16 Billgren
- 17 Avedon
- 18 Roxette
- 19 Gessle
- 20 Lennon
- 21 Beatles

- 22 Fredriksson
- 23 Rolling Stones
- 24 O' Neill
- 25 Watson
- 26 Grupprum Norr
- 27 Kongresshall
- 28 Grupprum Söder
- 29 Frösakull
- 30 Grötvik
- 31 Vilshärad

- 32 Haverdal
- 33 Harplinge
- 34 Sandhamn
- 35 Steninge
- 36 Ringenäs
- 37 Herrgårdshuset



Programme
Friday 25 November

- 08.30 - 09.45 Conference registration - Conference Foyer
 08.30 - 09.45 Arrival coffee - Café Kongress
 10.00 - 11.00 **Opening Plenary** - Kongress Hall
 11.00 - 11.45 Coffee break - Café Kongress

12.00 - 13.15 - Session One		
Presentation	Speaker(s)	Room
Session 1A Rendez-Vous 2017 Tall Ships Regatta (Part 1) - overview and race port updates	Representatives from Sail Training International and Host Ports	Corbijn
Session 1B - <i>filmed</i> Crisis management and human behaviour (repeated)	Stephan Kramer	Watson
Session 1C Sail On Board: marketing vessels and voyages to fill berths	Sally Titmus Ben Clark	Harplinge
Session 1D - <i>filmed</i> Erasmus + - demystifying an EU funding opportunity	Michael Byrne	Gessle
Session 1E Host port feedback from The Tall Ships Races 2016 (Part 1)	Nathalie Beloso Rui Santos Ben Laloux	Kongress Hall

13.15 - 14.45 Lunch - Restaurant Tylöhus

15.00 - 16.15 - Session Two		
Presentation	Speaker(s)	Room
Session 2A - <i>filmed</i> Three innovative programmes	Jon Simpson Sarah Parry	Watson
Session 2B The mariner's use of 500mb maps for weather routing	Andy Chase Rick Miller	Roxette
Session 2C Welfare and safety of trainees	Rui Santos Frankie Hartwell	Corbijn
Session 2D - <i>filmed</i> Effective ship liaison systems (repeated)	Veselin Atanasov Ian Anderson	Gessle
Session 2E Speed Meetings *pre-booked session*	Haakon Vatle	Kongress Hall

16.15 - 16.45 Coffee break - Café Kongress

17.00 - 18.15 - Session Three		
Presentation	Speaker(s)	Room
Session 3A Rendez-Vous 2017 Tall Ships Regatta (Part 2) - Canadian Waters	Representatives from Québec, Nova Scotia and Sail Training International	Corbijn
Session 3B - <i>filmed</i> NSTO marketing and crowdfunding for sail training projects	Madis Rallman Mai Ormus	Watson
Session 3C What makes a good facilitator?	Murray Henstock Rui Santos	Harplinge
Session 3D - <i>filmed</i> City events as a catalyst for growth and brand building	Max Markusson Gerry Copeland	Gessle
Session 3E Generating revenue from the corporate sector (repeated)	Jari-Pekka Jouppi Paul Thompson	Kongress Hall

08.30 - 09.45 Arrival coffee - Café Kongress

10.00 - 11.00 - Session Four		
Presentation	Speaker(s)	Room
Session 4A Bermuda Sloop Foundation - strategies for success	David Goodwin Lauren Yelle Simmons	Corbijn
Session 4B Crisis management and human behaviour (repeated)	Stephen Kramer	Kongress Hall
Session 4C - <i>filmed</i> Sail training as a professional tool in maritime education	Arjen Mintjes	Gessle
Session 4D The Tall Ships Races 2017 - event preview	Representatives from the host ports	Harplinge
Session 4E - <i>filmed</i> Sail On Board: supporting host port marketing and trainee recruitment	Sally Titmus Sarah Pavey	Watson



Programme
Saturday 26 November

11.00 - 11.45 Coffee break - Café Kongress

12.00 - 13.15 - Session Five

Presentation	Speaker(s)	Room
Session 5A - <i>filmed</i> Culture, mission and business – tall ships and organisational sustainability	Catherine Collins	Gessle
Session 5B - <i>filmed</i> Making sail training accessible	Robbie Crow Darren Naggs	Watson
Session 5C Effective ship liaison systems (repeated)	Veselin Atanasov Ian Anderson	Harplinge
Session 5D Host port feedback from The Tall Ships Races 2016 (part 2)	Roger Waggott Alberto Lema	Kongress Hall
Session 5E Research 1 Literature review - the way ahead	Lucy Gross Murray Henstock	Corbijn

13.15 - 14.45 Lunch - Restaurant Tylöhus
 16.15 - 16.45 Coffee break - Café Kongress

15.00 - 16.15 - Session Six		
Presentation	Speaker(s)	Room
Session 6A Tall Ships Forum	Pedro Mendes Einar Corwin Haakon Vatle	Harplinge
Session 6B Small Ships Forum	Toby Marris Lucy Gross Jan Miles	Corbijn
Session 6C Host port feedback from the North Sea Tall Ships Regatta 2016	Lesley Strickland Martin Willis Kristian Ferrara	Kongress Hall
Session 6D - filmed Generating revenue from the corporate sector (repeated)	Jari-Pekka Jouppi Paul Thompson	Gessle
Session 6E - filmed Research 2 - reports from current projects	Rebecca Hind Montserrat Pijoan	Watson
16.45 - 17.45 - filmed Closing plenary and awards ceremony		Kongress Hall

19.30 - 20.00 Gala drinks reception - Hall of Fame and Café Kongress
 20.00 - late Gala dinner - Kongress Hall



Rendez-Vous 2017 Tall Ships Regatta - overview and race port updates

In what is hoped will be a very interactive first of two RDV 2017 sessions, Sail Training International and representatives from each Race Port will provide details on plans, progress and need-to-know information for ships taking part in the event.

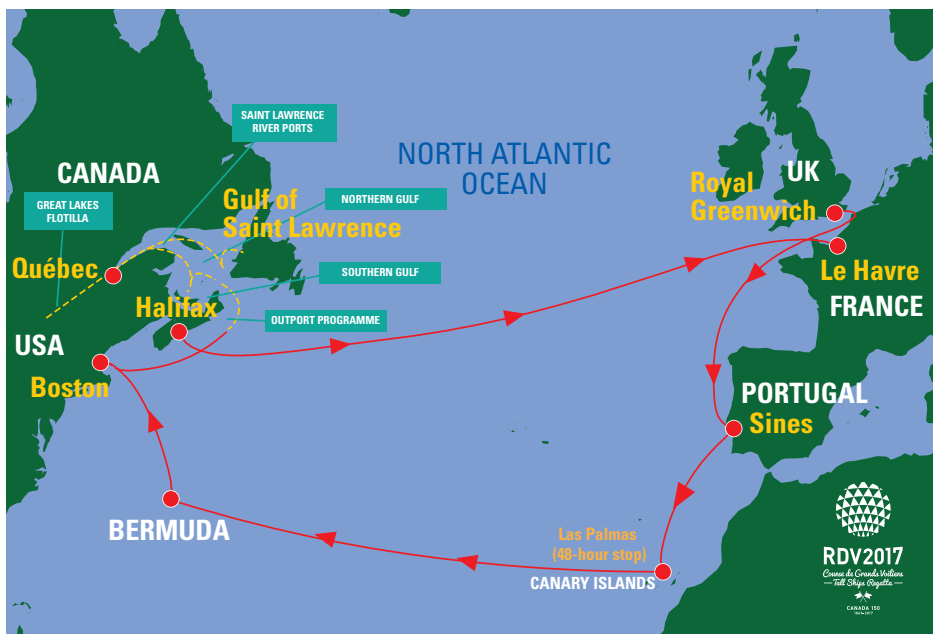


RDV2017

Course de Grands Voiliers
— Tall Ships Regatta —



CANADA 150
1867-2017



Crisis management and human behaviour (repeated)

During our routine life and professional work we are not expecting to face Crisis Situations due to emergencies.

We rather hope that it won't happen to us. A weak defence.

What if it happens to you? Are you prepared?

This session will cover situational awareness, leadership, communication, decision making and the effects of stress, both on board and ashore. It will also look at the key elements of a crisis, how to optimise resources and the importance of good leadership which should help with preparedness.

Speakers

Stephan Kramer has been a sailing instructor since his youth. After studying economics he sailed with Willem Sligting on the tall ship *Albert Johannes*.

He then went on to study at Navigational College and sailed on tall ships for some 20 years, from AB up to captain. Stephan holds a Marine Master ticket and in 1998 started the Rood Boven Groen company, which implements Safety Management Systems (ISM) on sailing vessels. The company also provides safety training to conform to STCW'95.



Sail On Board: marketing vessels and voyages to fill berths

A practical look at how the Sail On Board campaign and sailonboard.com can support vessels in selling berths.

This session will include information on plans for the sailonboard website, including a new booking system for participating vessels. The session will also include a review of vessel websites and a workshop on vessel marketing activity – sharing best practice on what works and what doesn't.

Speakers



Sally Titmus is Director of Communications and Marketing at Sail Training International. She has an award winning marketing and communications background that spans sport, youth development, community development, charity and the public sector.

Sally's responsibilities include advising Tall Ships Races and Regatta ports, promoting sail training internationally and working with vessel operators, national sail training organisations and the STI Youth Council.



Ben Clark is a recent graduate of Portsmouth University. Having studied English literature and language, Ben joined Sail Training International in May 2016.

He has previously worked in the maritime industry with intelligence company Dryad Maritime and has also worked as a marketing consultant for a number of start-up companies.

Erasmus + - demystifying an EU funding opportunity

Erasmus + is an EU Commission funding stream that includes funding and frameworks for the development of Educational Youth Projects.

Sail training is an excellent platform upon which quality Erasmus + funded projects can be developed. Sail Training International approached Sail Training Ireland to initiate a process of empowering organisations across Europe to develop such projects and access this funding.

The resulting first step was a set of workshops in Greenwich in September 2016 to examine how this can be achieved. This conference workshop will present the outcomes, opportunities, challenges and planned next steps resulting from this seminar and will include an open discussion on this development.

Speaker

Michael Byrne has recently stepped down as manager for Sail Training Ireland following five and a half years with the organisation since its foundation.

He recently organised a seminar on behalf of Sail Training International and Sail Training Ireland, involving five organisations from Ireland, UK, Spain and Portugal, to inform and educate participants on EU Erasmus + and funding and its application to sail training.



Host port feedback from The Tall Ships Races 2016 (part 1)

Host port representatives from The Tall Ships Races 2016 will give feedback on the preparation and delivery of the event in their city. These first-hand insights will include areas of their projects that were successful and also the more challenging areas where lessons were learnt.

This session offers a valuable source of advice and guidance for contracted and potential host ports.

Speakers



Nathalie Beloso has worked for the City of Antwerp since 2015 both on sports events and non-sports events. She was the Project Manager from the City of Antwerp for The Tall Ships Races Antwerp 2016.



Ben Laloux has more than ten years experience as an Event Manager. He is a Senior Event Producer at Sylvester Productions and was the company's appointed Project Manager for The Tall Ships Races Antwerp 2016.



Rui Santos was the Project Manager at Aporvela and has been part of Portugal's national sail training organisation since 2009. His career, prior to Aporvela, was mainly in the cultural and educational fields. This year he was the Project Manager for The Tall Ships Races Lisboa 2016.

Three innovative programmes

This session will use three case studies to highlight innovative ways to address social issues, create new markets, and increase business revenue:

- The Refugee Voyages building lasting social bonds in an adverse climate and getting paid for it.
- The volunteer restored and crewed vessel slowly transforming itself from a “heritage attraction” to a youth sail training operation.
- The shore-based, basic seamanship course for disaffected school students which generated income while delivering great outcomes.

Speakers

Jon Simpson introduced personal development through volunteering for students in the UK and Australia before working with the voluntary organisation the Sydney Heritage Fleet, which operates and maintains a collection of historic vessels.

Jon holds a Master’s degree in strategic management and has been active within the Australian Sail Training Association for 10 years.

Jon is organising Tall Ships events in Hobart in 2017 and in Australia to commemorate the 250th anniversary of Cook’s first voyage to Australia and New Zealand.

Sarah Parry is the builder, CEO and Managing Trustee of the 33 metre, Tasmanian based, youth development Sail Training Brigantine, *Windeward Bound*

Prior to *Windeward Bound*, Sarah was Senior Vice President of the Tasmanian wilderness based Youth Development project, Project Hahn. *Windeward Bound* focusses primarily on youth development programmes for young men and women in the 14 to 18 age bracket.

Sarah is currently Vice President of Tall Ships Australia and New Zealand.



The mariner's use of 500mb maps for weather routing

Meteorologists focus on the upper atmosphere weather conditions to forecast ocean surface weather; cyclones, wind, and sea state. This session will provide insight into the use of the 500mb weather graphic for efficient route planning and heavy weather avoidance.

A review of upper atmosphere weather graphics will be used to illustrate the patterns and conditions aloft that drive specific types of surface weather. With a better understanding of atmospheric weather, strategies for use of the 500mb graphic will be applied to route planning for ocean passage making under sail.

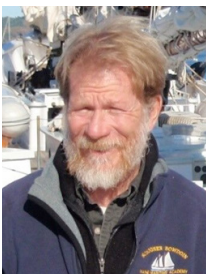
This session is the first of two linked workshops. It will be followed by a hands-on practical route-planning exercise which will be held during session five.

Speakers



Captain Andy Chase, Professor of Marine Transportation, began his sea-going career at the age of 16 as deckboy aboard a Norwegian bulkcarrier. He sailed aboard tankers, container ships, tugs, and freighters as deckhand, bosun, third, second, and chief mate.

Captain Chase's professional sailing career was aboard gaff and square-rigged training ships as deckhand, mate, and master. He is the subject of *Looking for a Ship*, a book about the U.S. Merchant Marine by John McPhee, and is the author of *Auxiliary Sail Vessel Operations*.



Rick Miller is a Professor of Marine Transportation at Maine Maritime Academy. He has successfully blended his academic training as an educator with his passion for sailing for more than 30 years.

Rick continues to be active as a mariner, most recently sailing seasonally as a master for Sea Education Association. He assisted with the development of SEA's Leadership in a Dynamic Environment course and was recently approved as an instructor of the STCW certification course, Leadership and Managerial Skills.

Welfare and safety of trainees

Safeguarding trainees is the responsibility of everybody involved in The Tall Ship Races. With more host ports requiring vessels to have good safeguarding procedures and STI requiring a declaration of safeguarding policy on board vessels to qualify for Oman bursary trainees, it is important that safeguarding is understood and that policies and procedures are developed across the fleet.

This seminar will share good safeguarding practice and discuss how we can ensure the safety of our trainees and reduce the risk of harm.

This session is relevant for host ports, NSTOs, vessel operators and sail trainers.

Speakers

Rui Santos was the Project Manager at Aporvela and was been part of Portugal's national sail training organisation since 2009. His career, prior to Aporvela, was mainly in the cultural and educational fields.

His role at Aporvela ranged from organising sailing trips, to promoting sail training, recruiting trainees, communication and marketing, developing new educational programmes and delivering Tall Ships Races events.

This year he was the project manager for The Tall Ships Races Lisboa 2016.



Frankie Hartwell joined Maybe Sailing in September 2014 as Operations and Marketing Manager. A qualified teacher for six years, she joined the world of sail training, after seeing first-hand the effect it had on her own students. During her teaching career she took responsibility for child protection and is experienced in the implementation of safeguarding policies and the importance this has to any organisation working with young people.

Not always a sailor, Frankie's first passion was Rugby, representing her country until a career-ending injury forced her to search for a new hobby.



Effective Ship Liaison Systems (repeated)

The LO structure plays a very important part in a Tall Ships Race or Regatta. A successful LO system will make sure that the crew members feel welcome and that they fully engage and enjoy the shore programme. LOs have to be ready with all the situations that may occur with crew members of the ships.

Training LOs is not an easy job. People volunteer from different areas of life and their jobs may not have anything to do with Tall Ships. This session will cover how to motivate the LO team and how to use all miscellaneous skills the people in the group may have. There will be discussion about effective organisational structures and there will be tips given on good practice. The session will provide a good overview including recruiting, training and motivating; and the speakers have promised to share embarrassing moments too!

Speakers



Veselin Atanasov is Director of Business Development at the biggest paper merchant in Bulgaria. He is a graduate of the Varna Maritime College and has a Master's degree in Management from the University of Economics in Varna. Veselin was the Chief Liaison Officer for the SCF Black Sea Tall Ships Regatta 2016 and a Liaison Officer for the SCF Black Sea Tall Ships Regatta 2014.



Ian Anderson has a strong background in management, digital recruitment and education. He has been involved with Tall Ships events since 2010 and was the Chief Liaison Officer for the North Sea Tall Ships Regatta 2016 in Blyth, where he recruited, trained and managed 140 volunteers. In 2014 he was the Deputy Event Manager at Victoria Deep Water Terminal, during the Falmouth - Royal Greenwich Tall Ships Regatta. He has a passion for sailing and all things maritime.

Speed Meetings

* Pre-Booked Session *

A series of scheduled speed meetings will enable vessel operators and host ports to open a dialogue, “put faces to names” and agree follow-up meetings where appropriate. This session will only be available on a pre-booked basis.

If you have not pre-booked but would like to participate please contact the registration desk for information on last-minute availability.



Rendez-Vous 2017 Tall Ships Regatta - Canadian Waters

This second interactive session will provide an update on the event in Canadian waters, including the guest ports, Québec City and the Outport Programme. A must for those taking part in this Canada 150 celebratory event.

Great Lakes flotilla



Southern Gulf ports



Outports programme



Saint Lawrence River ports



Northern Gulf ports



NSTO marketing and crowdfunding for sail training projects

In this session, Madis and Mai will talk about the Crowdfunding Project that STA Estonia ran in 2016.

They will give you hints on planning, set-up and running your own crowdfunding campaign and will review some different funding platforms.

There will also be a workshop to introduce the crowdfunding process.

Speakers

Madis Rallmann started sailing in 2007 when he took part in The Tall Ships Races for the first time. He is a Board Member and one of the founders of STA Estonia. In 2013 Madis was the manager of the Cruise-in-Company leg in Estonia and head liaison officer for Saaremaa and Roomassaare harbours. Currently Madis is organising the Cruise-in-Company 2017 stopover in Tallinn.



Mai Ormus works for Sail Training Association Estonia on a voluntary basis as administrator and project manager. She has contributed to every marketing, recruitment, bursary and event project started and completed by the association. Currently Mai is engaged in organising the Tall Ships Races 2017 Cruise-in-Company programme in Tallinn.



What makes a good facilitator?

In this session we examine what it means to be a youth facilitator aboard a sail training ship.

Throughout the session we will explore how we can improve facilitation of our trainees and the connection of their experiences in their programmes to their daily lives through an exposition of facilitation techniques and guidelines.

We will draw upon educator standards and facilitator examples from around the world and provide an opportunity for you to discuss how you can benefit.

Speakers



Murray Henstock has been involved with sail training in a range of capacities since 2000 and is currently a Sail Training International Trustee looking into education, youth development and sail training research. He is also the volunteer chair of the Membership and Communications Working Group for the Australian Sail Training Association. Murray is also a full time high school science teacher working to connect teachers, students and educational outcomes with sail training.



Rui Santos was the Project Manager at Aporvela and was been part of Portugal's national sail training organisation since 2009. His career, prior to Aporvela, was mainly in the cultural and educational fields.

His role at Aporvela ranged from organising sailing trips, to promoting sail training, recruiting trainees, communication and marketing, developing new educational programmes and delivering Tall Ships Races events.

This year he was the project manager for The Tall Ships Races Lisboa 2016.

City events as a catalyst for growth and brand building

Cities around the world are seeking to enhance their annual events programme to drive tourism, support local business and deliver community engagement.

Events are used as a way to attract attention and increase popularity of the city as a destination, while building the city's brand.

This session will hear from cities that have developed an events capability which enables them to attract and deliver world class event programmes. It will also consider the ways in which the Tall Ships Races and Regattas can be a catalyst for the development of a city's events programme.

Speakers

Max Markusson is Director of Events and a member of the senior management team at Göteborg & Co – the organisation whose mission is to market and develop the city of Gothenburg as a tourist, meeting and event destination.

Prior to this, Max was the CEO of Faktum – a company working within the social sustainability sector.



Over nearly two decades **Gerry Copeland** has helped deliver many of the iconic events in the city of Belfast. Along with his colleagues in Belfast Council's City Events Unit and Belfast Harbour he assisted in bringing over 500,000 people to The Tall Ships Races 2015.



Generating revenue from the corporate sector (repeated)

The key to the success of any host port programme is the effective engagement of the corporate sector, in support of sponsorship, deck events and trainee funding.

This session will hear from a sales and marketing professional on the approach taken in Finland to generate revenue for The Tall Ships Races 2017.

The session will consider the key elements of a structured approach, including market research, product conceptualisation, package development and an effective sales process.

Speakers



Jari-Pekka Jouppi is an experienced professional in sponsorship, sales, event management, business and marketing. He has long experience in the management of event production and development and is considered to be one of Finland's most respected experts in value-based sponsorship and corporate partnerships.

Jari-Pekka appreciates straightforwardness and emphasises the importance of commercial thinking in business development.



Paul Thompson is Commercial Director at Sail Training International. He has worked in business development and client management across a variety of industries for more than thirty years. He spent eleven years as Sales Director with The Challenge Business – the organisation behind the Global Challenge round the world yacht race.

Bermuda Sloop Foundation - strategies for success

The Bermuda Sloop Foundation (BSF) / *STV Spirit of Bermuda* will present the business and commercial approach to running their charity.

The strategies needed to achieve the mission will illustrate perspectives from the board of directors and the greater community and country. Facilitating donor engagement and support requires maximising volunteerism and delivering a measurable product (programme).

A multi-pronged approach from the board and wider community will be illustrated coupled to the product (programme) including the importance of measuring and communicating outputs that demonstrate success.

Speakers

David Goodwin has been in the financial services industry for 50 years. He is presently Chairman of the Board of Trustees of the Bermuda Sloop Foundation (BSF).

David became involved with BSF in 2003, when he helped raise funds to secure the building of *STV Spirit of Bermuda* and has been an active member ever since.



Lauren Yelle-Simmons is Education and Programmes Manager for the Bermuda Sloop Foundation (Sail Training Vessel *Spirit of Bermuda*) a non-profit organisation committed to facilitating positive pathways for all young Bermudians.

Previously, she worked as an educator at the Adult Education School and the Bermuda Underwater Exploration Institute. She spent 20 years at Bermuda Institute for Ocean Sciences as a researcher, teacher, and Operations Manager. Prior to her work in Bermuda, she was a Senior Consultant at Arthur D. Little.



Crisis management and human behaviour (repeated)

During our routine life and professional work we are not expecting to face Crisis Situations due to emergencies.

We rather hope that it won't happen to us. A weak defence.

What if it happens to you? Are you prepared?

This session will cover situational awareness, leadership, communication, decision making and the effects of stress, both on board and ashore. It will also look at the key elements of a crisis, how to optimise resources and the importance of good leadership which should help with preparedness.

Speaker

Stephan Kramer has been a sailing instructor since his youth. After studying economics he sailed with Willem Sligting on the tall ship *Albert Johannes*.

He then went on to study at Navigational College and sailed on tall ships for some twenty years, from AB up to captain. Stephan holds a Marine Master ticket and in 1998 started the Rood Boven Groen company, which implements Safety Management Systems (ISM) on sailing vessels.



The company also provides safety training to conform to STCW'95.

Sail Training as a professional tool in maritime education

This session will cover some of the best practices in regular maritime education on secondary and vocational level at the Maritime Academy Holland. Although Sail Training is widely considered to be good preparation for future mariners, Sail Training is rarely used in regular maritime training in the Netherlands and in some other parts of Western Europe.

There are a growing number of “Class Afloat” type programmes on Tall Ships within secondary education but this does not usually extend into regular maritime education. 12 years ago Maritime Academy Harlingen, one of the partners with Maritime Academy Holland, started a sail training project.

In this presentation Arjen Mintjes, director of the Maritime Academy Holland will show you why the Maritime Academy Harlingen decided to start this project, what difficulties they faced, what the results are and how sail training and regular maritime education could benefit from each others.

Speaker

Arjen Mintjes worked as a psychologist in education until 1986 when he bought a 100 year old sailing vessel and started his own company to sail with passengers in northern Europe. Since 1993 he has been a member of the Dutch examination commission for inland shipping.

In 1998 he became a lecturer at the school for inland navigation in Harlingen and in 1999 started as director of the school and its boarding home. He is a Director of the association of nautical training institutes now known as the Maritime Academy Holland.

He is also one of the founders and now General Secretary of the European platform of Educational Institutes involved in Inland Navigation. Arjen is secretary of the board of Harlingen Sail - the organisers of The Tall Ships Races Harlingen 2014 and 2018.



The Tall Ships Races 2017 - Event Preview

The Tall Ships Races 2017 will take place in the Baltic Sea and adjacent waters. In this session representatives from the host ports will give insights on their plans for the event and the programme on offer to participating vessels and their trainees.



Sail On Board: supporting host port marketing and trainee recruitment

This session will take a practical look at how sailonboard.com can support host ports in the recruitment of funded and self-funded trainees.

The session will include a host port case study and a workshop on the ways in which sailonboard.com could be developed and promoted to secure more sail training experiences for local young people.

Speakers

Sally Titmus is Director of Communications and Marketing at Sail Training International. She has an award winning marketing and communications background that spans sport, youth development, community development, charity and the public sector.

Sally's responsibilities include advising Tall Ships Races and Regatta ports, promoting sail training internationally and working with vessel operators, national sail training organisations and the STI Youth Council. She is actively involved in sail training and has taken part in many Tall Ship Races and Regattas and other sailing events.



Sarah Pavey is Digital Marketing and Communications Manager at Sail Training International. She has a degree in journalism and a background in book publishing, specialising in editorial and design/production.

She started working in local history publishing at Phillimore & Co. Ltd and later moved onto travel publishing at John Wiley & Sons. Sarah moved out of print publishing and into digital at www.mindtools.com, where she worked as editor.



Culture, mission and business – tall ships and organisational sustainability

Catherine Collins, Executive Director of non-profit Sound Experience, which owns and operates the historic schooner *Adventuress* in the Pacific Northwest's Puget Sound region, has been "at the helm" of the organisation for just over a decade. During this time, she has led a \$1.2 million hull restoration and the development of a break-even model of programme delivery for thousands of young people each year.

Along with interested international tall ship colleagues, Catherine proposes to present and explore the development of sustainable Tall Ship operations through diversity of both earned and fundraised income – and how strength of mission is critical.

Speaker

Catherine Collins holds a Masters of Business Administration with a focus on social enterprise, and has more than two decades of leadership experience in nonprofit fundraising and management. She serves on the Washington State Advisory Council on Historic Preservation. Collins has worked for national youth organizations including Outward Bound and City Year, and spent a decade fostering economic opportunity for low-income entrepreneurs with ACCION USA.

A native of Massachusetts, Catherine grew up sailing Cape Cod waters. Her passion for the power of sailing ships on young people was sparked by her month-long experience in 1993 as a volunteer educator aboard the *Clearwater* on New York's Hudson River.

Making sail training accessible

The Jubilee Sailing Trust have been pioneers of taking disabled people to sea for over 30 years by using their two custom built tall ships, *Lord Nelson* and *Tenacious*.

In this session, Andy Spark and Robbie Crow from the JST will talk participants through the basics behind running an accessible sail training voyage and they will show how, with minimal adaptation required, most ships and voyages can – in some way – meet the needs of most disabled people.

Andy and Robbie will draw on their experiences as disabled people who between them, have been involved with sail training for over 50 years.

Speakers

Robbie Crow works for the Jubilee Sailing Trust. He has worked extensively in the Disabled Person's Organisation industry in the UK, as well as for other sail trainers and sailing organisations.

Robbie has a severe visual impairment and has been involved with the creation of training modules and accessible voyages on various sized ships in order to make the sail training experience accessible to all.



Darren Naggs has been involved in sail training since he sailed as a trainee in the STA Schooner *Malcolm Miller* in 1985. After working up 'through the ranks' Darren was lucky enough to get a command in 2002 and has continued to sail as Master since then, he joined the JST in 2013. Darren has sailed as Master on ships for the Jubilee Sailing Trust, Tall Ships Youth Trust, Sea Cadets & Adventure under Sail.



Effective ship liaison systems (repeated)

The LO structure plays a very important part in a Tall Ships Race or Regatta. A successful LO system will make sure that the crew members feel welcome and that they fully engage and enjoy the shore programme. LOs have to be ready with all the situations that may occur with crew members of the ships.

Training LOs is not an easy job. People volunteer from different areas of life and their jobs may not have anything to do with Tall Ships. This session will cover how to motivate the LO team and how to use all miscellaneous skills the people in the group may have. There will be discussion about effective organisational structures and there will be tips given on good practice. The session will provide a good overview including recruiting, training and motivating; and the speakers have promised to share embarrassing moments too!

Speakers



Veselin Atanasov is Director of Business Development at the biggest paper merchant in Bulgaria. He is a graduate of the Varna Maritime College and has a Master's degree in Management from the University of Economics in Varna. Veselin was the Chief Liaison Officer for the SCF Black Sea Tall Ships Regatta 2016 and a Liaison Officer for the SCF Black Sea Tall Ships Regatta 2014.



Ian Anderson has a strong background in management, digital recruitment and education. He has been involved with Tall Ships events since 2010 and was the Chief Liaison Officer for the North Sea Tall Ships Regatta 2016 in Blyth, where he recruited, trained and managed 140 volunteers. In 2014 he was the Deputy Event Manager at Victoria Deep Water Terminal, during the Falmouth - Royal Greenwich Tall Ships Regatta. He has a passion for sailing and all things maritime.

Host port feedback from The Tall Ships Races 2016 (part 2)

Host port representatives from The Tall Ships Races 2016 will give feedback on the preparation and delivery of the event in their city. These first-hand insights will include areas of their projects that were successful and also the more challenging areas where lessons were learnt.

This session offers a valuable source of advice and guidance for contracted and potential host ports.

Speakers

Roger Waggott comes from a background of ocean racing and sailing. Although born in the UK, he has worked in the Spanish Public Administration for more than fifteen years and has organised many World and European Sailing Championships.

More recently he has been an integral part of the team that organised the 2006, 2012 and 2016 Tall Ships Races in Cádiz.



Alberto Lema is Deputy Mayor for the city of A Coruña.

His areas of responsibility include labour and employment, economic activity, trade, and port business.



Research 1 - Literature review - the way ahead

Lucy Gross (ASTO) and Murray Henstock (STI) will examine the findings from the recent research literature review conducted in collaboration between ASTO and STI.

They will then provide an opportunity to explore the way ahead for research within both organisations. This session will also include a hands-on workshop examining existing research and exploring how members and operators can make use of it to inform programme development and practice and provide support for programme promotion and trainee recruitment.

Speakers



Lucy Gross has sailed as trainee, watchleader and full-time skipper on a wide variety of Sail Training vessels. She is a Yachtmaster Instructor, Member of the Ships Council, and General Manager of ASTO. She organises Small Ships Races, conferences and aims to improve and promote sail training around the UK and internationally.



Murray Henstock has been involved with sail training in a range of capacities since 2000 and is currently a sail training International Trustee looking into education, youth development and sail training research. He is also the volunteer chair of the Membership and Communications Working Group for the Australian Sail Training Association. Murray is also a full time high school science teacher working to connect teachers, students and educational outcomes with sail training.

Murray is a previous winner of the Sail Training International "Volunteer of the Year" award and has been a regular presenter at the International Sail Training and Tall Ships conferences presenting on a range of topics since 2008. He is currently developing a range of sail training support material including a facilitators' guide, a teacher training guide along with associated curriculum links and resources.

Sail Training International Ships Council - Tall Ships Forum

These sessions will enable members of the Tall Ships Forum and the Small Ships Forum to meet and discuss future strategies and projects.

Please note that non-member vessel operators are warmly invited to attend the relevant forum.

Executive Committee



Pedro Proença Mendes is a Captain on active duty in the Portuguese Navy. He has sailed all of his life and has been a trainee on *Sagres*, *Polar* and *Vega*. Pedro is a navigation specialist with service on *Sagres*, frigates for the Lighthouse Authority and the Hydrographic Office. He was the Captain of *Sagres* from Nov 2007 to May 2011. Pedro is a Director at Aporvela, the Portuguese Sail Training Association.

Einar Corwin has been *Christian Radich's* Managing Director and a keen member of the Tall Ships family since 2004. He has focussed on safety and routines for *Christian Radich* and on improving revenues and customer satisfaction. He has spent the last ten years trying to convince ports that they play an important role in the future of the Tall Ships.

Haakon Vatløkke started his tall ships career on board *Statsraad Lehmkuhl*, where he worked and sailed every season from 1996-2005. He was senior executive officer during The Tall Ships Races 2008 Bergen, project advisor during The Tall Ships Races 2011 Stavanger, and project manager for The Tall Ships Races 2014 Bergen. From 1 January 2016 he became the new Managing Director of the *Statsraad Lehmkuhl*. Haakon is also a professional shanty singer through his "Storm Weather Shanty Choir".

Sail Training International Ships Council - Small Ships Forum

These sessions will enable members of the Tall Ships Forum and the Small Ships Forum to meet and discuss future strategies and projects.

Please note that non-member vessel operators are warmly invited to attend the relevant forum.

Executive Committee



Toby Marris started sailing at the age of six coming from a family of boat builders on the South Coast of England. Initially, working on square riggers and then following a path in training on smaller boats as Chief Instructor at Southern Sailing.

In 1995 he became Head of Sailing at Dauntsey's School running and skippering Jolie Brise, while also competing regularly in STI Races

Lucy Gross has sailed as trainee, watchleader and full-time skipper on a wide variety of Sail Training vessels. She is a Yachtmaster Instructor, Member of the Ships Council, and General Manager of ASTO.

She organises Small Ships Races, conferences and aims to improve and promote Sail Training around the UK and internationally.

Jan Miles is sailing master to the wooden square-topsail rigged Baltimore Clipper schooner & reproduction American 1812 War Privateer *Pride Of Baltimore II*. Jan has commanded ocean voyages across both the North Pacific and North Atlantic. Jan has been recognised as Tall Ships America's Sail Trainer of the Year (2003) as well as Lifetime of Dedication to Sail Training (2013).

Host port feedback from the North Sea Tall Ships Regatta

Host port representatives from the North Sea Tall Ships Regatta 2016 will give feedback on the preparation and delivery of the event in their city.

These first-hand insights will include areas of their projects that were successful and also the more challenging areas where lessons were learnt. This session offers a valuable source of advice and guidance for contracted and potential host ports.

Speakers



Captain Martin Willis is the Harbour Master and Marine Director at the Port of Blyth. He has been involved in hosting several Tall Ships and Classic sailing events including the North Sea Tall Ships Regatta 2016. He has been instrumental in his Port becoming "Tall Ships friendly".

Lesley Strickland was Project Manager for the North Sea Tall Ships Regatta 2016 in Blyth, UK. Lesley has more than 14 years Tall Ships event management experience and has provided specialist tall ships management services to a number of host ports including Hartlepool and Royal Greenwich, London.

Kristian Ferrara was the Project Manager for the North Sea Tall Ships Regatta 2016 in Gothenburg. Kristian has previously worked with many of the city's major sailing events such as the Volvo Ocean Race and America's Cup.

Generating revenue from the corporate sector (repeated)

The key to the success of any host port programme is the effective engagement of the corporate sector, in support of sponsorship, deck events and trainee funding.

This session will hear from a sales and marketing professional on the approach taken in Finland to generate revenue for The Tall Ships Races 2017.

The session will consider the key elements of a structured approach, including market research, product conceptualisation, package development and an effective sales process.

Speakers

Jari-Pekka Jouppi is an experienced professional in sponsorship, sales, event management, business and marketing. He has long experience in the management of event production and development and is considered to be one of Finland's most respected experts in value-based sponsorship and corporate partnerships.

Jari-Pekka appreciates straightforwardness and emphasises the importance of commercial thinking in business development.



Paul Thompson is Commercial Director at Sail Training International. He has worked in business development and client management across a variety of industries for more than thirty years. He spent eleven years as Sales Director with The Challenge Business – the organisation behind the Global Challenge round the world yacht race.



Research 2 - reports from current projects

This session will explore the findings of current research being conducted across the sail training community.

Researcher Rebecca Hind from Edinburgh will examine facilitation in sail training as a contributing factor in the development of young people, whilst Researcher Montse Pijoan, from Barcelona will examine the experience of Sail Training and its potential as a means of learning about life through the impact it poses to the Spanish youth and their families.

Speakers

Rebecca Hind is an accredited practitioner of the Institute for Outdoor Learning and is an Education Account Executive at the Outward Bound Trust. She has been working in the industry for 12 years and has recently completed a Master's degree in Outdoor Education at the University of Edinburgh.



Rebecca has worked with a number of sail training organisations in the UK and further afield and is particularly passionate about exploring the ways in which practice can be enhanced.

Montserrat Pijoan Vives involvement in sail training started in the summer of 2011, sailing with *Constantia*, *Sirma* and *St Iv* from Shetland Islands to Denmark and Halmstad. In 2013 she finished her Master's dissertation "Sail training as a transformative experience for young people from different countries".



She is currently a full time PhD student in Advanced Studies in Anthropology at the University of Barcelona. Her research - Sail Training: transiting between community and institution - is now analysing the short and long term outcomes in Spanish youth and their family contexts following their participation in The Tall Ship Races 2016.



~ Sail On ~

BOARD



THE TALL SHIPS

sailonboard.com

We would love to hear your thoughts about the conference

The feedback questionnaire can be found at the link below:

<https://www.surveymonkey.co.uk/r/Halmstad2016>



Sail Training International
Charles House
Gosport Marina
Gosport
Hampshire
PO12 1AH, UK

Tel: +44(0)23 9258 6367

Fax: +44 (0)23 9258 4661

Email:

office@sailtraininginternational.org

Website:

www.sailtraininginternational.org

www.sailonboard.com

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