



Sail Training International

*... the international voice of sail training
... changing young people's lives*



Conference feedback questionnaire:
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International Sail Training & Tall Ships Conference 2013

supported by  CITY OF
AALBORG



16th and 17th November 2013

Aalborg, Denmark



Sail Training International

*... the international voice of sail training
... changing young people's lives*

THE TALL SHIPS RACES AND REGATTAS

2014 SCF Black Sea Tall Ships Regatta



Varna, Bulgaria	Wed 30 April to Sat 3 May
Novorossiysk, Russia	Fri 9 to Mon 12 May
Sochi, Russia	Thurs 15 to Sun 18 May
Constanta, Romania	Sat 24 to Tues 27 May

2014 The Tall Ships Races



Harlingen, The Netherlands	Thurs 3 to Sun 6 July
Fredrikstad, Norway	Sat 12 to Tues 15 July
Bergen, Norway	Thurs 24 to Sun 27 July
Esbjerg, Denmark	Sat 2 to Tues 5 August

2014 Falmouth-Royal Greenwich Tall Ships Regatta



Falmouth, UK	Thurs 28 to Sun 31 August
Royal Greenwich, UK	Fri 5 to Tues 9 September

2015 The Tall Ships Races



Belfast, UK	Thurs 2 to Sun 5 July
Aalesund, Norway	Wed 15 to Sat 18 July
Kristiansand, Norway	Sat 25 to Tues 28 July
Aalborg, Denmark	Sat 1 to Tues 4 August

Host port feedback from The Tall Ships Races 2013 (part two)

In the second of two feedback sessions from this year's Tall Ships Races, representatives from Riga and Szczecin will present a summary of their experiences. The presentations will highlight areas of the project that were successful and also the more challenging areas where lessons were learnt. These first-hand insights are a valuable source of advice and guidance for both contracted and potential host ports.

Speakers



Linda Pukite is a project manager at the Foreign Affairs Office of the Riga City Council. She has organised Riga City promotion and cultural exchange activities in sister cities as well as coordinating and hosting international events in Riga. When the city of Riga received confirmation to become the host port of The Tall Ships Races 2013 Linda joined the event organisation team.



Krzysztof Soska is the deputy mayor of the City of Szczecin, with responsibility for education, social policy, culture and sport, including major events such as The Tall Ships Races 2013. Prior to his appointment as deputy mayor, he had a varied career in radio and TV broadcasting.

Welcome to Aalborg!

We are thrilled to be gathering in Aalborg for this year's conference! The City has been a long time supporter of sail training and STI.

It has been a big year in sail training worldwide. We have been liaising with a number of countries who are working hard to establish new national sail training associations. Some of those people will be in attendance here at Aalborg listening and learning more about this amazing industry.

There are several new projects underway that provide new tools to promote even greater safety at sea, more collaboration across a broader spectrum of the fleet, and important new partnerships with the larger maritime industry.

In addition to the huge success of our summer races in the Baltic and Mediterranean, we recently held our first ever race in the southern hemisphere – the Sydney to Auckland Tall Ships Regatta. In May next year we'll be spreading our reach even further, with an exciting new event in the Black Sea.

The Tall Ships Races and Regattas are clearly growing in strength and interest, delivering a magical experience for everyone involved. With three events this year, the number of trainees having a unique race experience exceeded 10,000. Visitor numbers to all events totalled approximately six million and we welcomed over 130 Tall Ships of all classes, from all around the world, as participants.

Our conference this year is drawing on the many diverse elements of sail training. We've aimed to include something for every member of our sail training family while creating opportunities to explore new ideas, share best practice and experiences. For sail trainers there are a number of important sessions on safety and education. For ports we explore the many sides of event planning. For ships and their operators there are sessions on marketing, recruitment and working at sea. New to the conference this year are event preview sessions, where the host ports for next year's races and regattas present their plans.

With us throughout the conference are members of our International Youth Council, who will be bringing the all-important youth perspective. We're particularly pleased to welcome double Olympic sailing gold medalist Shirley Robertson, who has been a keen supporter of our events this year. Shirley will be talking about her passion for sail training at our opening plenary session.

I hope that during the next two days you will take full advantage of the opportunity to network with friends old and new. Finally, Sail Training International thanks the city of Aalborg for the support and hospitality that has made the conference possible. We hope you find time to explore all that Aalborg has to offer while you are here.



Doug Prothero, Chairman
Sail Training International



Structuring & selling port sponsorship packages

repeat

Sponsorship revenue is a vital part of any host port funding model. This session will review the fundamentals of the sponsorship process before hearing how one port successfully created value for participating vessels, the sponsors and the city.

Speakers



James Gradwell began his career in event sponsorship in 2004 when along with two colleagues he launched a brand new lifestyle consumer event, 'One Life Live'. In 2008 he joined Informa Yacht Group and worked to secure sponsors for events such as the Abu Dhabi Yacht Show and the World Yacht Racing Forum. James joined the specialist sponsorship agency Capitalize in July 2013 to work with clients in the sailing sector, including the British Sailing Team and Sail Training International.



Charlotte Kirk Elkjaer is event consultant in the City of Aarhus working in the Mayor's Secretariat. Charlotte works with large city events, sister city relationships, international representation and event strategies. Charlotte was the project manager of the Tall Ships Races 2013 Aarhus with the overall management responsibility of the event.

Small Ships Forum

This session is open to all sail training vessel operators, and sail trainers, who are not members of the Class A Tall Ships Forum. It offers an open forum for interactive discussion on a wide range of topics related to sail training on small vessels.

Session Chairman



Margus Zahharov, a qualified marine engineer, has been sailing and racing since 1978 and first took part in the Cutty Sark Tall Ships Races in 1982. Since 1992 he has participated in the Tall Ships Races as captain of sail training yachts Vesta, Tormilind and St. Iv. He has been a sail trainer since 1989 and is a founding member of Estonian Sail Training Assotiation.

Delegate badge colour coding:

Red = STI and speakers

Blue = sail trainers

Green = ports & non sail trainers

Cloakroom	There is a cloakroom available but please note items are left at the owner's risk.
Message Board	This is located in the Exhibition Hall should you wish to post messages for other delegates.
Enquiries	There will be an information point in the Exhibition Hall and another on the second floor adjacent to the breakout rooms. If you have any queries please go to the nearest and we will do what we can to help.
First Aid	Anyone requiring first-aid should go to either Information/enquiry desk.
Lost Property	Please hand any lost property in at either Information/enquiry desk.
Mobile phones	Please switch off or set to silent during presentations.
Smoking	Smoking is not allowed inside the hotel and conference centre.
Presentations	Copies of many of the presentations will be available on the Sail Training International website one week after the event. Some events are being filmed and the recording will be available to view via the STI website. Delegates will be informed by email when the recordings are available.
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 14th November

Arrival and hotel check-in
 19:00 – 21:00 2014 Joint Host Ports Welcome Reception - Utzon Center

Friday 15th November

08:00 – 08:45 registration
 09:00 – 10:00 opening plenary session
 10:00 – 10:45 coffee break
 11:00 – 12:15 session 1
 12:15 – 13:45 lunch
 14:00 – 15:15 session 2
 15:15 – 15:45 coffee break
 16:00 – 17:15 session 3

Saturday 16th November

08:30 – 09:30 coffee available
 09:30 – 10:30 session 4
 10:30 – 11:00 coffee break
 11:15 – 12:30 session 5
 12:30 – 13:45 lunch
 14:00 – 15:15 session 6
 15:15 – 15:45 coffee break
 15:45 – 16:45 closing plenary session
 19:30 – 20:00 drinks reception
 20:00 gala dinner

Sunday 17th November

depart at leisure

Class A Tall Ships Forum (members only)

This is a closed session for members of the Class A Tall Ships Forum.

Class A Tall Ships Forum chairman



Uwe Jespersen, born in Germany, began sailing in cargo ships in 1974. He began tall ship sailing in 1979 and has since sailed on many tall ships. Uwe retired from sea service in 1999. He has since worked as managing director for the GEORG STAGE Memorial Foundation. Uwe was chairman and country representative of the Danish STA in 2010/11 and is a regular participant in the Class A Tall Ships Forums proceedings since its inception, and was elected chairman in 2012.

Measuring the value of sail training - evidencing outcomes *repeat*

There has been increasing interest in research that demonstrates the value of sail training. The Sail Training Programme Evaluation Self-Assessment Toolkit continues to be used by operators interested in improving the impact of their programmes. This workshop will engage operators in a discussion about the outcomes and impact of sail training and explore the possibilities for developing an electronic survey that can support a number of studies related to sail training.

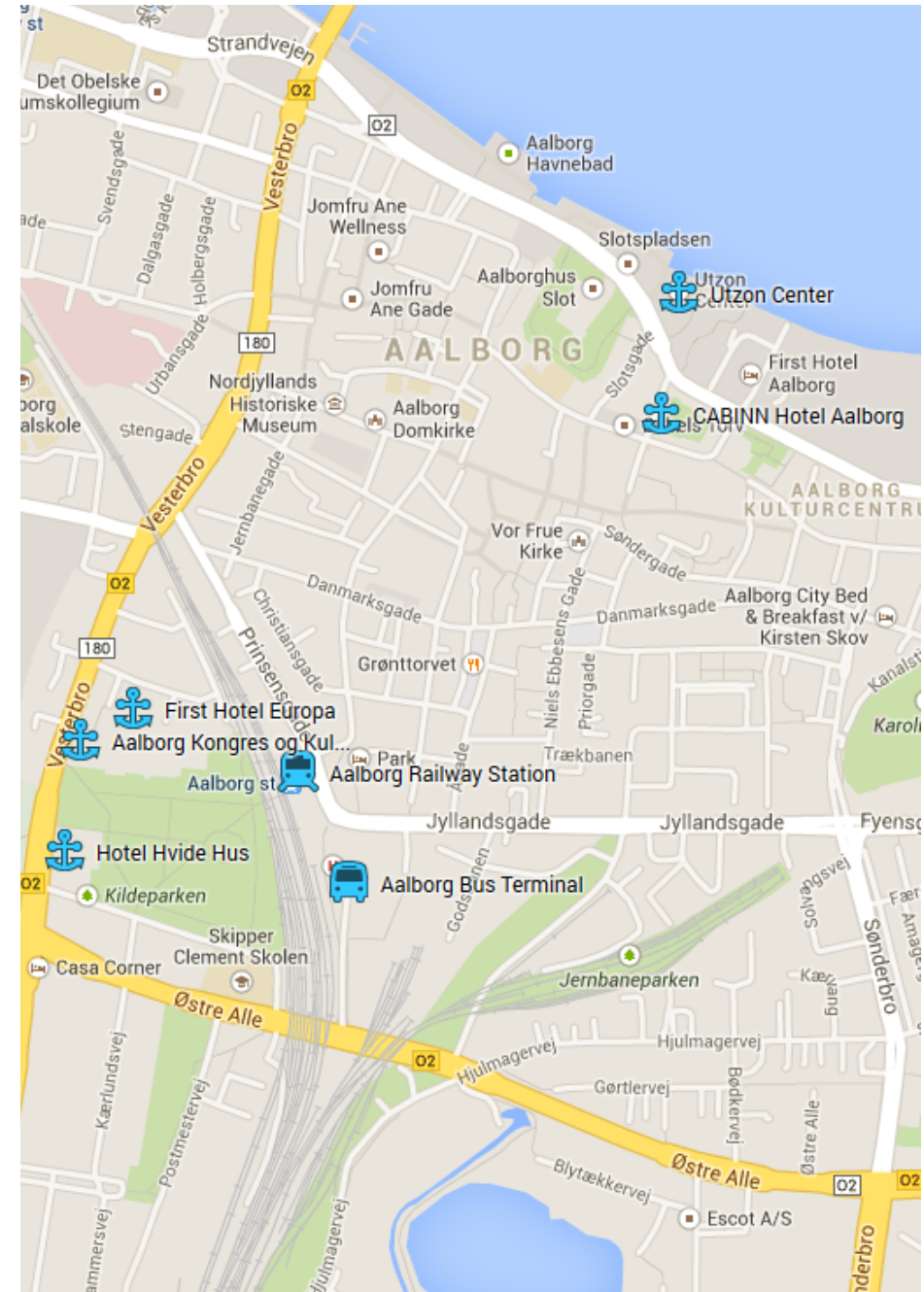
Speakers



Kris von Wald is an organisational development consultant across the commercial, voluntary, charity and public sectors in the UK. She provides services and training in outcomes-based research and programme evaluation, leadership development, supporting and facilitating change, and strategic planning. Her work includes developing and supporting the Sail Training Programme Self-Assessment Toolkit in order to enhance and improve youth development outcomes through sail training.



Pete Allison's research is in areas of values and experiential learning and draws on empirical and philosophical approaches. Pete is keen on expeditions to the Arctic and Himalaya for educational aims for young people. Over the last 8 years he has undertaken research on the value of sail training - most recently concentrating on cross cultural education through sail training.



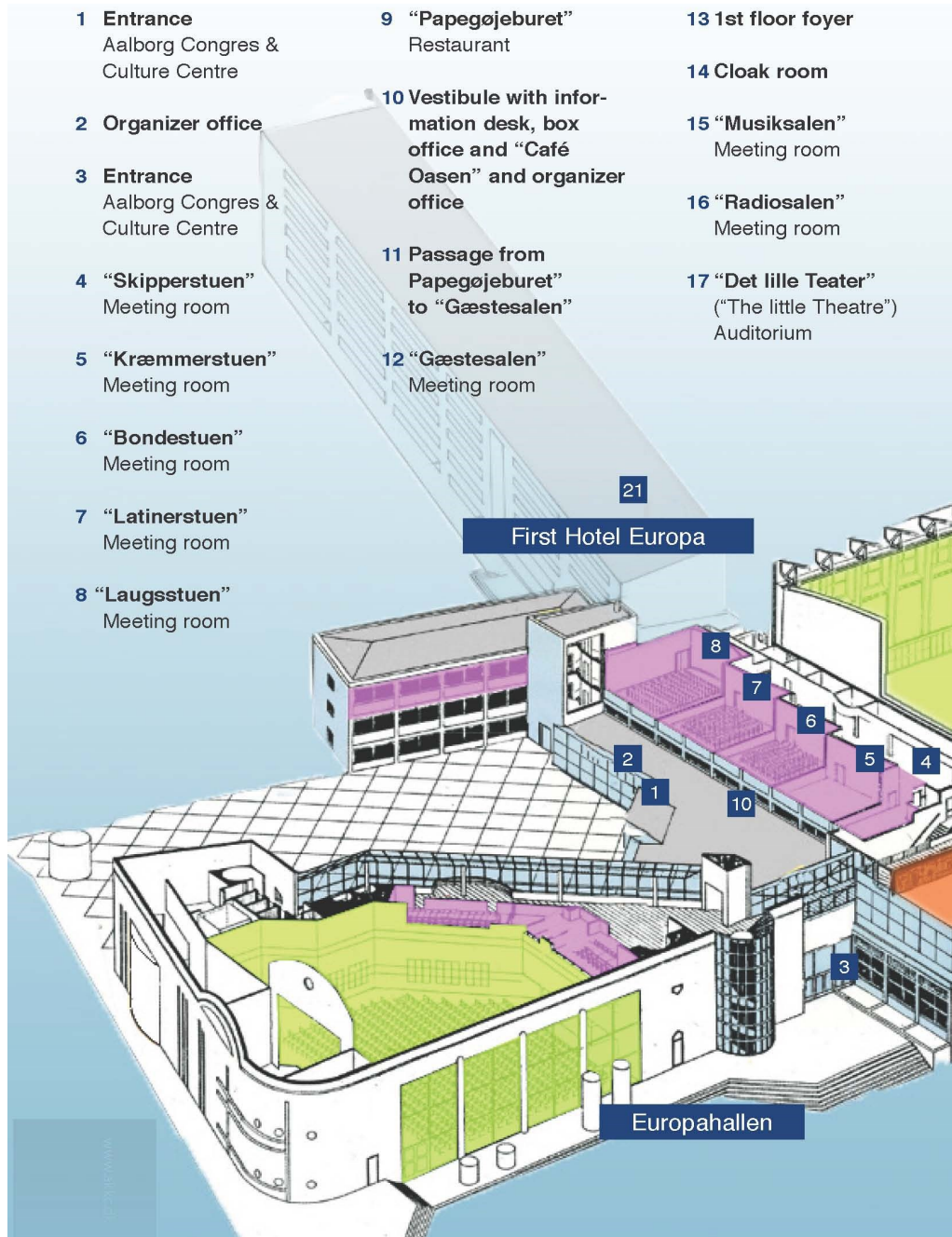


Table top event planning exercise (host ports) *repeat*

The session will be a short exercise in table top planning based on experiences from Tall Ship Races and major maritime festivals. It will be an opportunity for delegates of host ports to test their planning and to help avoid the wrong kind of headlines. This is a hands on session with lots of questions and answers.

Speaker



Mike Richmond started his career in the events industry as events manager at Bristol City Council. In 1996 he left to start his own company, Richmond Event Management Ltd and he is the co- founder of event safety consultancy The Event Safety Shop Ltd. Mike's portfolio of skills built up over 20 years in the event industry is wide ranging. Some of Mike's prominent large scale events include being production coordinator – The Tall Ships Races 2011, Greenock and Project Director for the Tall Ships Races, Liverpool 2008.

Sail Endorsement Working Group update (14:00—15:15)

This session will update sail trainers on the development of an industry-owned competency standard in sailing ship handling. This endorsement is being developed for the benefit of crew members and ship operators of all sizes and rigs, for better safety and improved sail training experiences.

Marketing the event (host ports)

How do other host ports promote the Tall Ships Races in their city? By looking at previous and future events, this session explores how to develop powerful themes, create an effective event identity and successfully engage key audiences.

Speakers



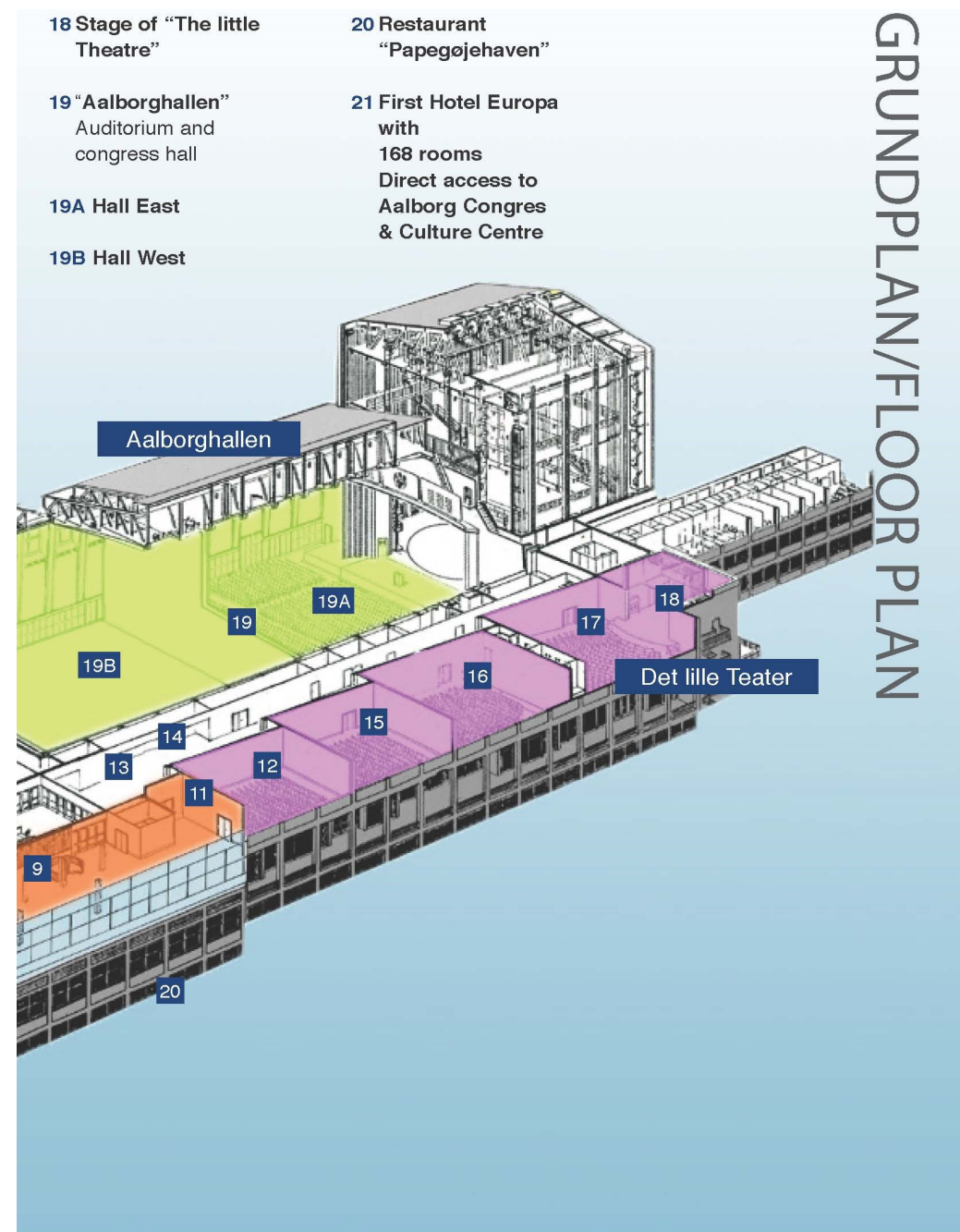
Jerzy Raducha is the deputy director, Department of Culture, Szczecin City Council. He was the project manager for The Tall Ships Races visits to Szczecin in 2007 and 2013. He is responsible for Szczecin’s on going involvement and support of sail training and the development of its young people through sail training. He sails on Tall Ships and has visited many of the event ports over the last ten years.



Bjørg Western is project manager of host port Fredrikstad, for the Tall Ships Races 2014, as in 2005. She has over thirty years of widespread municipal experience. Bjørg presently runs an innovative Nordic project within culture based industries. Her sailing experience includes the family yacht for many years and occasional Tall Ships Races legs on Class A ships.



Leo Griffin, trained in technical illustration, graphic design and visual communication, employed in various Danish advertising agencies until 1993 when he established his own design consultancy. He now works as design director for Clienti A/S. Leo created the Tall Ship’s Races port identity for Aalborg City Council four times as well as creating the Port Identity Design Guidelines and Rules for Sail Training International.



08:00 – 08:45 registration - Conference Foyer
 09:00 – 10:00 opening plenary session - Hall East
 10:00 – 10:45 coffee break - Hall West

11:00 – 12:15 session 1

Presentation	Speaker	Facilitator	Room
Bridge resource management <i>repeated</i>	1. Andy Chase	James Stevens	Latinerstuen
Teachers @ Sea - inspiring educators <i>repeated</i>	1. Murray Henstock 2. Rui Santos	Madis Rallman	Laugsstuen
What's YOUR best marketing idea? (vessel operators & sail training organisations)	Facilitators 1. Sally Titmus 2. Leentje Toering 3. Stefan Abrahamsson	Sally Titmus	Rudiosalen
Host port feedback from The Tall Ships Races 2013 (part one)	1. Charlotte Kirk Elkjaer (Aarhus) 2. Jari-Pekka Jouppi (Helsinki)	Paul Thompson	Gaestesalen
Table top event planning exercise (host ports) <i>repeated</i>	1. Mike Richmond	Willem de Ruiter	Musiksalen

Young board members

Young people are at the heart of Sail Training. The governing bodies of sail training are aware of this but often do not use them enough in their planning and strategic processes. This workshop identifies the key advantages of having young board members as part of any sail training organisation, both for the young people themselves and for the organisation. It will focus on the benefit to organisations, and it will provide them with frameworks that can be used for recruitment and involvement.

Facilitator



Robbie Crow is chairman of the STI Youth Council. He recently graduated from university with a first-class honours degree in marketing, specialising in third-sector marketing using social media and volunteer recruitment. He also sits on the board of Ocean Youth Trust Scotland – Scotland's sail training association – and another youth-work charity that helps young people, and their families, who have rare disabilities.

Speakers



Ingrid Haraldseid sailed on her first Tall Ships race in 2010 and is now the Norwegian representative on the STI Youth Council.



Lena Maekler is a trustee of STI and was one of the founding members of the STI Youth Council.



Rebecca Kuehn is the representative on the STI Youth Council for Australia.

Teachers @ Sea: inspiring educators

repeated

Murray Henstock will explain a new initiative based on the Honeywell Educators@Space Academy programme. It is designed to take educators from across the teaching spectrum, on a sail training vessel, to experience personal development programmes first-hand. Rui Santos will report on the work that Aporvela is doing with a group of teachers from Portugal, to create a programme to give other teachers involved in sail training, a head start when sailing with their students.

Speakers



Murray Henstock has been involved with sail training since 2000 and is the secretary of the Australian Sail Training Association. He is a high school science teacher seeking to inspire both teachers and students through sail training. Murray is the 2011 Volunteer of the Year and is currently developing the 'Teachers@Sea' and 'Little Lofty' programmes.



Rui Santos is project manager at Aporvela, Portugal's national sail training organisation. His role at Aporvela ranges from organising sailing trips, promoting sail training, recruiting trainees and developing new programmes. In 2012 he received STIs Sail Trainer of the Year award.

12:15 – 13:45 lunch - ground floor, South Foyer

14:00 – 15:15 session 2

Presentation	Speaker	Facilitator	Room
Marine accidents - lessons learnt <i>repeated</i>	1. John Lang	Robin Snouck Hurgronje	Gaestosalen
Environmental marine protection	1. Joshua Berger 2. Brian Holmen	John Wadson	Musiksalen
Maritime Labour Convention - implementation & consequences for tall ships	1. Stephan Kramer	Chuck Lauwers	Latinerstuen
Effective host port management & working with volunteers	1. Jørn Sønderkjær 2. Mads Elbrond	Kalanne O'Leary	Rudiosalen
Structuring & selling port sponsorship packages <i>repeated</i>	1. James Gradwell 2. Charlotte Kirk Elkjaer	Lena Maekler	Laugsstuen

15:15 – 15:45 coffee break - Hall West

16:00 – 17:15 session 3

Presentation	Speaker	Facilitator	Room
Safety aloft	1. Ric Miller 2. Peter Renshaw	Steve Moss	Gaestesalen
Measuring the value of sail training - evidencing outcomes <i>repeated</i>	1. Kris von Wald 2. Pete Allison		Laugsstuen
Sail training programme showcase	1. Elliot Rappaport 2. Rui Santos	Pedro Proenca Mendes	Lille Theater
The Tall Ships Races 2014 and the Falmouth to Royal Greenwich Tall Ships Regatta 2014 - event previews	Host ports' representatives	Knut Western	Rudiosalen
Lessons from the Australia - New Zealand Tall Ships Festival	1. Jennifer Reilly 2. Jon Simpson	Paul Bishop	Latinerstuen
Ask the Trustees	STI Trustees	Keith Robinson	Musiksalen

Marine accidents - lessons learnt

repeat

This workshop explores the benefits and potential difficulties associated with learning from accidents and incidents. It will draw on one or two recent accidents, findings from other sectors such as aviation and health care, and touches on ways of managing risk. It looks at various aspects of human behaviour and, with the help of those attending, probes how the sail training community can benefit from the experiences of others.

Speaker

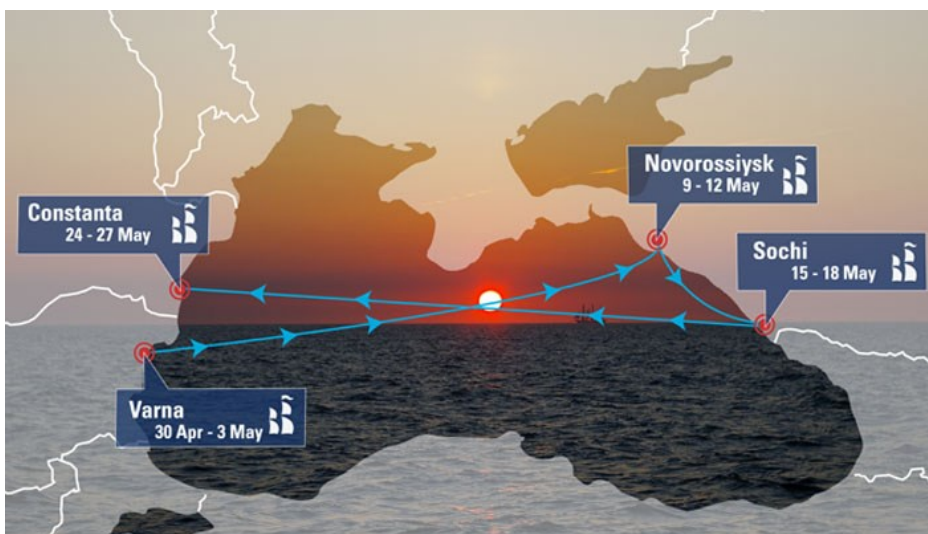


John Lang's 50 year career in the maritime world has embraced service in both the Merchant and Royal Navies. He retired from the British Royal Navy as a rear admiral in 1995 and was, for 5 years, the UK's chief inspector of Marine Accidents. Among other things he is president of the Association of Sail Training Organisations (ASTO), a vice president the UK's Royal National Lifeboat Institute, and a member of the Royal Yachting Association Yachtmaster Qualification Panel.

SCF Black Sea Tall Ships Regatta 2014 - event preview

Representatives from the host ports for the SCF Black Sea Tall Ships Regatta 2014 will present their event plans for next year. This session offers an opportunity for vessel operators and sail trainers to hear more about each ports programme and the commercial opportunities that may be available to participating vessels.

Host ports' representatives



08:30 – 09:30 coffee available - Hall West

09:30 – 10:30 session 4			
Presentation	Speaker	Facilitator	Room
Bridge resource management <i>repeat</i>	1. Andy Chase	James Stevens	Laugsstuen
Cultural awareness aboard sail training vessels	1. Jonathan Cheshire 2. Chris Blake	Jesper Kramp Amholt	Musiksalen
Working with the media & social media (host ports)	1. Sally Titmus 2. Rui Santos 3. Anna Kari	Sally Titmus	Rudiosalen
Host port feedback from The Lycamobile Mediterranean Tall Ships Regatta 2013	1. Marta Salvado (Barcelona) 2. Gerrard Gachot (Toulon) 3. Davide Santini (La Spezia)	Paul Thompson	Gaestesalen
SCF Black Sea Tall Ships Regatta 2014 - event preview	Host ports' representatives	Robin Snouck Hurgronje	Latinerstuen

10:30 – 11:00 coffee break - Hall West

11:15 – 12:30 session 5

Presentation	Speaker	Facilitator	Room
Marine accidents - lessons learnt <i>repeat</i>	1. John Lang	Robin Snouck Hurgronje	Laugsstuen
Teachers @ Sea - inspiring educators <i>repeat</i>	1. Murray Henstock 2. Rui Santos	Madis Rallman	Gaestesalen
Young board members	1. Robbie Crow 2. Rebecca Kuehn 3. Ingrid Haraldseid 4. Lena Maekler	Terry Davies	Latinerstuen
Marketing the event (host ports)	1. Jerzy Raducha 2. Bjorg Western 3. Leo Griffin	Carlos Posollo	Musiksalen
Table top event planning exercise (host ports) <i>repeat</i>	1. Mike Richmond	Gwyn Brown	Rudiosalen

Host port feedback from The Lycamobile Mediterranean Tall Ships Regatta 2013

In this feedback session from this year's Lycamobile Mediterranean Tall Ships Regatta, representatives from the three host ports will present a summary of their experiences. The presentations will highlight areas of the project that were successful and the also the more challenging areas where lessons were learnt. These first-hand insights are a valuable source of advice and guidance for both contracted and potential host ports.

Speakers



Marta Salvado joined FNOB (Fundació Navegació Oceànica Barcelona) in 2009 and became involved with the organization of the Barcelona World Race and other offshore class races. In 2013 the FNOB hosted the Lycamobile Mediterranean Tall Ships Regatta, managing the team's liaison and logistics. She is currently working on the 3rd edition of the Barcelona World Race.



Gérard Gachot is a former admiral in the French Navy. After spending 6 years in private industry he was elected as deputy mayor, in charge of sea matters and tourism, on the City Hall Board of Toulon (2001 to 2008). He chaired the steering committee for the first Mediterranean Tall Ships Regatta in Toulon in July 2007 and undertook the same role for the Lycamobile Mediterranean Tall Ships Regatta 2013.



Davide Santini was the Port of La Spezia project manager during The Lycamobile Mediterranean Tall Ships Regatta 2013. He is the secretary general of the Port Authority of La Spezia. Davide is a former maritime and corporate lawyer. He is a member of the Port Governance Committee of the European Sea Ports Association on behalf of Assoport Italian Ports Association.

Working with the media & social media (host ports)

A session aimed at host ports, looking at the impact of media and social media during Tall Ship Races and Regattas. Hear case studies from Helsinki, Lisbon and Sydney and about campaigns that have successfully maximised media coverage and social media impact during STI events.

Speakers



Sally Titmus is communications and marketing manager for STI. She is an accredited practitioner with the UK's Chartered Institute of Public Relations. Her background spans sport, youth development, community development, charity and the public sector. She has secured PR and media campaign awards and is an active participant in STIs races and regattas.



Anna Kari works as communications officer and project manager at Pink Eminence Ltd. in Helsinki. Anna has worked with customers such as Finnish Broadcasting Company YLE, Light Festival Lux Helsinki, Finnish National Theatre, World Village Festival and dairy company Valio. Anna organised the communications and media relations of The Tall Ships Races Helsinki 2013 in collaboration with the City of Helsinki.



Rui Santos is project manager at Aporvela, Portugal's national sail training organisation. His role at Aporvela ranges from organising sailing trips, promoting sail training, recruiting trainees and developing new programmes. In 2012 he received STIs Sail Trainer of the Year award.

12:30 - 13:45 lunch - ground floor, South Foyer
13:15 - 14:00 Sail Endorsement Working Group update

14:00 – 15:15 session 6

Presentation	Speaker	Facilitator	Room
Measuring the value of sail training - evidencing outcomes repeat	1. Kris von Wald 2. Pete Allison		Laugsstuen
Class A Tall Ships Forum <i>(members only)</i>		Uwe Jespersen	Rudiosalen
Small Ships Forum <i>(open to all non Class A operators)</i>		Margus Zahharov	Musiksalen
Structuring & selling port sponsorship packages <i>repeat</i>	1. James Gradwell 2. Charlotte Kirk Elkjaer	John Richardson	Gaestesalen
Host port feedback from The Tall Ships Races 2013 (part two)	1. Linda Pukite (Riga) 2. Krzysztof Soska (Szczecin)	Paul Thompson	Latinerstuen

15:15 – 15:45 coffee break - Hall West
15:45 – 16:45 closing plenary session - Hall East
19:30 – 20:00 drinks reception - ground floor, South Foyer
20:00 gala dinner - Hall East

Bridge resource management - lessons learnt from the loss of the *Bounty* repeated

Two of captain Andy Chase's students were aboard the *Bounty* when she sank last year. In an article published in *Wooden Boat Magazine* last summer captain Chase explored the various links in the error chain that led to her loss, and how future crews might draw experience from that tragedy to prevent another one like it in the future. In his presentation he will expand on those lessons and invite a discussion of the various issues he raises.

Speaker



Captain **Andy Chase** is a professor of marine transportation at Maine Maritime Academy, in Castine, Maine. He began his professional sea-going career at the age of 16 as a deckboy aboard a Norwegian bulk carrier. He is a graduate of Maine Maritime Academy and holds a U.S. license as master, unlimited tonnage, for power vessels, and master of auxiliary sail vessels of up to 1600 tons.

Cultural awareness aboard sail training vessels

An important part of STIs mission is to promote friendship and understanding between young people from different nations and cultures. This workshop will explore the reasons for doing this and some of the practical considerations involved. Jonathan will talk about his development of intercultural activities with mixed groups in the UK, and Chris will describe his experiences of running voyages with international crews.

Speakers



Jonathan Cheshire is chief executive of the Wheatsheaf Trust. He is an enthusiastic and committed exponent of social inclusion, lifelong learning, and economic development. From 1989-1996 he was director of Ocean Youth Club, which at that time was Europe's largest sail training organisation. He is a trustee of Sail Training International, and the Association of Sail Training Organisations (ASTO).



Chris Blake is a Master Mariner with 30 years Sail Training/Tall Ships experience and holder of both British and Australian Master Class I certificates of competence with the associated STCW95 and GMDSS qualifications. Chris is currently captain of *Pelican of London* (UK).

Bridge resource management - lessons learnt from the loss of the Bounty
repeat

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Teachers @ Sea: inspiring educators

repeated

Murray Henstock will explain a new initiative based on the Honeywell Educators@Space Academy programme. It is designed to take educators from across the teaching spectrum, on a sail training vessel, to experience personal development programmes first-hand. Rui Santos will report on the work that Aporvela is doing with a group of teachers from Portugal, to create a programme to give other teachers involved in sail training, a head start when sailing with their students.

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What's YOUR best marketing idea?

(vessel operators & sail training organisations)

An interactive workshop aimed at sail training organisations and vessel operators. This session offers a unique chance to network with your peers, to jointly identify your typical target markets and then share your experiences of the types of marketing and communications activities that work well for you. We will then look at areas of marketing difficulty and look at possible solutions or types of help needed.

Facilitators



Sally Titmus is communications and marketing manager for STI. She is an accredited practitioner with the UK's Chartered Institute of Public Relations. Her background spans sport, youth development, community development, charity and the public sector. She has secured PR and media campaign awards and is an active participant in STI's races and regattas.



Leentje Toering is the director of the shipping company running the *Bark Europa*. One of her main challenges is to increase international awareness of the opportunities that exist to be part of the adventure, by booking a voyage or by hosting an event on board the ship.



Stefan Abrahamsson started his sailing career with Sail Training Association Finland (STAF) in 1986. For the last six years Stefan has worked as the managing director for STAF, developing its Sail Training curriculum and strengthening the foundation's economics. Prior to this he had an interesting career which included working as a high school teacher, various assignments in the Finnish Navy and volunteer assignments in politics and youth work.

Ask the Trustees

This is your opportunity to put questions to the trustees of Sail Training International, on any topic, including their vision for the future direction of the organisation.

Trustees



Doug Prothero is a founding Trustee of Sail Training International with responsibility for the Americas and is chairman of Sail Training International. Doug's career has included significant experience as a professional captain, shipbuilder, ship owner, shipbroker, and surveyor. He has worked significantly on regulatory reform matters both domestically and internationally.



Ron Dadswell OBE gained his 1st Mates Certificate in the Merchant Navy before joining the British Army. He retired as a colonel in 1992 to become the Sail Training Association's race director. Ron is a trustee of the UK Association of Sail Training Organisations and was its chairman for 10 years until 2010. He was awarded an OBE in 2007 in recognition of his services to sail training.



Terry Davies has had a career of close to 40 years in education and sail training during which he has developed four independent schools. He supervised the construction of the sail training vessel *Concordia*, launched in 1992 as the campus for West Islan College International's Class Afloat. Terry also operates two educational consulting firms and is director of ASTA.

Lessons from the Australia - New Zealand Tall Ships Festival

With a small number of operators in ports separated by substantial distances, sail training in Australasia relies heavily on the support of local volunteers, community groups and government agencies. The spectacle of an international fleet at the 2013 Tall Ships Regatta presented a unique opportunity to increase engagement and support across the region now and into the future. The session will go through the lessons learnt which should be interesting and relevant to all host port delegates.

Speakers



Jennifer Reilly is the marketing manager at the Young Endeavour Youth Scheme in Sydney. She joined the team in 2009 to manage STS *Young Endeavour's* circumnavigation of Australia, and is currently responsible for public relations, business development and fundraising. Jennifer is involved with the Australian Sail Training Association, most recently working with the 2013 International Tall Ship Festival Committee to promote events in Australia and New Zealand, including the inaugural Sydney Auckland Tall Ships Regatta.



Jon Simpson retired as the general manager of the Sydney Heritage Fleet in 2012 and since then has devoted himself full time to the organisation of this year's International Tall Ship Festival.

Host port feedback from The Tall Ships Races 2013 (part one)

In the first of two feedback sessions from this year's Tall Ships Races, representatives from Aarhus and Helsinki will present a summary of their experiences. The presentations will highlight areas of the project that were successful and the also the more challenging areas where lessons were learnt. These first-hand insights are a valuable source of advice and guidance for both contracted and potential host ports.

Speakers



Charlotte Kirk Elkjaer is event consultant in the City of Aarhus working in the Mayor's Secretariat. Charlotte works with large city events, sister city relationships, international representation and event strategies. Charlotte was the project manager of the Tall Ships Races 2013 Aarhus with the overall management responsibility of the event.



Jari-Pekka Jouppi is marketing and sales director at the Helsinki based consultancy - Creamentors. Jari-Pekka was heavily involved in the Helsinki port programme during this year's Tall Ships Races.

Table top event planning exercise (host ports) *repeated*

The session will be a short exercise in table top planning based on experiences from Tall Ship Races and major maritime festivals. It will be an opportunity for delegates of host ports to test their planning and to help avoid the wrong kind of headlines. This is a hands on session with lots of questions and answers.

Speaker



Mike Richmond started his career in the events industry as events manager at Bristol City Council. In 1996 he left to start his own company, Richmond Event Management Ltd and he is the co-founder of event safety consultancy The Event Safety Shop Ltd. Mike's portfolio of skills built up over 20 years in the event industry is wide ranging. Some of Mike's prominent large scale events include being production coordinator – The Tall Ships Races 2011, Greenock and Project Director for the Tall Ships Races, Liverpool 2008.

The Tall Ships Races 2014 and the Falmouth to Royal Greenwich Tall Ships Regatta 2014 - event previews

Representatives from the host ports for the Tall Ships Races 2014 and the Falmouth to Royal Greenwich Tall Ships Regatta 2014 will present their event plans for next year. This session offers an opportunity for vessel operators and sail trainers to hear more about each ports programme and the commercial opportunities that may be available to participating vessels.

Host ports' representatives



Harlingen
Fredrikstad
Bergen

Falmouth
Royal Greenwich



Sail training programme showcase

Elliott Rappaport will discuss the challenge of designing sail training programmes that retain their traditional core, while also incorporating educational topics. Sea Education Association, (SEA) provides sail training and ocean studies to college undergraduates. Rui Santos will discuss the programme that Aporvela has been running with several oceanographic institutes in Portugal. Aporvela has started to conduct scientific campaigns aboard their 15th century caravel replica for students, researchers and young people who want to get a taste of “blue science”.

Speakers



Elliot Rappaport lives in Portland, Maine, and has sailed for 21 years as a master in the US sail training industry. Since 2001 he has been a captain and faculty member for Sea Education Association in Woods Hole, Massachusetts, and prior to that at Maine Maritime Academy, where he helped to found the academy’s sail training programme aboard the arctic schooner *Bowdoin*. He holds a 1600 ton US ocean master’s license and a Master of Science degree from the University of Maine.



Rui Santos is project manager at Aporvela, Portugal’s national sail training organisation. His role at Aporvela ranges from organising sailing trips, promoting sail training, recruiting trainees and developing new programmes. In 2012 he received STIs Sail Trainer of the Year award.

Marine accidents - lessons learnt

repeated

This workshop explores the benefits and potential difficulties associated with learning from accidents and incidents. It will draw on one or two recent accidents, findings from other sectors such as aviation and health care, and touches on ways of managing risk. It looks at various aspects of human behaviour and, with the help of those attending, probes how the sail training community can benefit from the experiences of others.

Speaker



John Lang’s 50 year career in the maritime world has embraced service in both the Merchant and Royal Navies. He retired from the British Royal Navy as a rear admiral in 1995 and was, for 5 years, the UK’s chief inspector of Marine Accidents. Among other things he is president of the association of Sail Training Organisations (ASTO), a vice president the UK’s Royal National Lifeboat Institute, and a member of the Royal Yachting Association Yachtmaster Qualification Panel.

Environmental marine protection

Where BLUE Meets GREEN is captain Berger's fellowship funded project that is facilitating conversations with maritime industry leaders throughout Puget Sound. Described as the Living Ship Initiative, captain Berger and an array of high-profile engineers, and maritime sustainability experts, are re-designing the schooner *Adventuress's* systems to the highest environmental standards. Brian Holmen will talk about the Blue Flag Scheme and its mission to keep the oceans clean. He will discuss different ways to meet these requirements, and what you can do to educate your trainees.

Speakers



Captain **Joshua Berger**, Centennial Restoration and Living Ship project manager of the National Historic Landmark and working educational tall ship *Adventuress* since 2004. He has worked on everything from tall ships to tug boats and research vessels across the US and is deeply engaged in sustainability education as a community development consultant for state-wide and regional participatory planning and socio-environmental change.



Brian Holmen is the United States representative on the STI Youth Council. He has sailed on several Blue Flag member vessels including Europa and Sørlandet. He has been promoting Blue Flag during the Tall Ships Challenge in the Great Lakes, and hopes to see more sail training vessels join the Blue Flag Scheme.

Measuring the value of sail training - evidencing outcomes

repeat

There has been increasing interest in research that demonstrates the value of sail training. The Sail Training Programme Evaluation Self-Assessment Toolkit continues to be used by operators interested in improving the impact of their programmes. This workshop will engage operators in a discussion about the outcomes and impact of sail training and explore the possibilities for developing an electronic survey that can support a number of studies related to sail training.

Speakers



Kris von Wald is an organisational development consultant across the commercial, voluntary, charity and public sectors in the UK. She provides services and training in outcomes-based research and programme evaluation, leadership development, supporting and facilitating change, and strategic planning. Her work includes developing and supporting the Sail Training Programme Self-Assessment Toolkit in order to enhance and improve youth development outcomes through sail training.



Pete Allison's research is in areas of values and experiential learning and draws on empirical and philosophical approaches. Pete is keen on expeditions to the Arctic and Himalaya for educational aims for young people. Over the last 8 years he has undertaken research on the value of sail training - most recently concentrating on cross cultural education through sail training.

Safety aloft

More than a decade ago a survey of sail training vessels was completed to assess the safety practices for working aloft. What has changed in our current practices as we climb and work aloft? This session will take a comprehensive look at fall prevention and protection from the rigging. Topics will include equipment, physics; forces generated in a fall, policies and practice, and fall protection in other industries. This will be an interactive session to advance the safety of our crew and students aloft.

Speakers



Captain **Richard Miller** is a professor of marine transportation at Maine Maritime Academy in Castine, Maine. He has successfully blended his academic training as an educator with his passion for sailing for more than 25 years sailing on a number of sail training vessels. In 2008 he was master aboard Maine Maritime Academy's schooner *Bowdoin* for a training expedition to the Arctic along the west coast of Greenland. Rick continues to be active as a mariner, most recently sailing seasonally as a master for Sea Education Association in the Pacific.



Peter Renshaw has been involved with the Spirit of New Zealand Trust as a trainee, volunteer, cadet and mate. He has a New Zealand Offshore Masters STCW 95 Unlimited and a British Square Rig Masters Endorsement, and has completed several ocean passages on yachts. Although an obvious tall ship enthusiast, his driving passion is youth development.

Maritime Labour Convention — implementation & consequences for tall ships

This session will explore the Maritime Labour Convention (MLC-2006), its purpose, implementation and consequences for sail training vessels. Stephan will introduce this maritime legislation that came into force in August this year, describe the certification process and give practical implementation for compliance through the online tool www.mlc-2006.eu

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.

Effective host port management & working with volunteers

The first half of this session will cover effective host port management and the importance of high-level commitment from the city in order to carry out a large event like the Tall Ships Races. Moreover, it will speak about the value of engaging the city's cultural and business sectors in order to use a large city event to promote their activities. The second half of the session will be look at effective ways to engage and work with volunteers, as a vital part of the host port team.

Speakers

Jørn Sønderkjær is head of Mayor's Secretariat in the City of Aarhus. Jørn works with a large variety of tasks for the mayor and the CEO of Aarhus, including political issues, communications, press and general management. Jørn was the project director of The Tall Ships Races 2013 Aarhus with overall legal and event responsibility.



Mads Elbrond is event consultant in the City of Aarhus working in the Mayor's Secretariat. Mads has been part of the project management of a number of sporting events in Aarhus such as the UEFA Under 21 Championship and European Championship in Team Gymnastics. Mads was event manager of the Tall Ships Races 2013 Aarhus with responsibility for volunteers, crew activities, logistics and safety.

Structuring & selling port sponsorship packages*repeated*

Sponsorship revenue is a vital part of any host port funding model. This session will review the fundamentals of the sponsorship process before hearing how one port successfully created value for participating vessels, the sponsors and the city.

Speakers

James Gradwell began his career in event sponsorship in 2004 when along with two colleagues he launched a brand new lifestyle consumer event, 'One Life Live'. In 2008 he joined Informa Yacht Group and worked to secure sponsors for events such as the Abu Dhabi Yacht Show and the World Yacht Racing Forum. James joined the specialist sponsorship agency Capitalize in July 2013 to work with clients in the sailing sector, including the British Sailing Team and Sail Training International.



Charlotte Kirk Elkjaer is event consultant in the City of Aarhus working in the Mayor's Secretariat. Charlotte works with large city events, sister city relationships, international representation and event strategies. Charlotte was the project manager of the Tall Ships Races 2013 Aarhus with the overall management responsibility of the event.