



THE TALL SHIPS RACES
Stavanger 2018

Trainees

Developing an effective trainee programme

Project Manager Knud Helge Robberstad

The Tall Ships Races 2018 Stavanger

- Organised by the City of Stavanger and Port of Stavanger
- Fourth time host port: 1997, 2004 and 2011
- 2011: Approx. 450,000 visitors



CITY OF STAVANGER

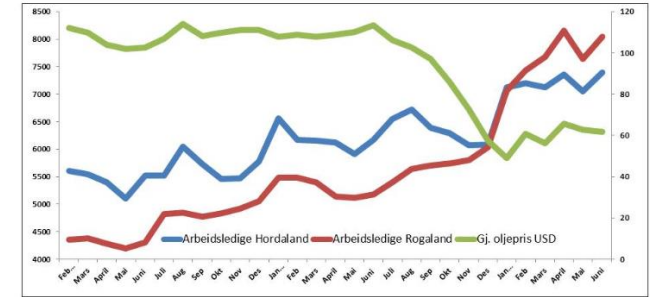


Stavanger, Norway

- Coastal city founded in year 1125
- Fourth largest city / third largest city region
- 132,000 inhabitants (region: 330,000)
- 21 % non-Norwegian, 181 nationalities
- Industries: oil & gas, services, agriculture & food culture, trade, shipping, tourism
- European Capital of Culture in 2008



Regional economic slowdown



Since 2012:

- Lower business activity due to drop in oil and gas prices
- 50,000 jobs lost
- Worst hit industries:
 - Oil and gas
 - Supplies
 - Maritime
 - Hotels and hospitality
 - Media (parallel crisis)
 - Municipalities
- How to meet our project targets?

27.000 jobber har forsvunnet fra oljebransjen på to år

BP latest to slash oil jobs in Norway

«Blodet renner i gatene i Stavanger nå»

Norway oil sector braces for 40,000 job cuts amid downturn

Basis for our project

- Motto: *Fair Winds to New Horizons*
- «Create a meeting point for different cultures projecting and communicating our coastal and maritime heritage to new generations»
- Create a positive event for the regional population
- Strengthen Stavanger's reputation
- Part of our regional strategy for events and international relations



Trainees at the heart of our communication

Core message:

The Tall Ships Races aim to help develop and educate young people aged 15-25 years through sail training, regardless of nationality, culture, religion, gender or social background.

Our message:

TSR2018 Stavanger: a two-year regional project aimed at sending young people to sea, concluding in a four-day tall ships festival.

Key words:

Regional, young people, two years, sail training, festival



Our trainee history

2011: 225 trainees

2017: 50 trainees Turku-Klaipeda

2018: 145, 225 or more trainees?

Stavanger also sends trainees in intermediate years.

Cost 2018: NOK 15,000/EUR 1,500

Trainee fee: NOK 3,000/EUR 300

Why are trainees important to us?



Why are trainees important to us?



- Tall Ships Races are about sail training
 - Need to get new generations involved
 - Allow for social engagement
 - Cross-boundary connections
 - Receive visiting trainees as guests
 - Engaging stories to be told
 - Ambassadors for sail training and Tall Ships events
 - Attracting sponsors and partners
-
- 2017 trainees will help recruit for 2018

Recruitment for 2017



Recruitment for 2017

- Target: 50 regional trainees
- Leg: Turku-Klaipeda
- Promotion channels:
 - www.tallships.no
 - Facebook
 - Stavanger City news web
 - Local newspapers (editorial)
 - Local TV channel (editorial)
 - Local municipalities
 - Direct invitations



Eline Brendal Kristiansen (21) er i år med på Tall Ships Races for sjette gang, og hun vil gjerne ha med seg flere ungdommer til ås. FOTO: Håvard Tanche-Larsen Knutsen

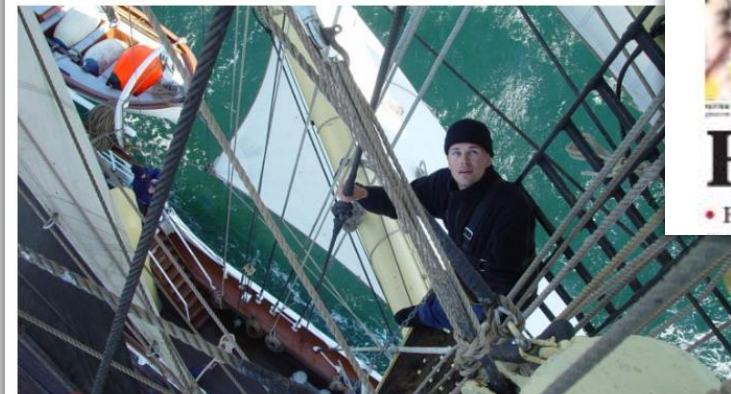


Håvard Tanche-Larsen Knutsen
Eline (21) vil ha med 50 ungdommer til sommerjobb»

Er du ung, og glad i sol, sommer og sjø?

Bli medseiler!

Å seile med en av skutene under The Tall Ships Races er en opplevelse for livet.



TIPS OSS: Worldcup Stavanger 2018 51 82 22 10

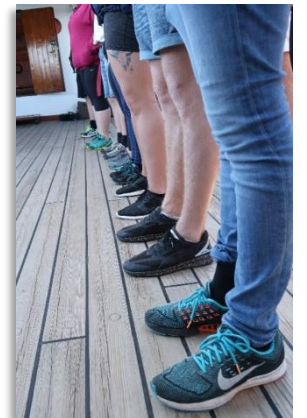
#STAVANGER

Reiser til sjøs

• For sjette år på rad blir Eline med på Tall Ships

Trainees in 2017

- 50 trainees sent
- Video journalist involved
- Positive feedback
- Media coverage + new images
- Municipalites in 2018
- = Success story for 2018



Cruise-in-company ports

Involving local communities:

- Local trainees
- Local funding
- Local engagement

Opening for:

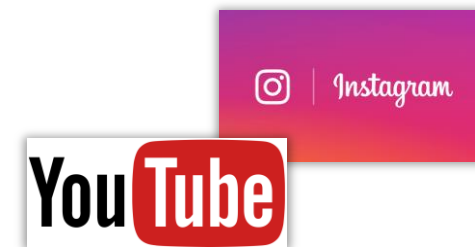
- County funding
- Municipal funding
- Sponsor funding

2017: funding from 7 municipalities, trainees from 13



Trainee communication

- Trainee profiles in all communication
- Trainees telling their race stories
 - Before
 - During
 - After
- Involve local media
- Video journalist sailing for TV production (2017)
- Use own media: web, Facebook, Snapchat



Plans for our 2018 trainee programme



- Involve our region by inviting
 - Municipalities
 - Regional businesses
- Involve our youth
 - Wide, open recruitment
 - Special invitations
 - Tell 2017 stories
- Involve our community
 - Trainee sponsors
 - TV series in spring 2018

Come along! 26–29 July 2018

www.tallships.no



THE TALL SHIPS RACES Stavanger 2018

organised by Sail Training International



STAVANGER KOMMUNE



INGE STEENSLANDS
STIFTELSE

