



Sail Training International

Working with the **media** and **social media**

Presentations for host ports

SPEAKERS

- **Pauline Appleby – Media Manager**
Lycamobile Mediterranean Tall Ships Regatta
- **Jennifer Reilly – Marketing Manager**
Young Endeavour Youth Scheme - Sydney Auckland Regatta
- **Rui Santos – Project Manager**
Aporvela, Portugal's NSTO - TSR 2012
- **Anna Kari – Communications Officer**
Pink Eminence, Helsinki - TSR 2013



Sail Training International

INTERNATIONAL
**TALL SHIP
FESTIVAL**

AUSTRALIA & NEW ZEALAND 2013



INTERNATIONAL
**FLEET
REVIEW**

SYDNEY 2013

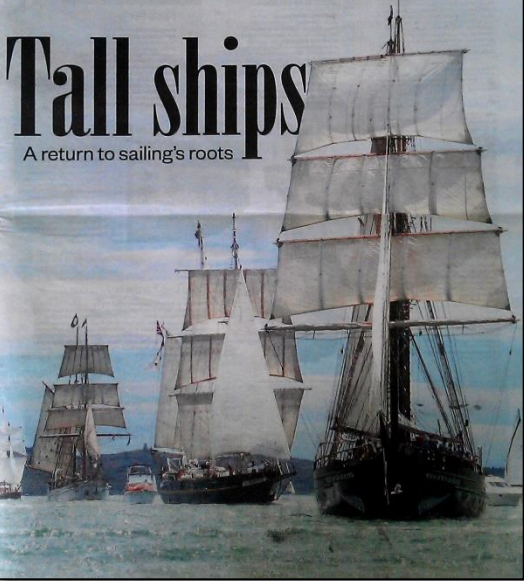
TIMEOUT
NZ's Got Talent star
Clara van Wal on
her debut album

ARTS
Chicago: Murder,
mayhem and all
that ja-a-zzz



Tall ships

A return to sailing's roots

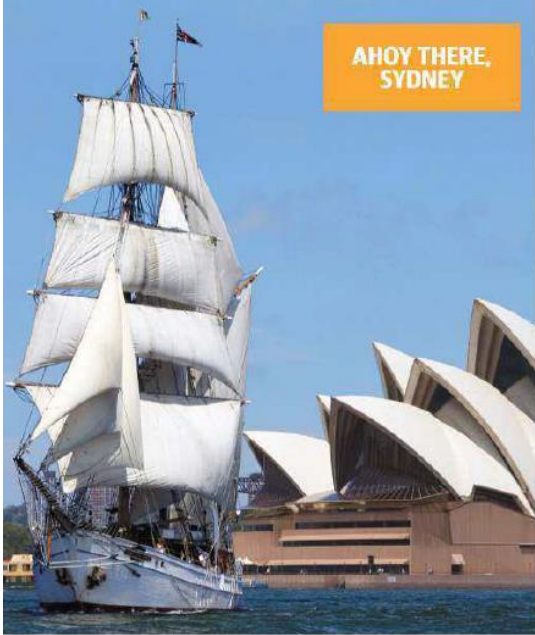


GATHERING FROM AFAR:
The majestic Bark
Europa, from the
Netherlands, the Spirit
of New Zealand and
the barque James
Craig enter Sydney
harbour yesterday.
Picture: Peter Rae

Antique boats deliver thrills



AHOY THERE, SYDNEY



CRUISE CONTROL: Seventeen tall ships have withstood a wet-and-windy start to a once-in-a-century "mega weekend" of nautical festivities on Sydney Harbour. The tall ships, 18 visiting warships and 19 Royal Australian Navy vessels are taking part in the historic International Fleet Review. The maritime spectacular will feature more than 60 aircraft, 10 military bands and 8000 sailors. Barbara Campbell, captain of UK tall ship the *Lord Nelson*, said: "We had a few strong gusts as we were approaching the heads, but the interest we've had... has been phenomenal."

Prince Harry plus tall ships keep spectacular on course

SEVENTEEN tall ships have withstood a wet and windy start to a once-in-a-century "mega weekend" of nautical festivities on Sydney Harbour.

The tall ships, 18 visiting warships and 19 Royal Australian Navy vessels are taking part in the historic International Fleet Review, which runs until October 11.

"It felt brilliant, absolutely fantastic," Capt Campbell said. "We had a few strong gusts as we were approaching the heads, but the interest we've had in the ship has been phenomenal."

Extra officers would be on hand to ensure spectators and sailors behaved, NSW Police Supt Craig Sheridan said.

The maritime spectacular will feature more than 60 aircraft, 10 military bands, 8000 sailors and a huge fireworks display tomorrow.

Prince Harry is also set to drop by on a whirlwind tour of Australia.

NSW Premier Barry O'Farrell said the International Fleet Review would showcase the city to 1.4 million visitors and that tomorrow night's fireworks show would be bigger than the New Year's Eve spectacular.

The review commemorates the arrival of the Royal Australian Navy fleet in Sydney for the first time in October 1913.



Floating gold: Crew members are high up in the rigging of a tall ship as it enters Sydney Harbour yesterday.

Tall order

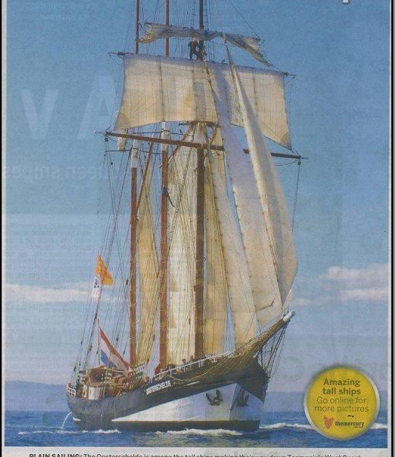
EVERY year Luke Boga's yacht club's Ian Vermeir likes to kick something off his "bucket list", and next week he ticks off a Trans-Teaman tall ship regatta.



WEDNESDAY, SEPTEMBER 18, 2013

NEWSFRONT |

It's a breeze for tall ships



PLAIN SAILING: The *Goetschelsche* is among the tall ships making their way down Tasmania's West Coast.

Farewell to bay's nine days of sail

THOUSANDS of people lined the eastern shore of Port Phillip to watch six tall ships in a Parade of Sail from Williamstown to Blairgowrie on Saturday, 14 September.



ALL ABOARD!
GAY SYDNEY CELEBRATES THE INTERNATIONAL FLEET REVIEW





INTERNATIONAL TALL SHIP FESTIVAL AUSTRALIA & NEW ZEALAND 2013

INTERNATIONAL FLEET REVIEW SYDNEY 2013

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International Tall Ship Festival 2013

[Perth](#) - [Adelaide](#) - [Melbourne](#) - [Hobart](#) - [Sydney](#) - [Auckland](#)

In 2013, tall ships from around the world are sailing to Australia for the spectacular [International Fleet Review](#), celebrating the centenary of the first entry of the Royal Australian Navy Fleet into Sydney Harbour.

The [Australian Sail Training Association](#) welcomes the International Tall Ship fleet to Fremantle, Adelaide, Melbourne, Hobart, Sydney and Auckland. **Visit the ships, join a voyage** or witness the start of the first Australasian Tall Ship Regatta, sailing from Sydney to Auckland on 10 October 2013.

Check out the program for the [International Fleet Review and Sydney International Tall Ship Program](#) here.

[Sign up for the monthly e-newsletter](#) to receive updates and learn more about sailing the adventure of a lifetime!

Latest News

Prince Harry to visit Sydney for the International Fleet Review
The Prime Minister has announced that Prince Harry will visit Sydney to attend the International Fleet Review, marking the centenary of the first entry of the Royal Australian Navy's Fleet into Sydney Harbour. This will be Prince Harry's first official visit to Australia, and our [Tall Ship Fleet](#) will join the warships on Sydney Harbour to welcome him!

International Fleet Review Tall Ship Merchandise now Available
Official International Fleet Review Tall Ship Merchandise is now available through our merchandise partner BrandNet. Order online or find them in Darling Harbour and Barangaroo during the Sydney International Tall Ship Festival...

Tall Ships Celebrate International Talk Like A Pirate Day
Dozens o' crew are talkin' like pirates today as they sail t' coast. 'tis rare for Tall Ships from t' northern hemisphere t' visit the Antipodes, 'n most o' them be amidst seven seas voyages. Port Jackson be t' biggest celebration, 'n t' crew be excited 'bout arrivin' in Blighy. Brin' t' family 'n be part o' history as t' largest Tall Ship Fleet in a generation visits Sydney!

[More News...](#)



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facebook

Email or Phone Password

Keep me logged in Forgotten your password?

Tall Ships Australia 2013 is on Facebook.

To connect with Tall Ships Australia 2013, sign up for Facebook today.



Tall Ships Australia 2013
4,057 likes · 229 talking about this

Travel/Leisure
The first international Tall Ships Regatta to be held in the southern hemisphere is now underway! Follow the fleet at www.tallshipfestival2013.com/race

About **4,057**

Photos Likes

Tall Ships Australia 2013
13 October

With 837 miles to the finish line Tecla remained in the lead on both corrected time and on the water, but the fleet have been closing in as the wind increases from the north. Spirit of New Zealand was just 7 miles behind overnight and has b... See more — with Ömer M. Kutay.



Like · Comment · Share 150 14 54

5,324 people saw this post

Tall Ships Australia 2013
15 October

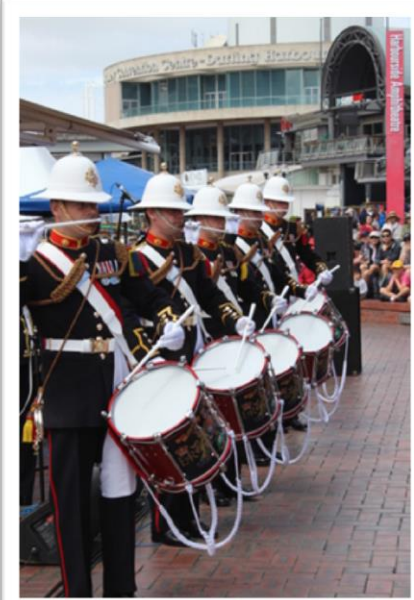
On the fifth day of racing Bark Europa has sailed through stormy conditions retaining overall first place and building an almost thirty mile lead on her nearest rival Spirit of New Zealand. Tecla is a further 12 miles behind, but is current... See more — with Ian Vernon and 3 others.



Like · Comment · Share 374 49 226

15,784 people saw this post

Festival Website and Facebook



Festivals in six ports in two countries drew millions of people to the foreshore, on harbour day sails, and to visit the ships



Working with the Media

Pauline Appleby



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Its not just for ports....

.....Vessels operators can benefit too:

- If possible, allocate a crew member or media savvy volunteer from your organisation or Trust to be proactive and engage with journalists.
- As soon as your vessel arrives in the race port, make contact with the STI media officer.
- Phone or email local journalists and invite them onboard for a tour.



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So, how can we help your port campaign?

- The aim of this presentation is to provide a brief overview of some key issues to be considered.



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Most examples used in the rest of the presentation are based on the Lycamobile Mediterranean Tall Ships Regatta



Barcelona, Toulon, La Spezia
Three posts with three different approaches



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Three different approaches

- Barcelona – used in-house team from FNOB. Very efficient and we worked together on releases before and during event.
- Toulon – used two agencies with little contact with us.
- La Spezia – combined talents of port authority press office with specialised and experienced agency – v successful combination.



Barcelona



TOULON VOILES DE LÉGENDE

À l'abordage des grands voiliers !

www.toulonvoilesdelegende.fr

27 > 30 sept. 2013

Serafini (sirafrati.fr) - mai 2013 - Toulon Provence Méditerranée
Horizons Hébrard - Olivier Hébrard - Ville de Toulon - Franck Barrat - Sirafrati, X.



CONSEIL GÉNÉRAL



CCI VAR

Région
Provence
Alpes
Côte d'Azur



MAIRIE DE Toulon
Mairie de Toulon



TOULON PROVENCE MÉDITERRANÉE
COMMUNAUTÉ D'AGGLOMÉRATION

La Spezia



Early contact with media manager

- Very important. The sooner we can start talking the better. Let's get an idea of what your plans are – where do you want to get to with this, and how can we help you get there.
- With Barcelona and La Spezia I was able to chat with them on the phone about three months before the event and together we planned combined press releases, ran through various issues and were able to provide guidance on what may be needed.



Liaison Officers

- When the volunteers start to be selected, bag those that may have useful skills.





- In Barcelona we had probably the best LOs I have ever had – including a former tv researcher and a photographer



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- Each day we would send our LOs to collect stories from the fleet, which would then be written up and translated and published via the port news releases and on FB
- Time saving and effective, producing good stories and giving them great 'job' satisfaction



Key messages, quotes & spokespeople

- Race chairman, race director, country rep – all good people to quote in releases. As and when you need them, we will make sure you have what you need.



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President of Sail Training Association Italy, Matteo Bruzzo, being interviewed for 'Linear Blu' in La Spezia

Opportunities for journalists and photographers

- Our close association with the vessels enables us to create opportunities for your journalists.
- Using our knowledge and understanding of ship routines, assessing good access times and identifying suitable vessels for particular activities.
- We are then able to arrange events such as a mast climb for journalists.....



...like the one we arranged in Barcelona enabling them to get some great shots of the fleet alongside.



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International Press

- We can be especially helpful in looking after the international press, especially English speaking journalists who may not speak the local language.
- We can also help those journalists sailing onboard ships between race ports.



We can like and share your social media stories



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Press pack materials

- We can add value to your packs by providing comprehensive information which can be translated.
- We can provide examples of press packs that journalists have found particularly useful.



Advice re setting up your media centre

- Media centres come in all shapes and sizes. Some work well, others not so well. We are able to cherry pick the best bits of all of them so that you can learn from others.
- Advice on equipment to provide – what's essential, what's useful and what's superfluous.



Press boats

- Essential but sometimes, if not forgotten, then put discreetly at the end of the 'to do' list.
- They are vital, and media officers need to make sure they stay on their port committee agendas. We can help you with that.
- Remember, the resulting images will serve as a lasting reminder of the event, so give the photographers what they need to get great shots!



Please talk to us!

Contact: Sally Titmus

Communications and Marketing Manager

Sail Training International

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THE TALL SHIPS RACES HELSINKI 17.-20.7.2013



HELSINKI
HELSINGFORS

Anna Kari, Pink Eminence Ltd.
Working with the media and social media



THE MARKETING AND COMMUNICATIONS TEAM

- **7 persons in total**
- **Salla Anttola**, head of marketing and communications, the City of Helsinki
- **Anna Kari** and **Elina Hankkio**, external communications, Pink Eminence (from December 2012)
- **Anne Hämäläinen**, internal communications, the City of Helsinki
- **Marita Haukema**, graphic designer, the City of Helsinki
- **Jenni Moberg**, social media and updating the website (from April 2012)
- **Anna Toivola**, marketing assistant, the City of Helsinki (from May 2013)

THE BUILD UP WORK

- **Pink Eminence:** Nine press releases from March to July 2013 – all in Finnish, Swedish, English, Russian
 - The main press releases
 - Press releases highlighting different themes of the event, the cultural programme, the daylight fireworks etc.
- **The City of Helsinki**
 - Two press releases in 2012
 - In February, June and July: press releases about the traffic arrangements
 - In July: Parade of Sails arrangements for private sailors
 - In July: The crisis press release after the accident in Sweden
- **Story ideas for 20 Finnish medias**
- **Accreditation to the event:** 150 beforehand, 56 at the site

THE BUILD UP WORK – SOCIAL MEDIA

- Activity in **Facebook** (6 699 followers), **Twitter** (282 followers) and **Google+**
- Languages: **Finnish** and **English**
- To **grow the amount of followers** in Facebook, we **had three competitions**. Questions e.g. “How many metres of vessels will arrive in Helsinki?”
- **First posts** were about the attending vessels
- **Nearer the event** we posted on the event arrangements, the event venues and the themes of the Helsinki event

DURING THE EVENT

- **A media centre** at the event area, at Hotel Radisson Blu Seaside
 - A workplace for the marketing and communications crew
 - Workplaces for the press, accreditation and info desk, all the possible materials, a possibility to use the telephone and print
- Tens of representatives of the media got the privilege to attend **the media boats during the arrival and departure of the vessels**

DURING THE EVENT – SOCIAL MEDIA

- Social media posts **on interesting vessels, sail trainees and people behind the event**
- **A social media team of seven volunteer photographers and writers** worked during the week. The team had a selection of **possible story ideas** beforehand but came up with lots of new ideas during the event.
- One person at the time sat in the media centre **making the updates** while the others **circled the event area**. Another updater would have been good to have.
- The team **met every day at 1 p.m.** for exchanging new story ideas

OVERVIEW OF THE COVERAGE

- In total **748 articles** in Finnish and international media
 - Print: 346
 - Radio: 20
 - TV: 48 (a huge amount!)
 - Internet (articles): 334
- Media coverage advertising value equivalent (AVE): **870 000 euros** (print)
- **Social media:** hundreds of updates in different social media platforms, including Facebook, Twitter, Instagram, Pinterest, Flickr, Youtube, Foursquare etc. and blogs

THE TYPES OF STORIES THE MEDIA WERE INTERESTED IN

- **The themes** were visible in the publicity: the youth, the Baltic Sea and responsible event organization
- We were happy to see how much the media wanted to interview **Finnish – and international – sail trainees**
- One successful story idea that was offered to the media in advance: **couples who have met in Tall Ships Races**
- During the event: **climbing to the mast** of Fryderyk Chopin
- **The media developed own story ideas**
- Went to Harmaja Lighthouse to follow the arriving vessels
- Hopped on to pilots assisting the vessels
- Hopped on to Gulden Leeuw at Tallinn
- The stowage of a vessel and living in a small space

TIPS FOR THE FUTURE

Before the event

- Provide information about **different aspects of the event** beforehand
- Note that the press is interested **mainly of the vessels and the sail trainees** when they're in town – realizing stories before the event might be hard
- Make your **crisis communications plan** well in advance and check responsibilities with STI – you might need it earlier than you think
- Arrange a **common workplace** for the whole marketing and communications team

TIPS FOR THE FUTURE

At the media centre

- I was the main contact person for the press – from Monday to Wednesday my **phone was ringing constantly**. Figure out a system how to handle the queries during the bustle.
- Plan beforehand **sending press releases during the event**

The media boats

- Restrict the access **only for the persons who have a press card**. Hold the right to choose the best medias for the boats yourself.
- Note that **the main medias might rather rent their own boats** for their needs – being at the sea for many hours might be too much for them
- High speed rubber boats might not be the best options for photographers and TV channels
- Discuss the plan well in advance with STI

TIPS FOR THE FUTURE

Interviews

- Figure out well in advance a **selection of the possible vessels and persons to interview** at the site. Organizing interviews during the race and the event might be a challenge. Note that the arrival time of a vessel may change constantly.
- **Encourage the media to visit the vessels** politely and ask for interviews independently. Setting up accurate times for interviews with e.g. sail trainees might be difficult.

Why work with Social Media?

Rui Santos – Aporela (Portugal)
Aalborg
STI Annual Conference - November 2013

WHAT IS APORVELA?

- National Sail Training Organization
- Operator of Caravela Vera Cruz
- Organizer of The Tall Ships Races in Portugal (1982, 1992, 1994, 1998, 2006, 2012...)
- Leading sail training provider in Portugal
- User of numerous tall ships (portuguese and foreign)
- More than 10.000 school visitors to the caravela a year



WHY SOCIAL MEDIA?

- Cheap (not entirely free)
- User friendly
- Controllable
- Young
- Portuguese people like it
- A good way to effectively market services and events
- Almost everyone is there

SOCIAL MEDIA USES:

✚ Human resources

✚ Time (lots of time)

✚ Money (need to think about where to spend it – be ready to spend!)

✚ Adaptability – are you straight forward enough to use it to the most?

✚ Reputation

✚ Brand

SOCIAL MEDIA AND RECRUITING

- ✦ Do you think about your audience? Do you know who they are?
 - ✦ Visitors; trainees; parents; relatives; teachers; volunteers; organisations; sponsors; partners
- ✦ Do you know what they like?
 - ✦ Many react differently to pictures, videos, music, links, texts, contests... understanding your public is key!
- ✦ Don't be shy!
 - ✦ Social media is social. Your website can be more institutional but your social media presence must be appealing, modern and “shareable”!

SOCIAL MEDIA FOR TSR

- ✦ Do you have a strategy?
 - ✦ Don't start on social media if you don't know what to say or do... benchmark your friends or competitors... rearrange every 3 months.
- ✦ When to start?
 - ✦ ASAP – we started almost 2 years before the event.
 - ✦ The social media campaign started about 9 months prior spending on online advertising and contests.
- ✦ During the event
 - ✦ Make sure to have someone in charge
 - ✦ Let the media know about your web presence

AND AFTERWORDS?

- ✚ Keep up the good work – people will enjoy recapturing some moments spent aboard or at the quayside
- ✚ Try “one month ago”, “a year ago”, a ship revisiting your harbour, the next TSR, etc...
- ✚ Plenty of ships will have produced interesting material (pictures, videos, interviews) – make sure you use them
- ✚ Try talking to your volunteers, trainees and visitors – ask for pictures and written testimonies
- ✚ You had a great event... you have records (facts and figures)... maybe some reports – Use them!

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