



PROMOTION AND DEVELOPMENT COMMITTEE

Meeting

to be held from 14:30 – 18:30
on Saturday, 27th October 2018 in Sarasota, USA

A G E N D A

1. Roll call, approval of Minutes of November 2017
2. Committee membership changes
3. Activities and initiatives in 2018, including:
 - New communication tool strategies, such as use of social media platforms Facebook, Instagram & Twitter. Does the website need a refreshed look?
 - Promotion and development trips to HKG, IRL, ISR, etc.
 - Marketing strategies for growth in new regions, including USA, RSA, and others. Include list of support for important
 - Status and promotion of new educational tools: ORC Measurement Video, Race Management Guide, new Scratch Sheet tool in Sailor Services, ORC Scorer software, etc.
 - Continued use of Constant Contact newsletter, collation and updates of contacts
4. Submissions
 - ITA 3: Preservation of the existing fleet
5. Wish list of new items for development in 2019 – for eg, promotion of new partnership with OMA in Multihull Rule; development of OS X apps, etc.
6. Promotion and development trip plans for 2019
7. Any other business