



PDC Committee Meeting 2023 , Malaga



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Agenda

- 1. Approval of Minutes of 2022 meeting**
- 2. 2023 report**
- 3. Submissions**
 - MANCOM 1 - Standardising ORC Championship brand**
- 4. How can we make access to ORC easier for more sailors?**
- 5. How to improve communication between ORC, Committee Members, Rating Officers , Race Organisers, MNAs and other ORC keyplayers?**
- 6. Marketing and promotion activities in 2024**
- 7. MarCom - What's important to address in an ORC Marketing Plan?**
- 8. Reviewing the ORC Sportboat Class and how to make it grow.**
- 9. Any other business?**

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Committee Members 2023

Promotion & Development Committee



Thomas Nilsson
Chairman

Dobbs Davis, vice-chairman
Stratis Andreadis
Steve Benjamin
Thomas Blixt
Qu Chun
Jose Frers
Zoran Grubiša
Fabrizio Pirina
Piret Salmistu
Luke Scott
Christos Theodosis

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Suggested New Committee Members 2024

Promotion & Development Committee



Thomas Nilsson
Chairman

Dobbs Davis, vice-chairman
Stratis Andreadis
Steve Benjamin
Thomas Blixt
Qu Chun
Jose Frers
Zoran Grubiša
Fabrizio Pirina
Piret Salmistu
Luke Scott
Christos Theodosis

Fabrizio Pirina / ITA - New vice chairman

Willem Ellemeet / NED

Erifili Vardaki / GRE

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Approval of 2023 Minutes



PROMOTION AND DEVELOPMENT COMMITTEE

Meeting

held from 14:00 – 16:00 UTC/GMT
on Monday, 31st October 2022 via Zoom

MINUTES

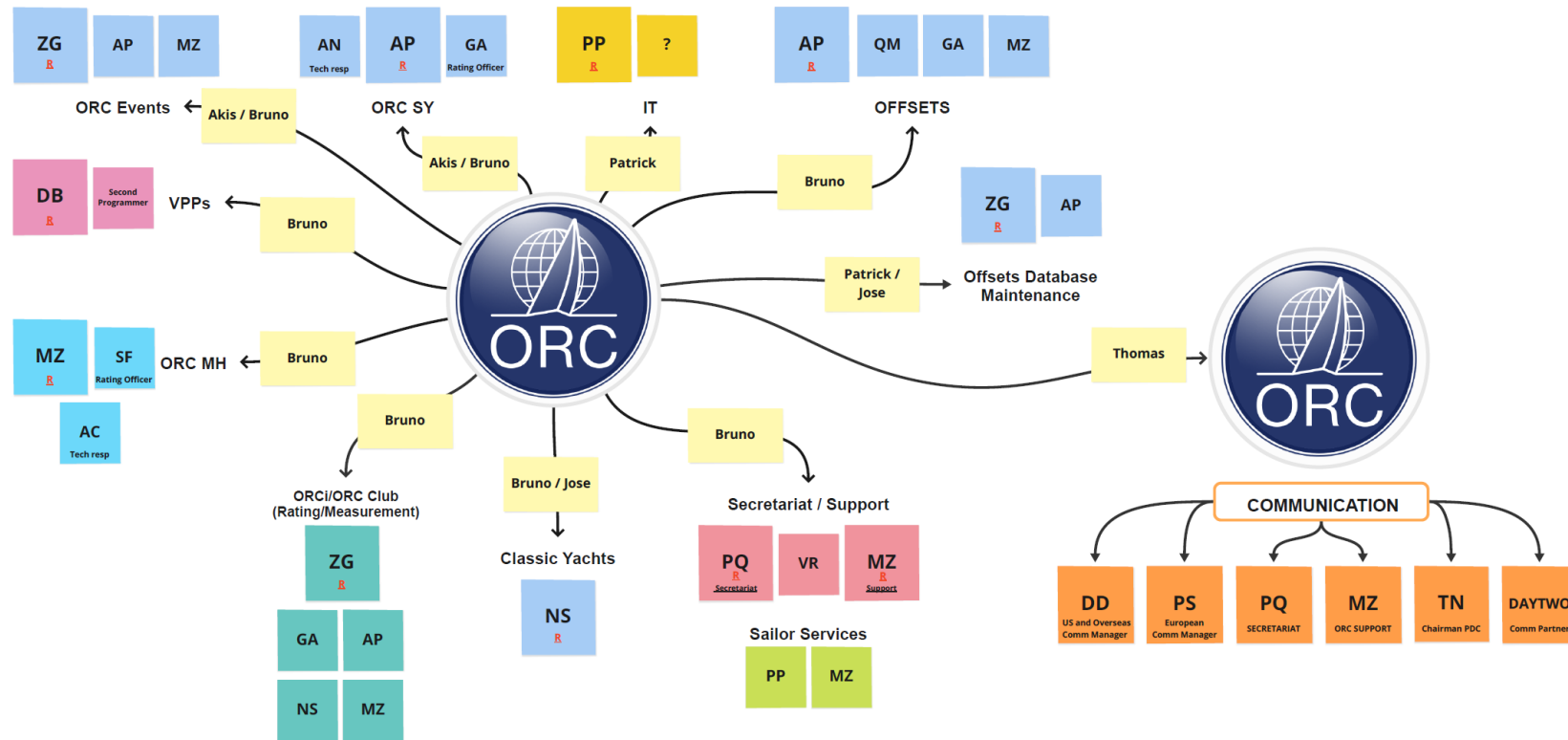
Present: Dobbs Davis (USA) – chairman, Thomas Nillson (NOR) – vice-chairman, Zoran Grubisa (CRO), Luke Scott (RSA), Piret Salmistu (EST), Thomas Blixt (SWE)

Apologies for absence: Fabrizio Pirina (ITA), Steve Benjamin (USA), Qu Chun (CHN), Stratis Andreadis (GRE), Jose Frers (ARG), Christos Theodosis (GRE)

Observers: Andrus Aarna (EST), Edward Cesare (USA), Johan Tuvstedt (SWE), Per Boymo (NOR), Sydney Hough (USA), Willem Ellemeet (NED), Bruno Finzi (ITA), Bruno Frank (SUI), Alberto Pindozi (ITA), Luc Gellusseau (FRA), Eiji Mizukoshi (JPN), Panayotis Papapostolou (GRE), Lopo Pizzaro (POR), Heikki Räisänen (FIN), Eckart Reinke (GER), Michael Quist (DEN), Matteo Zuppini (ESP), Edoardo Recchi (ITA), Johannes Christophers (GER), Robert Jacobsen (GER), Roy van Aller (NED), Karl-Hannes Tagu (EST), Masakazu Takagaki (JPN), Peter Tjalma (NED), Chris Tutmark (USA), Jay Tyson (USA), Roy van Aller (NED), Ecky von der Mosel (GER)

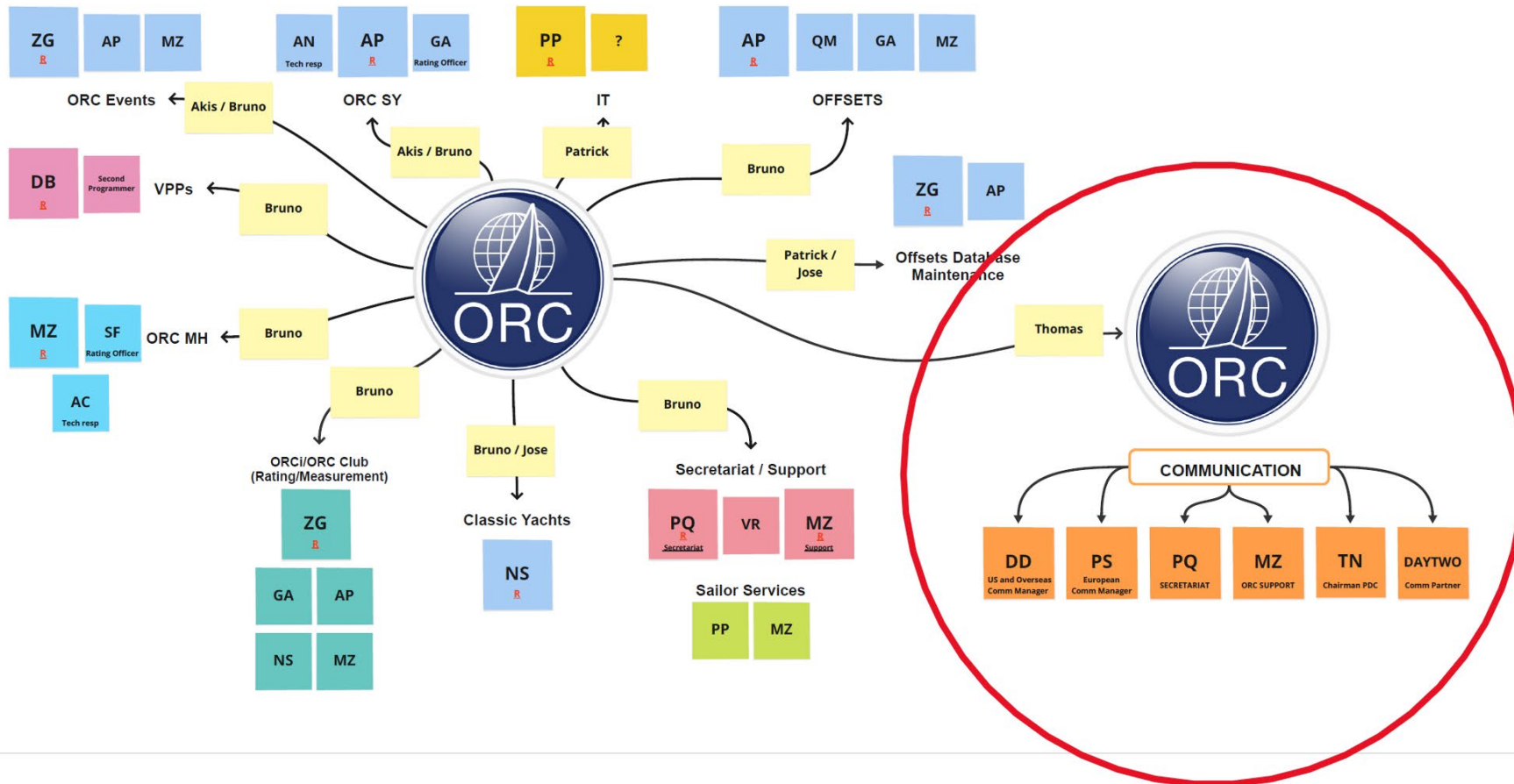


ORC OCTOPUS CHART



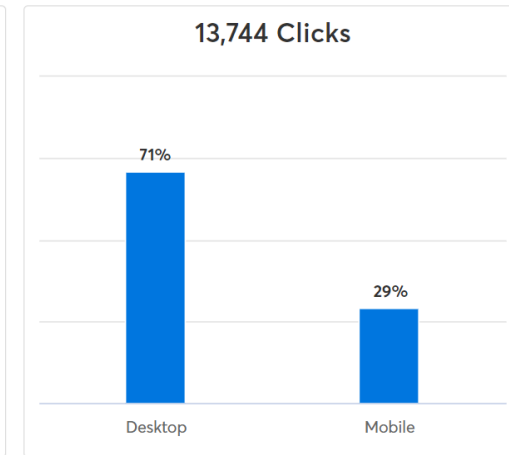
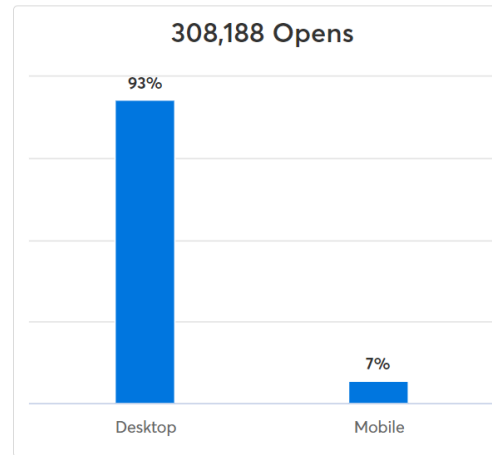
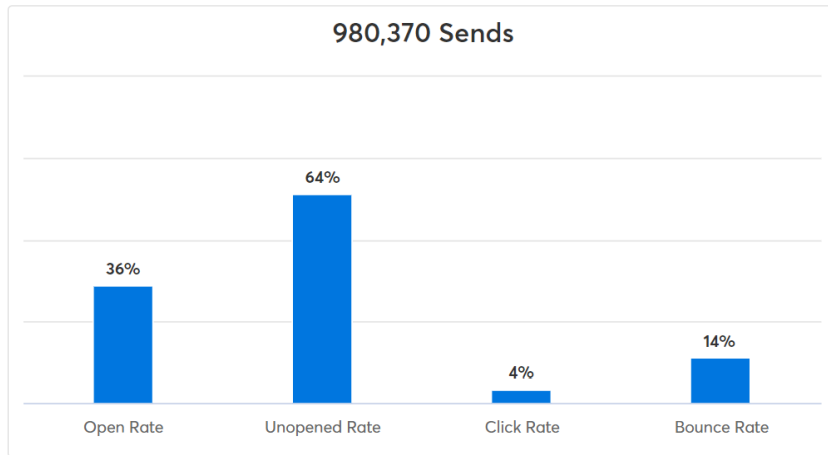


ORC COMM TEAM





Overview Constant Contact



Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate:

36%

Your click rate:

4%

vs. previous 12 months

+1%

vs. previous 12 months

+0%

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Overview Constant Contact

Sent

19383

Open Rate

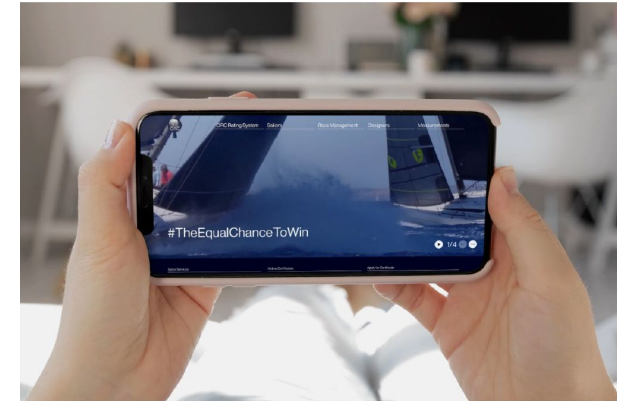
35.2%

Click Rate

1.4%



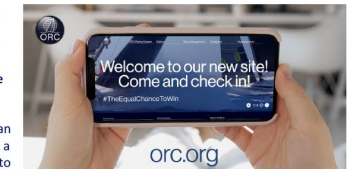
Opens	5899	Clicks	241
Sent	19383	Did Not Open	10842
Bounces	2642	Unsubscribed	13
Successful Deliveries	16741	Spam Reports	2
Desktop Open Percentage	93.7%	Mobile Open Percentage	6.3%



ORC launches new website

24 May 2023 - London, UK – After many months of efforts from all members of the team, the **Offshore Racing Congress (ORC)** is pleased to announce a new website has been launched this week to highlight all aspects of the system in a new, bold and innovative way.

The new site is at the same URL (www.orc.org) and presents all the features and functionalities of the ORC system in a new organized manner, based on the **fundamental principle #TheEqualChanceToWin**. This refers to how the ORC system can rate nearly every kind of boat in a scientific and unbiased manner to create fair ratings, thus giving all boats an equal chance to win on the race course.



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ORC Championships 2023

World Championships

<i>↕ Date</i>	<i>↕ Title</i>	<i>↕ Place</i>	<i>↕ Country</i>	<i>↕ Class</i>	<i>↕ Results</i>
04.08 - 12.08	ORC World Championship 2023	→ Kiel	GER	ORC Int	Results
09.09 - 15.09	ORC DH World Championship 2023	→ Barcelona	ESP	ORC DH	Results

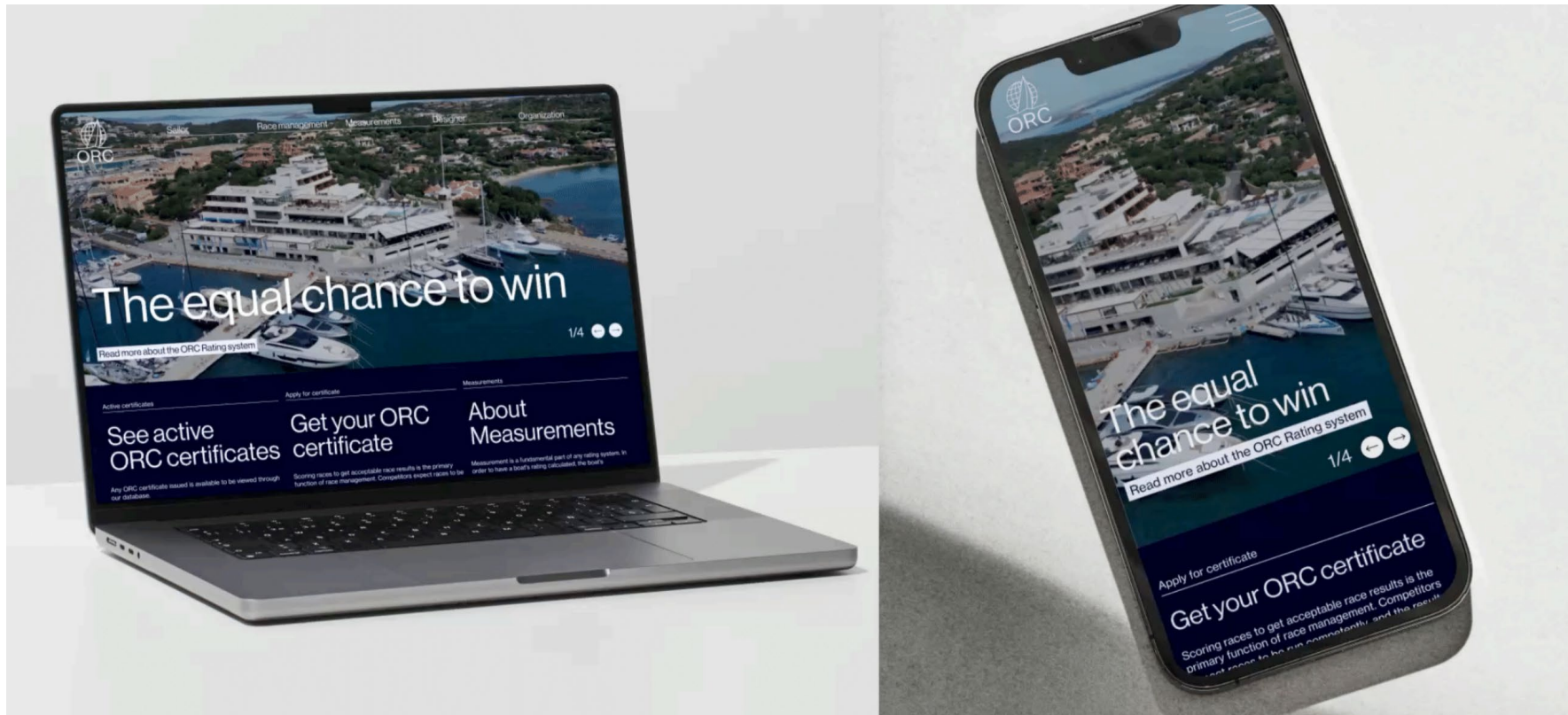
Continental Championships

<i>↕ Date</i>	<i>↕ Title</i>	<i>↕ Place</i>	<i>↕ Country</i>	<i>↕ Class</i>	<i>↕ Results</i>
23.04 - 01.05	ORC European Championship 2023	→ Malta	MLT	ORC Int	Results
11.05 - 22.05	ORC Mediterranean Championship 2023 - Tre Golfi Sailing Week	→ Sorrento	ITA	ORC Int	Results
10.06 - 18.06	ORC DH European Championship 2023	→ Helsingor	DEN	ORC DH	Results
25.09 - 01.10	ORC Sportboat European Championship 2023	→ Kalamaki	GRE	ORC Int, ORC Club	Results

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WWW.ORG.ORG



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ORC - Performance Dashboard

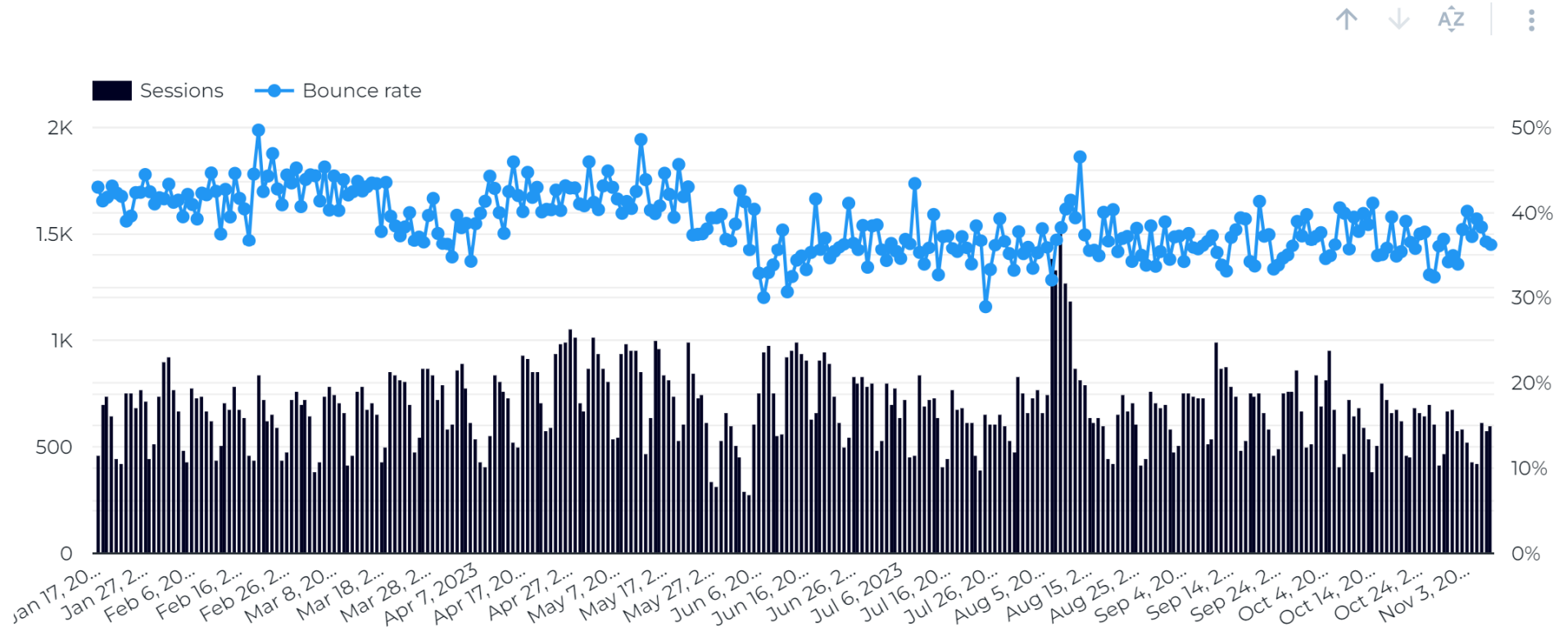
Jan 1, 2023 - Nov 8, 2023

Sessions
204,828

Engaged sessions
124,504

Avg. session duration
00:04:04

Engagement rate
60.78%



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Page path	Views ▾	Average session duration
1. /	224,328	00:07:03
2. /sailors/active-certificates-database	29,740	00:02:55
3. /sailors/sailor-services	10,555	00:02:25
4. /certificates.htm	6,691	00:00:34
5. /organization/rules-regulations	5,069	00:04:20
6. /sailors/orc-certificates	4,534	00:01:08
7. /search	4,528	00:00:56
8. /organization	4,478	00:01:41
9. /sailors/rating-officers	4,436	00:01:43
10. /software/rms.htm	4,163	00:00:38
Grand total	371,691	00:04:04

Landing page	Views ▾	Average session dura...
1.	128,913	00:04:02
2. /	108,297	00:04:42
3. /index.asp	56,208	00:04:58
4. /sailors/active-certificates-database	16,152	00:04:06
5. /sailors/sailor-services	5,252	00:04:04
6. /organization	4,455	00:05:43
7. /for-sailors/2023-orc-worldwide-events/orcworlds2...	3,591	00:04:04
8. /organization/rules-regulations	3,003	00:03:56
9. /race-managment/scoring	2,899	00:05:40
10. /certificates.htm	2,526	00:10:14
Grand total	371,691	00:04:04

Traffic Sources

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Session source	Views ▾	Average session duration
1. (direct)	161,197	00:03:51
2. google	157,534	00:04:17
3. bing	10,251	00:05:21
4. norrating.org	4,735	00:04:11
5. jjeter.github.io	2,982	00:03:44
6. l.facebook.com	2,811	00:05:53
7. m.facebook.com	2,615	00:01:03
8. ussailing.org	1,633	00:05:43
9. duckduckgo	1,601	00:03:45
10. linktree	1,522	00:07:59
Grand total	371,691	00:04:04

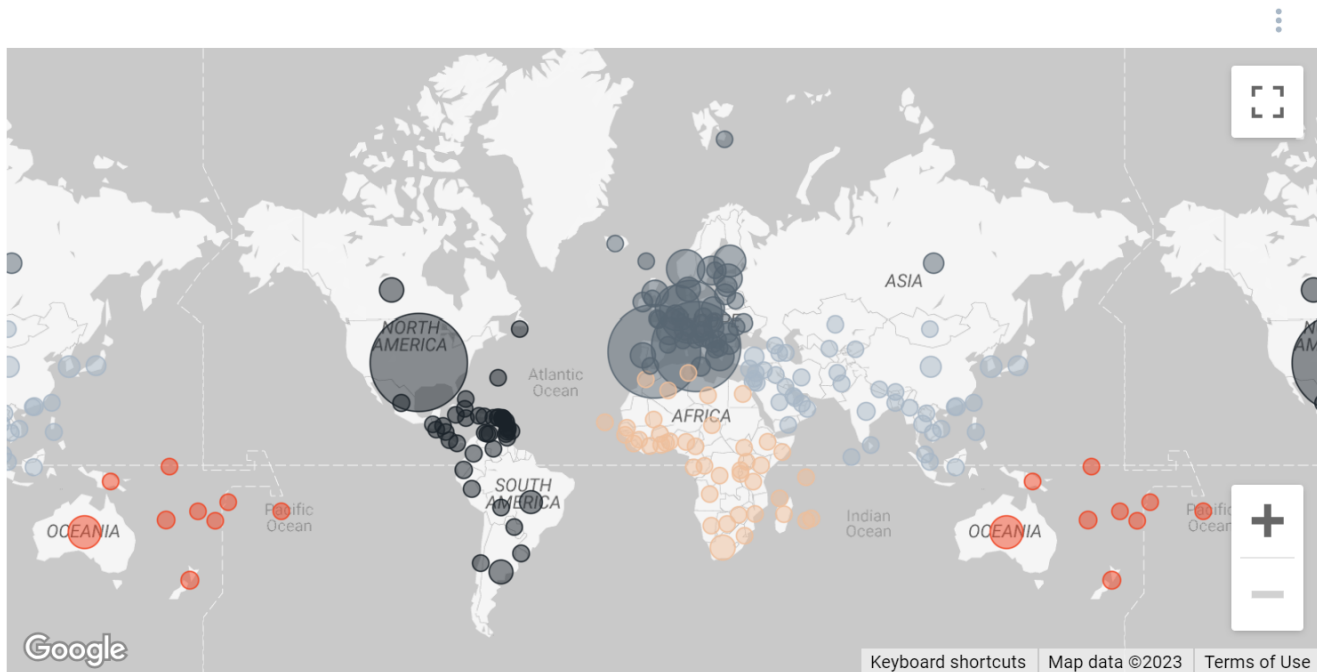
Session medium	Views ▾	Average session duration
1. organic	171,700	00:04:22
2. (none)	161,197	00:03:51
3. referral	37,162	00:04:18
4. (not set)	975	00:02:53
5. email	657	00:02:43
Grand total	371,691	00:04:04

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ORC - Performance Dashboard

Jan 1, 2023 - Nov 8, 2023



Continent	Sessions
1. Europe	144,699
2. Americas	39,482
3. Asia	9,949
4. Oceania	6,906
5. Africa	3,660
6. (not set)	204

Sessions
1 • ● ● 29,567

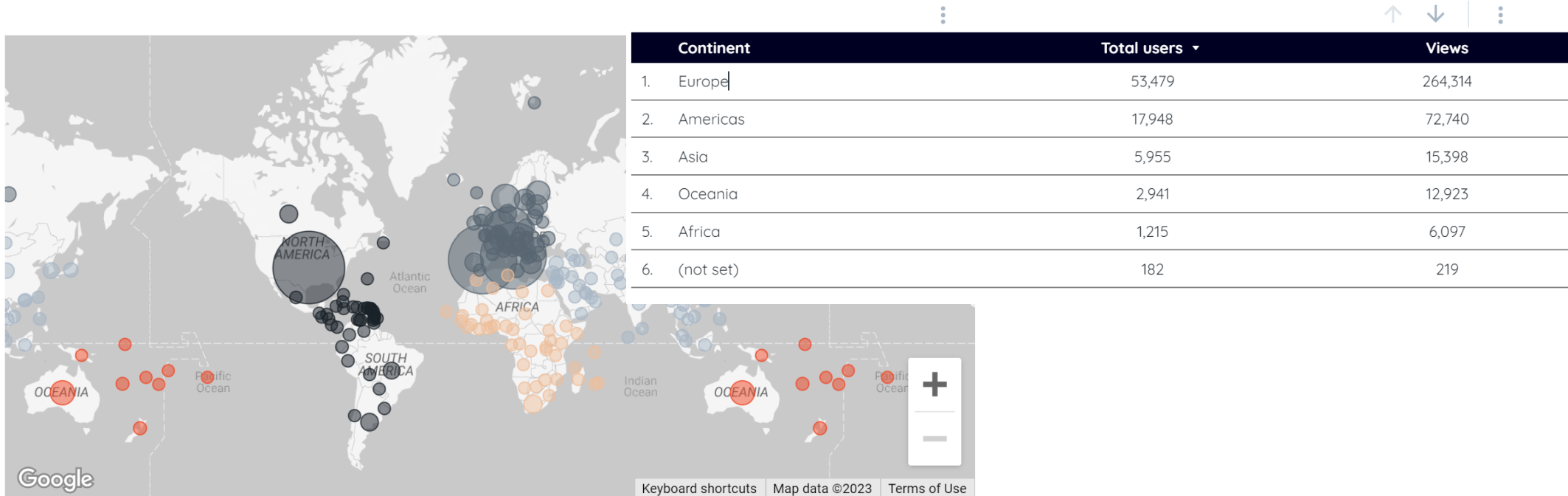
Continent
● Americas ● Europe ● Oceania ● Africa ● Asia ● (not set)

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ORC - Performance Dashboard

Jan 1, 2023 - Nov 8, 2023



Sessions
1 • ● ● 29,567

Continent
● Americas ● Europe ● Oceania ● Africa ● Asia ● (not set)

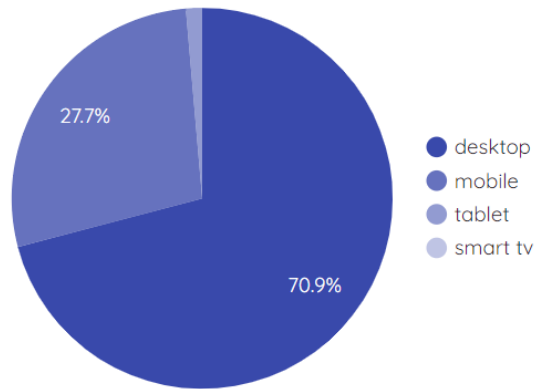
The equal chance to win



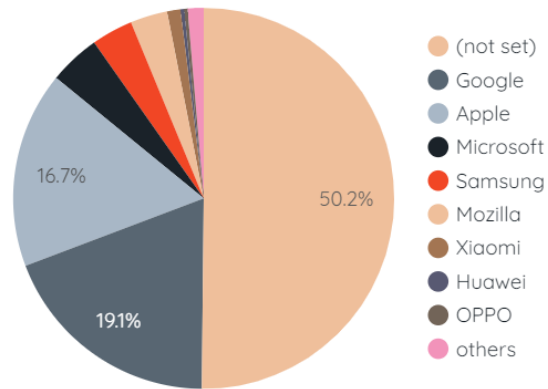
ORC - Performance Dashboard

Jan 1, 2023 - Nov 8, 2023

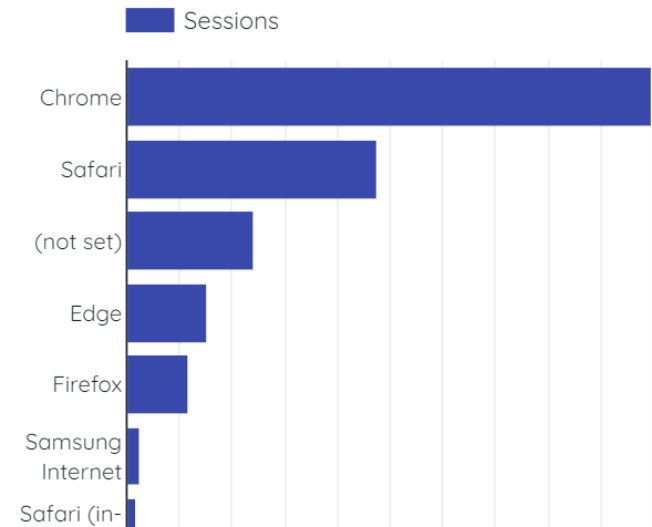
Device category



Device brand



Browser



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	Operating system	OS version	Sessions ▾
1.	Windows	10	83,702
2.	(not set)	(not set)	24,220
3.	iOS	16	14,065
4.	Macintosh	Intel 10	13,224
5.	Macintosh	Intel 10.15	12,006
6.	Android	10	10,248
7.	Android	13.0.0	3,475
8.	iOS	16.3.1	3,312
9.	Windows	7	2,857
10.	Android	13	2,471
		Grand total	204,828

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Screen resolution		Sessions ▾
1.	(not set)	99,694
2.	1920x1080	19,941
3.	1536x864	10,650
4.	1366x768	5,638
5.	1440x900	5,089
6.	390x844	4,608
7.	1280x720	3,563
8.	2560x1440	3,306
9.	375x812	3,000
10.	414x896	2,215
Grand total		204,828

Device model		Sessions ▾
1.	(not set)	192,592
2.	Galaxy S10	472
3.	Galaxy S22 Ultra	368
4.	Galaxy S21 5G	311
5.	Galaxy S22	303
6.	Galaxy A52s 5G	298
7.	Galaxy A53 5G	293
8.	Xperia XZ2	271
9.	Galaxy S21 Ultra 5G	235
10.	Galaxy S10+	222
Grand total		204,828

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ORC Social Media Report 2023

#TheEqualChanceToWin



Piret Salmistu

ORC Social Media Manager

Promotion and Development Committee

November 10, 2023

Malaga





Gaastra



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How can we make access to ORC easier for more sailors?

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How to improve communication between ORC, Committee Members, Rating Officers, Race Organisers, MNAs and other ORC keyplayers

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Marketing and promotion activities in 2024

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ORC MARKETING PLAN 2024 -2029

Market Penetration

The concept of increasing sales of existing products into an existing market (low risk level 1)

Market Development

Focuses on selling existing products into new markets (increase risk level 2)

Product Development

Focuses on introducing new products to an existing market (increase risk level 3)

Diversification – The concept of entering a new market with altogether new products (high risk level 4)

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ORC MARKETING PLAN 2024 -2029





New Sailor Service Product?

SONS OF HURRICANES (NOR 15666) (181696)

Yacht Name	SONS OF HURRICANES
Sail Number	NOR 15666
Class	Sinergia 40
Designer	Botin Carkeek
Builder	Sinergia
Series	01/2001
Age	01/2002
Last Modification	22/03/2021 15:31



Edit data and measurements



Download the test **ORC Club** certificate run on 22/03/2021 15:32.
APH = NaN, **GPH = 575.2**



Request the ORC Speed Guide for "SONS OF HURRICANES (NOR 15666)", to be delivered to you via e-mail.
Cost: **40** credits



Request the Target Speeds sheet for "SONS OF HURRICANES (NOR 15666)", to be delivered to you via e-mail.
Cost: **10** credits

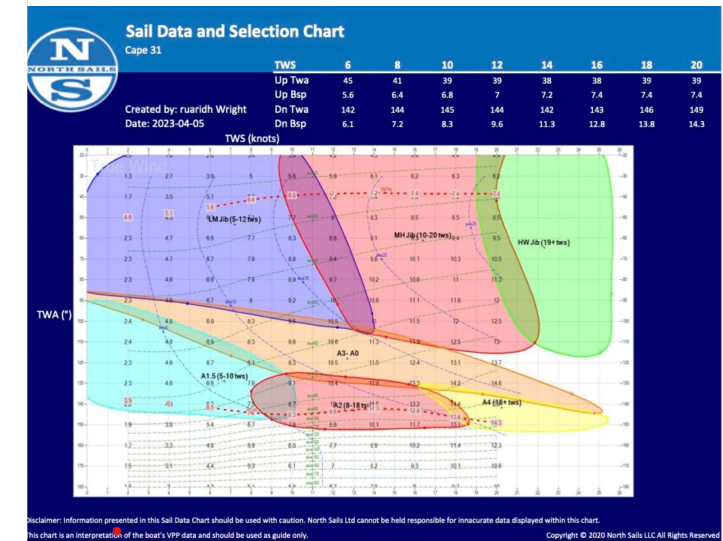
Show advanced options



Target Speeds for SONS OF HURRICANES (NOR 15666)

www.orc.org
2023

TWS	AWA UP	BS UP	TWA DN	BS DN
6	23°	5.20	142°	5.16
8	23°	6.19	148°	5.92
10	24°	6.73	149°	6.90
12	25°	6.86	157°	7.31
14	26°	6.92	172°	7.39
16	27°	7.03	180°	7.83
20	29°	7.12	180°	8.71



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Reviewing the ORC Sportboat Class and how to make it grow





Submission: **MANCOM 1**

Reporting committee: **MANAGEMENT COMMITTEE**
OFFSHORE CLASSES AND EVENTS COMMITTEE
PROMOTION AND DEVELOPMENT COMMITTEE

STANDARDIZING ORC CHAMPIONSHIP BRAND

PROPOSAL

Set a standard for consistent ORC brand at its Championships. This includes having class flags for boats and Race Committee vessels, medals for gold, silver and bronze podium crew, event sail stickers and sail measurement stickers. Additional elements may be added. These costs shall be covered by the organizer, ORC will manage logistics to ensure the best prices for all events throughout the year. The organizer shall then cover only costs without any profit margin for ORC.

RATIONALE

A more consistent and prominent presence of ORC at its championships is necessary to help in promotion. Currently, five ORC Championships are being organised every year, and it is equally important to standardize the visual presentation as it is to standardize the technical aspects of event organisation, which have made significant progress in recent years.

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Any other business?

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