



## MINUTES

### PROMOTION AND DEVELOPMENT COMMITTEE MEETING

Meeting Name	<b>PDC Meeting</b>
Meeting Date	<b>10th November 2023</b>
Venue	<a href="#">📍 Hotel NH Málaga</a> 2.30 pm CET
Attendance	<a href="#">Thomas Nilsson</a> (NOR, Chairman), <a href="#">Jose Frers</a> (ARG, ORC Deputy Chairman), <a href="#">Dobbs Davis</a> (USA, Overseas comm manager) , Fabrizio Pirina ( ITA ) , <a href="#">Zoran Grubiša</a> (CRO, ORC events) <a href="#">Matteo Zuppini</a> (ESP, ORC support) <a href="#">Piret Salmistu</a> (EST, ORC SoMe manager) , Pascale Queriot ( FRA, ORC Office)
Remote	An open link was sent from PDC and 24 people around the world were connected to the meeting
Observers	Heikki Raisanen (FIN), Noora Westerlund ( FIN ) , Peter Tjalma (NED) , Raymond Ruesinh ( NED ) , Per Boymo (NOR ) Chris Zonca (AUS) Alberto Pindoizzi ( ITA) Gennaro Aveta (ITA) Pascale Queriot(FRA) Matteo Zuppini (ITA) , Nicola Sironi(ITA ) Bruno Finzi (ITA) Akis Tsalikis (GRE) Ecky Von Der Mosel (GER) Panayotis Papapostolou (GRE) Patrick Lindqvist (FIN) Robert Jacobsen (GER) , Vygantes Stankus (LTU) , Mantas Klimentevicius (LTU)
Apologies for absence	Luke Scott (RSA), Luke Scott (RSA), Christos Theodosis (GRE), Stratis Andreadis (GRE), Qu Chun (CHN)
Submitted by	Pascale Queriot



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### Call To order

The PDC meeting started at 2:30 pm CET and was chaired by Thomas Nilsson. Meeting was shared through GMeet for remote observers

### Opening of the meeting

Thomas Nilsson welcomes everyone and starts the meeting by reading the topics on the agenda . He thanked the Comm and Marcom group for all their effort and nominated Vice chairman Fabrizio Pirina ( ITA) with new members added : Willem Ellemeet ( NED) and Erfili Vardaki ( GRE) .

#### 1-Approval of Minutes of 2022 meeting

Minutes from the last AGM PDC meeting were unanimously approved

#### 2- 2023 Report

Thomas Nilsson reported about the work achieved during the 2023 year and highlighted the following items :

- Website project . Now with an updated website PDC has the correct tools to develop Data Analysis based on statistics and figures taken from GA4 and Clarify software .
- Social Media Report ( Piret Salmistu reported ) with encouraging numbers and ongoing growth . See attached report
- Gaastra partnership . A new merchandising ORC capsule collection will be the next project

Dobbs Davis reports on the following from his work in US see attachment below



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### 3-Submissions

Thomas Nilsson reported about the following submission

- MANCOM 1 - Standardising ORC Championship brand

Submission has unanimously been approved by the PDC .

Bruno Finzi asked PDC to give names of a young guy to be hired by ORC to work on the software

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

Thomas Nilsson introduced the topic and Heikki Raisanen (FIN) reported about the Finnish table System

Willem Ellemeet ( NED) from remote raised the concern of an over complexity perception of ORC handicap system and Chris Zonca asked for a better communication to sailors as a measurer .

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

Thomas Nilsson reported that most of the communication has been done by emails . More platforms have been incremented from PDC ( Whatsapp is the main one ). The communication is very straightforward and should be adopted by all ORC keyplayers .



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More communication platforms will be targeted properly in 2024 in order to be more efficient and clear .

Bruno Finzi asked how the ORC communication could be improved during the year with a personal constant contact every 2 months with all the ORC keyplayers .

### 6-Marketing and promotion activities in 2024

Thomas Nilsson reported that communication has to be key for ORC clubs from 2024 and asked the PDC to come with some proposals for the activities next year :

- SoMe Ad campaign for the ORC products
- Campaign with monthly theme
- Contact Race Organizer for better guidance
- Scoring Workshop
- New VPP based and user friendly products in the Sailor Service portal
  
- Name of the new Weather Routing based rating
- Relaunch the ORC Club:
  - Education /Instructions
  - Minimum friction entry
  - Guiding Selling
  - Get ORC Club Quick Guide
  - Q&A

Bruno Finzi asked to be more active and visit race organisers around the world to better understand their needs .



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7-MarCom - What's important to address in an ORC Marketing Plan?

Thomas Nilsson informed about the work on a new ORC Marketing Plan for 2024 - 2029 that will be ready in the beginning of February 2024

8-Reviewing the ORC Sportboat Class and how to make it grow.

It was decided to better cooperate with the Sportboat and appoint a class manager

9-Any other business

Thomas Nilsson ended the meeting by thanking for the participation and wrapping up about the activities and proposals from PDC .

### **Adjournment**

With no further business to discuss , the meeting was adjourned at 5:50 pm CET