



# PROMOTION AND DEVELOPMENT COMMITTEE

## Meeting

held from 14:30 – 18:00

on Friday, 1<sup>st</sup> November 2024 in Singapore

## MINUTES

**Present on site:** Thomas Nilsson (NOR) - Chairman, Fabrizio Pirina (ITA), vice-chairman, Stratis Andreadis (GRE), Steve Benjamin (USA), Thomas Blixt (SWE), Dobbs Davis (USA), Willem Ellemeet (NED), Zoran Grubiša (CRO), Piret Salmistu (EST)

**Apologies:** Qu Chun (CHN), Jose Frers (ARG), Luke Scott (RSA), Chris Theodosis (GRE)

**Observers on site:** Andrus Aarna (EST), Andrew Cloughton (GBR), Patrick Lindqvist (FIN), Alberto Pindozi (ITA), Edoardo Recchi (ITA), Raymond Roesnik (NED), Nicola Sironi (ITA), Masakazu Takagaki (JPN), Peter Tjalma (NED), Chris Tutmark (USA), Ecky von der Mosel (GER), Chris Zonca (AUS)

**Observers online:** Philippos Georgakis (CYP), Baris Ersemiz (TUR), Antonio Fernandez (POR), Stig Gard Paulsen (NOR), Bruno Frank (SUI), Robert Jacobsen (GER), Mantas Klimantavicius (LTU), Marius Junker Krabbe (DEN), Spencer Kunath (USA), Romain Lanos (FRA), Martin Orav (EST), Ab Pasman (NED), Alberto Moreno Pelluz (ESP), Ari Peltomaki (FIN), Heikki Raisanen (FIN), Miguel Reboreda (ESP), Karl-Hannes Tagu (EST), Arend van Bergeijk (NED), John Victorin (GER),

### 1. Approval of the Minutes from the 2023 Meeting

The minutes from the 2023 meeting were reviewed and unanimously approved.

### 2. 2024 Committee Report

#### a) Website Update

- Thomas Nilsson reported a 33% increase in website traffic since the June 2023 launch.
- Europe remains the largest audience, followed by the USA and Asia.
- Over 300 articles have been published, with strong engagement metrics.
- The next strategy phase involves expanding the website's capabilities through enhanced tools like Google Analytics.

#### b) Social Media Report

- Piret Salmistu reported a strong performance on Facebook (4,000 new followers) and Instagram (13% growth).
- Discussions explored the potential use of TikTok to reach a younger demographic.
- Thomas Nilsson emphasized a more focused strategy for every ORC communication channel, with an emphasis on educational content such as seminars and webinars
- The committee aims to revamp the Sailor Services webpage for better engagement and monetization opportunities.
- Bruno Finzi suggested developing educational strategies over the winter to clarify ORC's philosophy and offerings, enhancing communication with stakeholders



### **3. Review of Ongoing Work and Projects**

- Dobbs Davis presented updates on the "USA Can Highlights 2024" project, including ongoing initiatives and areas for improvement.
- Progress on WRS (Weather Routing Scoring) developments by Andy Cloughton
- Addition of a Spanish-language function on the ORC website which is now completed.
- Collaboration with PredictWind as a key partner in the WRS project, aiming to enhance weather routing capabilities with cutting-edge data. This partnership will improve accuracy and integration of weather data for ORC races and training programs.

### **4. Proposed Marketing and Promotion Activities for 2025**

- Zoran Grubiša presented fleet statistics, identifying Denmark as a key target especially since their DH system is built on the same philosophy as ORC
- Matteo Zuppini updated the committee on partnerships with Leica and Nautor, noting that Leica's scanning process will be documented in a forthcoming tutorial video to be launched on the ORC platform.
- Sponsorship with Venwind was confirmed, supporting uniforms for all ORC partnerships.
- Andy Cloughton provided an update on WRS Q&A resources.
- Initiatives were discussed to increase the ORC partners' visibility on the website and expand outreach to new markets.

Targeted Goals and New Initiatives:

- Develop an updated ORC Race Management Guide with a corresponding webinar and video tutorials .
- Refresh the ORC Sailor Services Portal with a modernized interface to enhance user experience for 2025.

### **5. Updates on the Marketing Plan**

An overview of the current status and recent updates to the marketing plan was provided. Planned to be finished in 2025

### **6. ORC Sportboat European Championship 2025 – Torbole**

The committee reviewed the plans for the 2025 ORC Sportboat European Championship at Yacht Club Torbole, Italy as a part of the program of stronger promotion of the ORC Sportboat Class. Discussion points included:

- Strategies to promote the ORC Sportboat Championships.
- Identification of marketing opportunities surrounding the event.
- Plans to appoint an ORC Sportboat Manager by the end of the year and establish a Sportboat working group.

### **7. Any Other Business**

The floor was opened for additional topics, allowing committee members to raise any further issues or suggestions. The chairman summarized key points and outlined the next steps, announcing a planned "Mid-Year" PDC meeting to maintain progress. Thomas Nilsson offered a final wrap-up, and the session was adjourned at 17:45.

