



PROMOTION AND DEVELOPMENT COMMITTEE

Meeting

to be held from 14:00 – 17:00
on Friday, 31st October 2025 in Dun Laoghaire, Ireland

AGENDA

1. Approval of Minutes of 2024 meeting
2. Submissions
 - a) FIN 4 - Search functionality in Sailor Services
 - b) SWE 4 - ORCmh rule promotion
 - c) MANCOM 1 - ORC Light certificate
3. 2025 Committee Reports
 - a) Presentation of PDC Activities in 2025
 - b) Website & Digital Platform Report
 - c) Social Media & Communications Report
 - d) Report on Seahorse re-partnership discussions
 - e) Growth and development trends in the US and new fleet in Ireland
 - f) Newsletter planning and strategy for 2025
4. Review of Ongoing Work and Projects
 - SaS Refit (Sailor Services relaunch)
 - Raceflow development
 - SailCross over Chart – new SaS product (in combination with Raceflow)
 - Banner campaigns on Sailor Services and orc.org
 - Cooperation with TracTrac
 - Development of new TCF live scoring system with TracTrac
 - Cooperation with SYRA
 - Exploring renewed partnership with Seahorse Magazine
 - Exploring new cooperation with Sailing World (USA)
 - Introduction of ORC Marketing Team under ORC MarCom umbrella
5. Proposed Marketing and Promotion Activities for 2026
 - Media partnerships
 - First-mover campaigns
 - Industry outreach
6. Marketing Strategies for the Sportboat Class
7. Partnership with Yacht Racing Forum
8. New Ideas / Open Discussion
9. Any Other Business