

2015 Moth Worlds

Winning & delivering major regattas



The Moths Were Big

- 167 entries (they promised 100!)
- Thirteen nations
- Five AC teams
- Two big courses
- 10 days of racing
- Two test events



The First Question

Why do you want it?

- It's a huge impact on your club
- It's probably going to happen in the middle of Christmas holidays
- Many of your members won't share your enthusiasm for the event

"You'd better have a damned good reason"



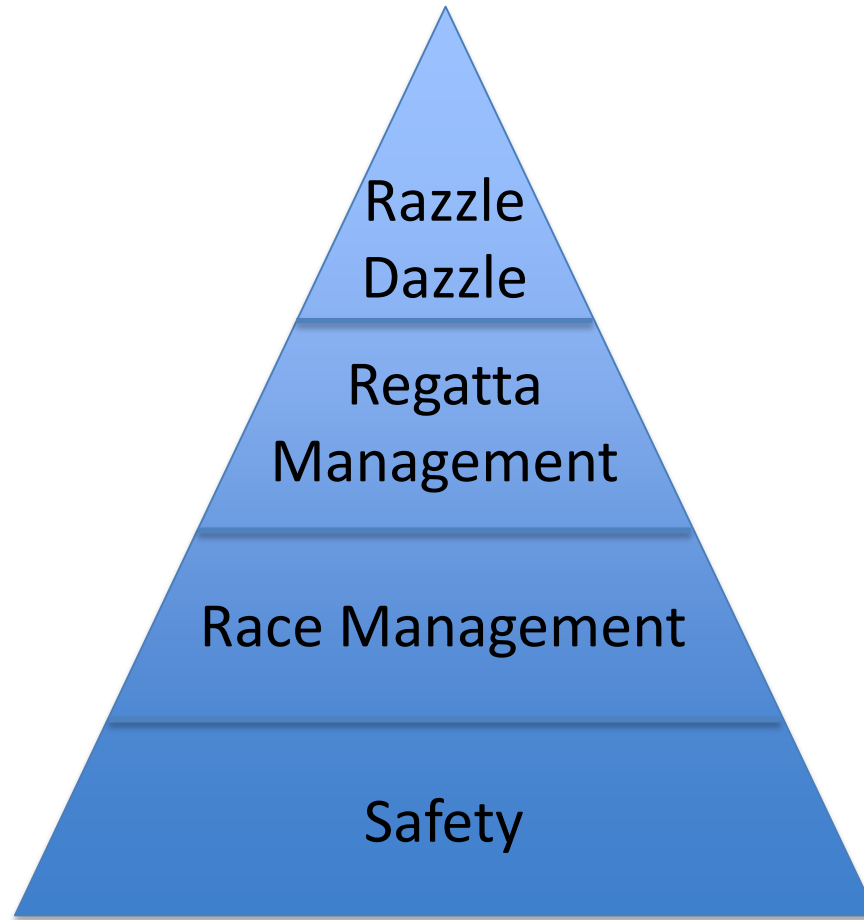
How to Win

- It's a strategic campaign
 - Plan four years ahead
 - Check the class rotation
- Treat it as a competitive bid
- Get the class/influencers onside
- Good documentation
- Use YV/YA



Hierarchy of Event Needs

Maslow knew stuff



Planning is Everything

But the Plan is nothing

- Small Organising Committee
 - Regatta Director
 - Reliable Chairman
 - Single class representative
- Effective Sub-Committees
- Budget

“No plan survives first contact with the enemy”



Competitor Engagement

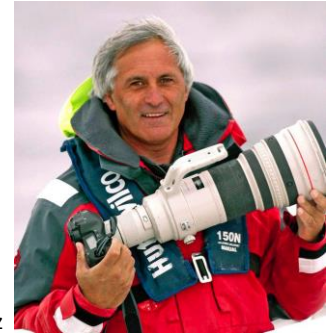
Keep 'em smiling

- Daily briefings
- Sign-on
- Walk the boat park
- Social media
- Post-racing



Communications / Media

- Comms Manager is a specialist skill
- Professional core team
 - Photographer
 - Videographer
 - Journalist
- Register and brief media



Thierry Martinez



Beau Outteridge



Di Pearson



Elisha Keating



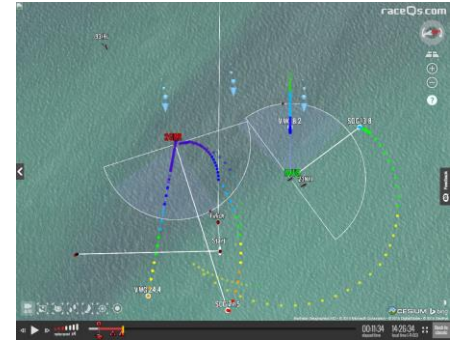
Miscellaneous

- Promotion of the event
- Homestay accommodation
- Transfers
- Hero cards
- Scoring
- Lay Days
- Opening/Closing ceremonies
- ISAF SWC



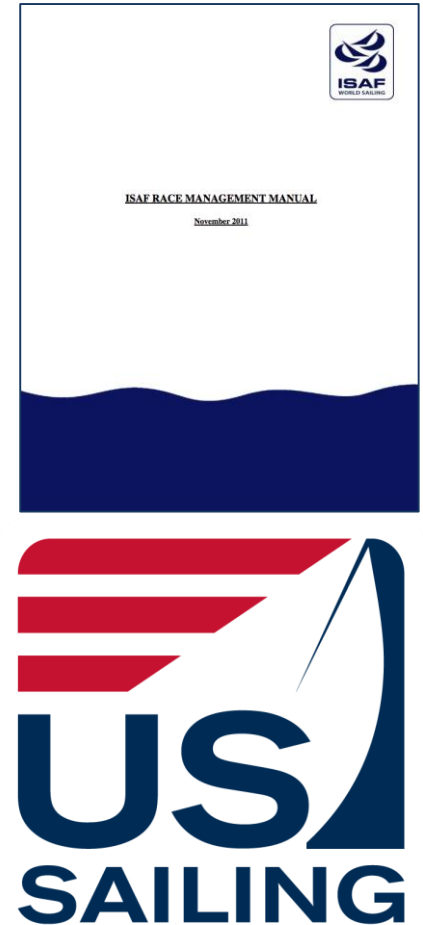
Useful Chaps

- RaceQS
www.raceqs.com
- Fluid Motion
www.fluidmotionfilm.com
- Hartnett Visuals
www.facebook.com/benhartnettvisuals
www.youtube.com/user/sailingshack



Useful References

- 2011 ISAF Race Management Manual
www.yachting.org.au
- US Sailing Race Management Handbook
www.store.ussailing.org



Questions



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BLACK ROCK YACHT CLUB



Black Rock Yacht Club Inc'

Capability statement – major regattas only

- Int' Moth Worlds 1970 & 2005
- Int' Finn Worlds 'Finn Gold Cup' 1995 & 2008 inc' 2008 Olympic Qual'n
- Int' 470 Worlds Men & Women 1999 – inc' 2000 Olympic Qual'n
- Int' OK Worlds 1982, 1990 & 2014
- Int' Contender Worlds 2002
- Int' Musto Skiff Worlds 2011