



# THE HAGUE OFFSHORE SAILING WORLD CHAMPIONSHIP

12 ~ 20 juli 2018

[www.offshoreSailingWorlds2018.com](http://www.offshoreSailingWorlds2018.com)

# OSworlds2018





A photograph of a sailboat's deck with several crew members in black gear and blue helmets. The boat is moving through choppy water, creating a large splash. A large, dark sail is visible on the right side of the frame. A large green circle is overlaid on the center of the image, containing text and a logo.

**TH** 2018 THE HAGUE  
OFFSHORE SAILING  
WORLD CHAMPIONSHIP

**IT'S ALL ABOUT  
TEAMWORK**

# Framework - Working Party

Organising Authority (OA) + IRC + ORC



**TH 2018** THE HAGUE  
OFFSHORE SAILING  
WORLD CHAMPIONSHIP

**-> The Event**  
non-standard  
attracts teams and more



**-> Race organization**  
off the shelf  
(‘hygiene factor’ event)





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OFFSHORE SAILING  
WORLD CHAMPIONSHIP

## Facts & Figures



The infographic consists of five circular nodes arranged in two rows. Each node has a dark blue border and is divided into three horizontal sections: a green top section, a white middle section containing text, and a green bottom section. The text in the nodes is as follows:

- Top-left node: 89 teams, 18 countries, 1000 athletes
- Top-middle node: 200 volunteers
- Top-right node: Budget €450k (required)\*
- Bottom-left node: new certificates
- Bottom-right node: 5 new designs

A footnote is located at the bottom right of the image.

**89 teams**  
**18 countries**  
**1000 athletes**

**200**  
**volunteers**

**Budget €450k**  
**(required)\***

**new**  
**certificates**

**5 new designs**

\* Expensive, inefficient  
and time consuming  
build a new event  
brand and –audience  
to each time



**2000 VIP's @  
Worlds VIPdeck**

**420 on bikes**  
**'Move like the  
Dutch'**  
**sustainability  
campaign**

**180 sailing  
kids**

**800 media  
articles  
(<Sept'18)  
Worldwide (!)**

**33.000  
visitors**

**Social media  
reach  
>100.000 (!)**





## **Continue with combined worlds!**

*Just listen to the cheers of 'first mover' ambassadors. First mover retention and attract racers in next years to whom it was yet too 'scary'.*

## **Enter the fierce battle for attention**

*Re-invent the way we look and act at events. And act fast not to miss out.*

## **Think big:**

### **Build a combined Worlds 'brand'**

*Attract structural participants/audience in the field and sponsoring. Requires organizational team adjustments (structure and competences).*

### **Extra: New top teams entering IRC events**

**Tough: Bid conditions O.A. changed dramatically** *(i.e. # of officials, timelines)*



# THANK YOU! UP TO THE NEXT JOINT WORLDS!



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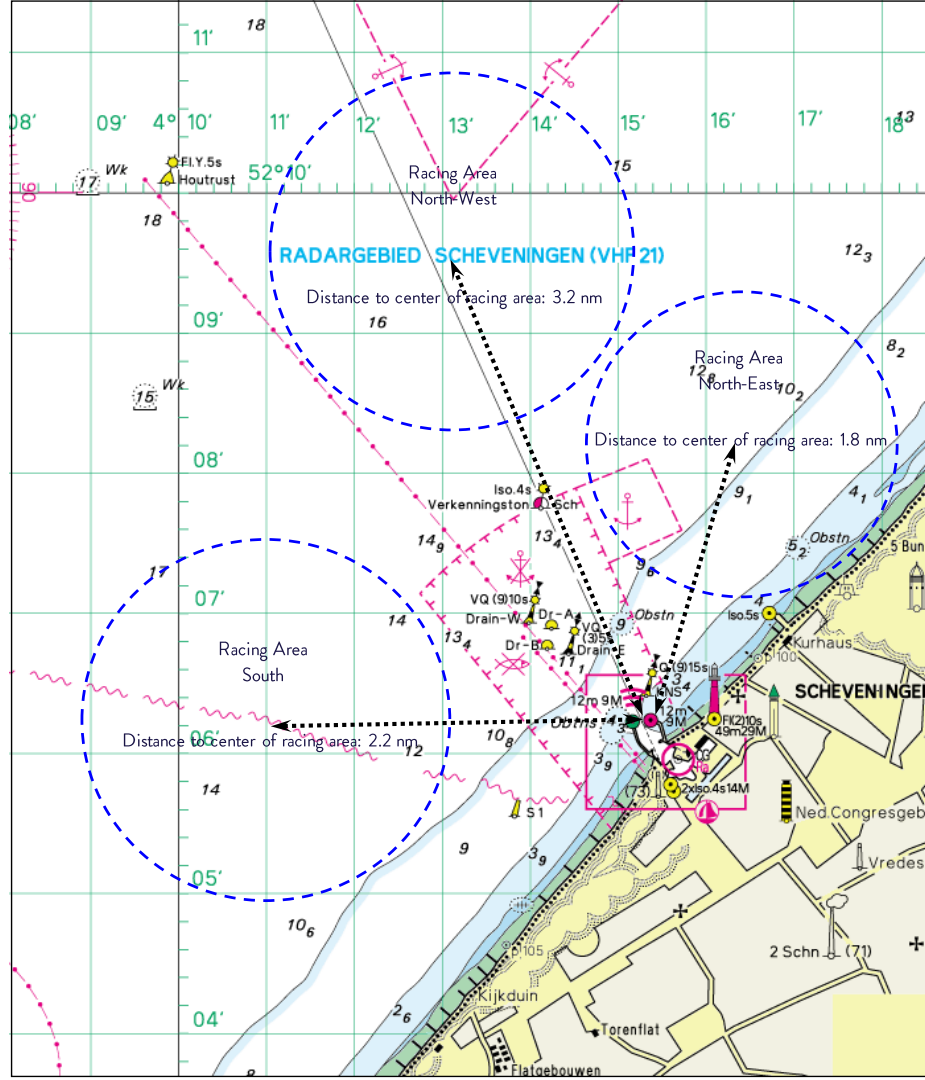
**BACK UP SLIDES**

## Courses and sailing area

### Inshore Races

in front of The Hague Beach /  
Scheveningen

3 race areas to sail windward/leeward races. The distance from the harbor entrance to the center of the three race areas is 1.8 nm, 2.2 nm and 3.2 nm respectively.





# MARKETING CAMPAIGNS

TEASER campaign

July'16 – Nov'16

SAVE-THE-DATE  
campaign

Nov'16 – Dec'17

DISCOVER THE  
HAGUE campaign

Jan'18 – July'18

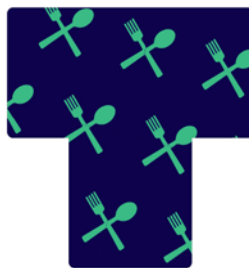
THE HAGUE  
OFFSHORE  
SAILING WORLD  
CHAMPIONSHIP  
2018

July 2018

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12 ~ 20 juli

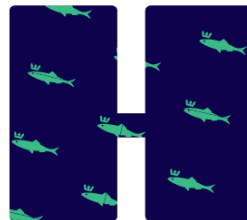
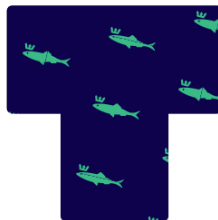
**VISITOR EXPERIENCE  
@ WORLDS 2018**



**TASTE  
OF THE  
HAGUE**



**SEE THE  
CITY OF  
JUSTICE**



**EXPERIENCE  
WIND, WATER  
AND SPORTS**





**TH 2018 THE HAGUE  
OFFSHORE SAILING  
WORLD CHAMPIONSHIP**

**STAY TUNED!**

Website - [www.offshoresailingworlds.com/news](http://www.offshoresailingworlds.com/news)

Tracker - [www.offshoresailingworlds2018.com/tracker](http://www.offshoresailingworlds2018.com/tracker)

Facebook + Facebook live reports - [www.facebook.com/OSworlds2018](http://www.facebook.com/OSworlds2018)

Twitter news - [twitter.com/osworlds2018](https://twitter.com/osworlds2018)

Instagram updates - [osworlds2018](https://www.instagram.com/osworlds2018)

YouTube video's - [osworlds2018](https://www.youtube.com/osworlds2018)

Twitter fleet A race committee fleet A announcements - [www.twitter.com/AOsw2018](https://www.twitter.com/AOsw2018)

Twitter fleet B race committee fleet B announcements - [www.twitter.com/BOsw2018](https://www.twitter.com/BOsw2018)

Twitter fleet C race committee announcements - [www.twitter.com/COsw2018](https://www.twitter.com/COsw2018)





Race Village  
&  
Heart of all Activities



Yacht Wharf  
for  
reserved  
trailers  
and  
containers

MOVE  
LIKE THE  
DUTCH  
bikes

SPORT  
BEACH

KIDS  
BEACH

WORLDS'  
VIP DECK

Media  
Technical  
Race  
Jury  
Results  
Regatta  
Office

SLIPWAY

TZC

BEWONERS EN  
BEDRIJVEN

BEWONERS EN  
BEDRIJVEN

P

BEWONERS  
EN BEDRIJVEN

BEWONERS  
EN BEDRIJVEN

BEWONERS EN  
BEDRIJVEN

4+3 4

4 4

Haven-  
kantoor

P 4x

P 6x

WC WC

A

HISWA RACE VILLAGE

3 4

5 6

7 8

9

bar

podium

podium

podium

podium

podium

HELLINGWEG

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