



UK Flying Fifteen Association

The most fun you can have with a keel on!

Open Meeting Publicity

Suggestions for Fleet Captains from UKFFA

Introduction:

The UK Flying Fifteen Association is keen to help any sailing club which wishes to host its own Flying Fifteen open meeting, and it's in everyone's interests to maximise the publicity such an event receives both before and after it takes place.

In this document we give some suggestions for publicity-related things to do at different times to help your event be a success, but we are also equally keen to receive feedback from you about publicity ideas and activities – please email any comments to publicity@flying15.org.uk and we'll get them included in a future edition.

No matter what size your event, good publicity is essential – and probably easier to achieve than you think



In this document:

- **Section 1** – Things to do BEFORE your event
- **Section 2** – Things to do DURING your event
- **Section 3** – Things to do AFTER your event
- **Section 4** – Additional Resources



UK Flying Fifteen Association

The most fun you can have with a keel on!

Open Meeting Publicity

Section 1 – Before your event

Timeline	Activity
<p>As early as possible!</p>	<ul style="list-style-type: none"> ● Make sure your own details are correct on the Fleet Captains page of the UKFFA website ● Get your event details listed in the UKFFA website Fixtures List (UKFFA will also get it listed in Y&Y's event calendar) ● Get your event details listed on your own club website ● If your event is part of a separate series (Classic series, Northern or Southern Travellers etc) liase closely with the organiser of that series
<p>4-6 weeks before event</p>	<ul style="list-style-type: none"> ● Produce a poster advertising your event: <ul style="list-style-type: none"> ● Put copies of your poster up at your own club ● Send copies of poster by post (and email if possible) to F15 fleet captains at other clubs within your area. (Find contact details on UKFFA website and Yearbook). ● Get your event advertised on your club social media accounts ● Update event details on UKFFA Fixtures List with NOR & entry form ● If possible – arrange for an event memento for each competitor
<p>2-4 weeks before event</p>	<ul style="list-style-type: none"> ● If you have email contact details for previous participants at your event then send them a personal invitation to come again. ● Consider writing a invitational article and send it to UKFFA and Y&Y. ● Arrange for an on-the-water photographer to attend your event ● Use your club's social media to post reminders & updates up to the day of the event



UK Flying Fifteen Association

The most fun you can have with a keel on!

Open Meeting Publicity

Section 2 – During your event

Timeline	Activity
At Registration	<ul style="list-style-type: none">● If possible collect participant's email addresses so you can contact them both after this event and before next year's event!● If possible give every competitor a memento of the event, or just something displaying your club or event branding that the competitor will keep - this could be as simple as distributing the sailing instructions in a reusable plastic wallet featuring your club logo.
During Event	<ul style="list-style-type: none">● Make sure photos are taken 'all the way down the fleet', and publish a selection, together with the race results, to your club's website and social media accounts while the event is in progress.
At Prizegiving	<ul style="list-style-type: none">● Refer participants to your club website etc so that, once they get home, they can study the results, read the report and view photos of themselves etc.● Mention (ie. publicise) the sponsors of your event.● Mention (ie. publicise) the next Flying Fifteen event on the calendar or in the series.



UK Flying Fifteen Association

The most fun you can have with a keel on!

Open Meeting Publicity

Section 3 – After your event

Timeline	Activity
Within 1-2 days	<ul style="list-style-type: none">● Write a report of the event and submit to UKFFA website & Yachts & Yachting together with results and a selection of photographs.● If at all possible arrange for ALL photographs to be available to view on your own club website, together with full results and your event report.● If your event was part of a large series send results etc to the organiser of that series.● If possible send an email to everyone who participated in your event to thank them for coming, and to tell them where photos etc may be viewed etc.



UK Flying Fifteen Association

The most fun you can have with a keel on!

Open Meeting Publicity

Section 4 – Additional Resources

Things to include in your event report:

- Basic facts:

- Location & date of the event
 - Mention whether the event was part of a larger race series
 - Weather conditions & number of entrants
 - Sponsors
-

- Description of Racing:

- If possible describe the salient points of each race briefly (need only be a single sentence), and list the first three positions.
 - Refer to competitors by name (including the crew) not sailnumber, and mention their home club if possible.
-

- Social / Human interest:

- Say something that illustrates that the event wasn't just about what happened on the water
-

- Conclusion:

- List overall winners and winners of any special prizes.
 - Thank visitors / club / volunteers / sponsors etc
 - Refer to club website etc for more results & photographs
-

Note also that there is specific guidance on the Yachts & Yachting website regarding what formats to use etc when sending event reports & photography to them.