



## Proven Practices for Promoting Regattas

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11/1/2018

Regattas are a great opportunity to showcase how much fun we are having as a class. I'm happy to report you are all doing an amazing job. Instead of figuring out how to generate buzz for our class, we find ourselves trying to build on positive momentum. I've been taking notes on the regatta trail and want to share some proven practices that will help create more buzz for your regatta, attract more racers, and ultimately draw more attention to the Flying Scot sailing community.

### Tips for Racers:

- Travel to regattas. It's a ton of fun to make new friends at other clubs and those new friends are likely to reciprocate and support your event.
- Register early for regattas and encourage others to register early. When racers see that you are coming, they are more likely to make plans to attend. Another racer registers and it repeats. More friends make regattas more fun. When others see all of us having fun at a regatta, they start asking questions about how they can get in on that fun.
- During the regatta, use social media to show everyone having fun and remind those who did not attend know how much fun they could be having if they were there. I am not suggesting that you rub it in, but Mark Taylor from the Florida District is the best in the business at this technique and constantly asks everyone, "why aren't you here?"



### **Tips for Regatta Organizers:**

- Get your regatta on FSSA.com as soon as possible. Regatta travelers often plan their schedules 6-12 months in advance.
- The Ephraim Regatta is always held on the first weekend of August. Regattas that follow this scheduling approach make it easy for racers to block these weekends on their calendars in advance and this reduces the chance of scheduling conflicts.
- Use Regatta Network for registration and scoring. This makes it easy for racers to see who is coming and to sign up for your regatta. It also makes it easy for friends and family to view the results.
- Designate a PR coordinator for the event and ask that volunteer to make publicity their #1 priority.
- Designate a local media contact who will handle interviews and send out a press release. FSSA.com has a dedicated press page that makes it easy to develop talking points and get the word out to your fellow club members and to the general public.
- When contacting local press, it helps if you can provide them with a unique and interesting story line. Don't be afraid to be gently persistent and pick up the phone.
- Create a shared album and make it easy for racers and photographers to access and upload pictures and videos. With Google Photos, anyone with a link can access and contribute. Google Photos conveniently shows the name of the person who uploaded the pictures so it's easy to give photo credit.
- A friendly reminder to racers to take pictures and share them on social media and your shared album is always helpful.
- Find a dedicated photographer and provide racers with high quality photographs and action shots. Pictures taken with a zoom lens that focus on the racers are especially popular.
- Many photographers lack racing experience. Plan a 15-minute tutorial on the racecourse and provide suggestions on when and where to capture the best moments without being a nuisance.
- The dock is a great opportunity to get lots of pictures of race teams together with their boats. In most cases, racers are happy to pose for the camera.
- Set clear expectations with your photographers before the event. In most cases, you will want a manageable number of photographs that you can disseminate quickly and easily.
- Provide daily updates along with some photos to FSSA.com and the Flying Scot Sailing Association Facebook group page.
- Submit an article to FSSA.com and Scots N Water immediately after your regatta while all the details are still fresh in your head.



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Organizing a regatta is a challenge with a lot of moving parts. It's very easy to overlook promotion when we are very busy trying to show our guests a good time, but you are doing great. Keep up the great work and let's continue to promote our regattas. Please do not hesitate to contact me if you need help or guidance with your promotional efforts.

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