



WELCOME TO

THE BUSINESS OF YACHT RACING FORUM NEWSLETTER

Your online forum for News about the Business of Yacht Racing

Counter: 194 days to the start of the Forum

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WHAT'S THIS ALL ABOUT ?

In December 2008, the Principality of Monaco will be the venue for the first dedicated yacht racing business forum, hosted by Informa Events, one of the world's largest conference organisers.

This Newsletter, edited by the Forum's newly appointed communications agency MaxComm, will update you regularly about the latest news regarding the event and feature some of its prominent participants.



Ranked the third highest recipient of European sports sponsorship spending, the business of yacht racing has become a multi-billion dollar industry; one which merits a forum to debate and discuss the important issues critical to its future. Key topics will include broadcasting, successful race management, sponsorship value, composite technology, event management, safety, telecommunications, media exposure and much more.

The world-class Grimaldi Forum will be the global meeting place for organisers of the world's greatest sailing events, racing teams, sailing media, TV networks and top sailing venues. In addition, many of Europe's highest sports sponsorship spenders will be in attendance to assess the great opportunities that our sport can deliver.

A highlight of the Forum will be the Yacht Racing Industry Awards, an exclusive gala evening overlooking the bay of Monaco during which the best achievements of the 2008 season will be celebrated.

We look forward to meeting you in Monaco!

THE WORLD YACHT RACING FORUM INTRODUCES MAXCOMM COMMUNICATION AS ITS EXCLUSIVE PR AND COMMUNICATION AGENCY

MaxComm Communication is an international communication & PR agency based in Geneva, led by Bernard Schopfer. MaxComm is involved in top level competitive sailing events and teams, including America's Cup and Volvo Ocean Race communication campaigns, the RC 44 Class Association, PlanetSolar, Mirabaux LX and much more.



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SIR KEITH MILLS TO ATTEND THE WORLD YACHT RACING FORUM

Sir Keith Mills is now confirmed as one of the key note speakers for the World Yacht Racing Forum. Founder of AIR MILES, Deputy Chairman of the 2012 Olympic Games and Head of TEAMORIGIN, Sir Keith will address: "How to win the bid".



"I am looking forward to attending and speaking at the first 'World Yacht Racing Forum', said Sir Keith. "It will provide everyone in our industry with a unique opportunity to get together and debate issues that concern us all, and hopefully come up with ideas and solutions that will improve our sport across a number of aspects."

Sir Keith's talk will open the World Yacht Racing Forum and set the tone. Prior to founding AIR MILES, Sir Keith had over 20 years experience in marketing. His early career was with The Economist and, subsequently, The Financial Times. He then moved into the advertising industry, working at a number of London advertising agencies.

In September 2003 Sir Keith was appointed International President and CEO of London 2012, the company that was established to bid for the 2012 Olympic Games. Sir Keith led the team and along with Lord Coe was responsible for developing the bid strategy and persuading the 115 IOC members that London should be granted the rights to host the Olympic and Paralympic Games in 2012.

He is a keen amateur sailor and in 1999 was one of the crew that won the Clipper Round the World Yacht Race.

Photo : © TEAMORIGIN

Other participants

Alongside Sir Keith Mills, many delegates representing most European countries, as well as people involved in the business of yacht racing worldwide have already confirmed their participation.

Some of the finest racing venues are expected (the last one to sign in is Société Nautique de St-Tropez), whilst potential venues and sailing destinations will have the opportunity to introduce their site during the event.

Last but not least, many prominent racing teams – including three America's Cup teams so far – are confirmed. Requests for additional information are abounding at our headquarters, confirming the overall interest for a forum with all the actors of yacht racing.

60% of the exhibitors' space has been sold within the first month of the sales campaign, whilst 50 % of the speakers are confirmed.

YACHT RACING BUSINESS NEWS

You are involved in the business of yacht racing? You are a sponsor, an event, a professional sailor, a boat builder or a venue? Let us know about your plans, events, projects, actions and we will spread the news. Call us or send us an email: +41 22 735 55 30 / media@maxcomm.ch

INTERVIEW OF BRUNO TROUBLE

Bruno Troublé's name is intimately linked with the business of yacht racing. Founder of the Louis Vuitton Cup and organiser of the event for many years, Troublé tells us what he expects from the World Yacht Racing Forum and why people involved in the industry can't miss the event.



Bruno, what are the main assets of sailing as a top level sport?

For me, sailing means freedom (no yellow lines), elegance, purity (by opposition to pollution), travels (that's why Louis Vuitton is there), responsibility and team work. You need to understand that just five generations back, the only link between the continents – to deliver love letters or a declaration of war – was a sailing boat. We all have this somehow in our soul, whether we are sailors or not.

How do you consider the current state of our favorite sport?

Our sport suffers from its huge complexity and variety. There are as many world champions as participants! The public just can't understand it, and the abundance of trophies increases year after year.

We need to bring some order back; otherwise the media will just get tired of sailing.

What should be done to help promote our sport?

There should only be one world championship per discipline:

- Men's dinghies / keelboats
- Women's dinghies / keelboats
- Multihull
- Cruise-racers
- Offshore

And perhaps a yearly Nations Cup with one boat per country in each discipline. And an America's Cup every 3-4 years.

Do you think the actors of the yacht racing industry need a platform to meet and discuss their key issues?

I think that the concept of a yearly meeting between all the actors of the yacht racing scene is a great idea, as long as all the world leaders of the industry are there, together with the participants, the organizers and the media.

What can be expected form such a platform?

Well, see my first answer. Basically help sort this mess out!

AWARDS

A highlight of the forum will be the Yacht Racing Industry Awards, an exclusive gala evening overlooking the bay of Monaco, aimed at celebrating the highlights of the 2008 yacht racing season.

Providing an animated review of the history of our sport, the Awards will recognize many of the best regattas and venues of the year, the unsung heroes of yacht racing, the teams and individuals who work hard behind the scenes to deliver fantastic events; in short all those successfully involved in the business of yacht racing and who have excelled in 2008. The recipients of the awards will be nominated by a panel of experts, as well as by the readers of our media partners.

Amongst others, the following awards will be granted on 10 December: Best sailing sponsor, top sailing regatta, race management, sailing photographer, yachting journalist, sailing team, marine tourism award and overall achievement.

More information on the Yacht Racing Industry Awards will be available shortly.

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Where VENUES meet REGATTAS meet SPONSORS meet MEDIA meet TEAMS meet EVENTS meet the INDUSTR



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