

Organizing a Great Regatta: Learning the Secrets of Successful Events

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Organizing a Great Regatta

Moderator:

Anderson Reggio- Reggio Sailing Services

Panelists:

Randy Draftz- Race Director, Charleston Race Week

Brad Read- Executive Director, Sail Newport

Lou Sandoval- Race Chairman, Chicago Mac Race



Business of Regattas

- How do you judge the success of an event from a business perspective?
- What sort of sponsorship have you sought for your events and what are some of the common demands from those sponsors?
- How have you approached non-industry sponsors and what carrot has proven to be the most convincing in helping to obtain that support?



Regatta Promotion

- How have you promoted events to potential competitors?
- What are some of the most cost effective methods for making people aware of your events?
- How do you measure the success of your marketing efforts?
- What sort of pre-event communication with competitors have you found to be the most effective?
- How do you manage expectations?



Regatta Administration

- What is your support staff like and how much time do they devote to your individual events?
- What have been some of the biggest challenges from a logistical standpoint and how have you addressed them?
- How have you maintained a positive relationship with competitors throughout a multi-day event?



Question & Answer

Thank you very much!

