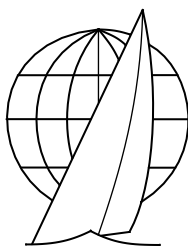


OFFSHORE RACING CONGRESS

World Leader in Rating Technology

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Minutes of the meeting of the Promotion and Development Committee held on Sunday 8th November 2015 in Sanya, Hainan, China.

Members presents:

Dobbs Davis (USA, Chairman)
Thomas Nilsson (NOR)
Edoardo Recchi (ITA)

Sten Edholm (SWE, Vice-Chairman)
Paolo Massarini (ITA)
Jose Frers (ARG)

Zoran Grubisa (CRO)
Steve Benjamin (USA)

Apologies:

Christos Theodosios (GRE), Qu Chun (CHN)

Observers:

Michal Korneszczyk (POL)
Robert Jacobsen (GER)
Fabrizio Pirina (ITA)
Roy Van Aller (NED)
Per Boymo (NOR)

Wolfgang Schaefer (GER)
Patrick Lindquist (FIN)
Ecky von der Mosel (GER)
Bruno Finzi (ITA)

Akis Tsalikis (GRE)
Michael Quist (DEN)
Ab Pasman (NED)
Sang Jun-Yun (KOR)

1. Following the over-length session of the previous meeting of the Classes and Events Committee, the Chairman brought the meeting to order at 16:30. The Chairman also recognized the long years of service that Emilio Feliu Sera (ESP) provided to this Committee.

2. The Minutes of previous meeting held in November 2014 have been approved.

3. A report of the year's activities was made by the Chairman, who reported on the measurement trip made to Cyprus by Zoran and Nicola in early February, and noted that the region was important for promotion to the new markets in Turkey and Israel. It is hoped that promotional pushes here will increase fleet growth and additional participation at the Europeans in Porto Carras, Greece.

Promotion and training trips were also made to Parnu, EST and a measurement trip to UKR is being organized by Vasilii for Kiev in late November...this too is in positive response to a fast-growing ORC Club fleet.

4. The growth of the Polish fleet is not a coincidence since introducing the promotional levy pricing scheme last year, and that now that there will be a championship event there in 2017 a promotional and measurement trip by Zoran is needed in Gdansk.

DEN will also need the same in the near future to help drive more local participation for the 2011 Worlds and start to solidify use of ORC in DEN. It is urged that the KDY media team generate a press conference soon (eg, once the NOR is made public) so that potential participants can plan.

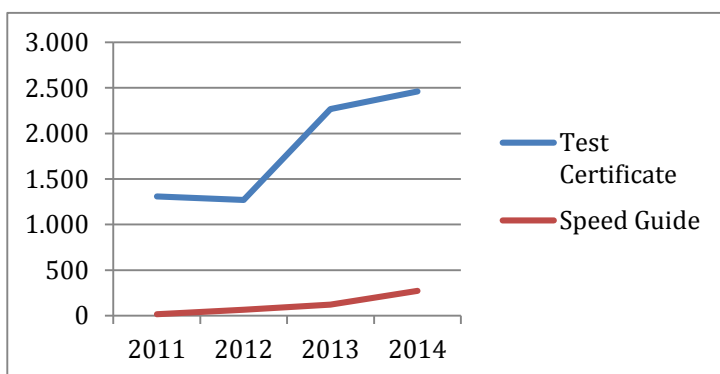
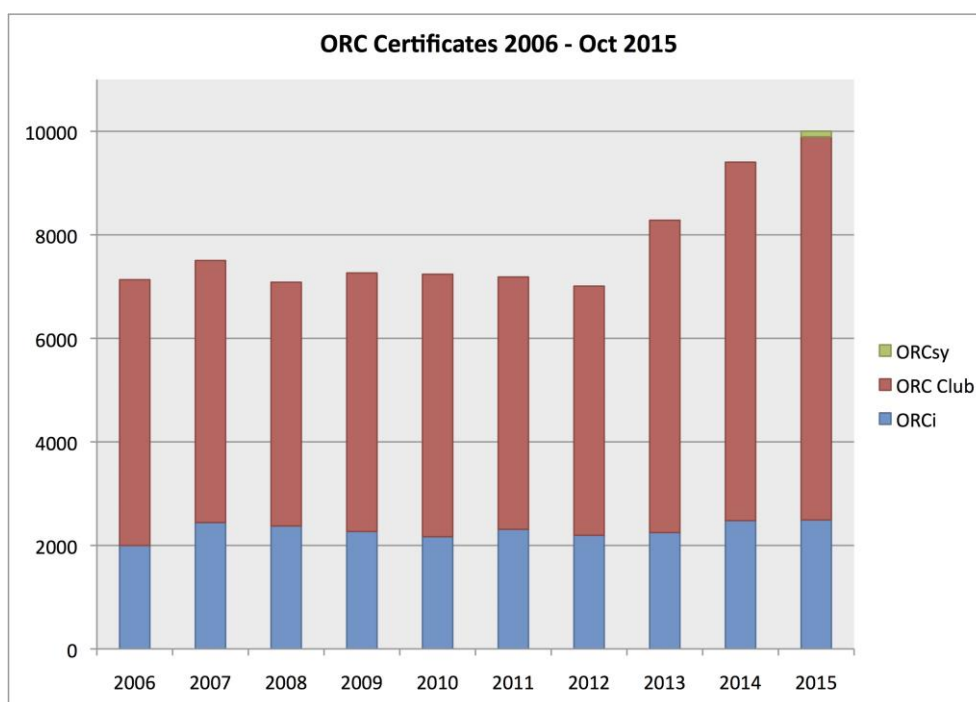
5. In response to the three related Submissions, the Committee agreed that it was important to create a promotional playbook that outlines a template of options when entering a new territory. This

will not only have descriptive features of the system, but content along with the Race Management Committee will be specific on addressing questions on scoring options, course layout and options, etc. This publications may be created in hard-copy, but primarily should also be available for download on the website.

Other ideas for promotion and development include:

- a mobile-friendly home page
- promotion of the Seahorse ORC page on Sailor Services, with a capture of email contacts from its registered users
- check with SYRA that its OK to open the ORCsy Sailor Services system to public access
- explore the option of having a more interactive website, similar to that used by the VOR
- the ORC Guidebook should also have a wizard for questions and answers to help address options
- the ORC homepage and/or the Sailor Services page could have a counter installed that updates as new certificates are uploaded to the system, thereby highlighting the large numbers in the system each year.

6. Any other business – fleet statistics and Sailor Services report



[illegible]

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