

## Minutes

### International Working Group Meeting Working Package 2 – Joint Marketing: Klaipeda 24 July 2006, Municipality of Klaipeda, Liepu q11, 5800 Klaipeda

#### 1. Purpose and programme

This was the 2<sup>nd</sup> working group meeting of WP 2 Joint Marketing:

Major purposes were:

- to agree about the following common marketing activities:
  - Joint appearance on BOOT Düsseldorf 2007
  - Harbour Internet Information System [www.sail-baltic.com](http://www.sail-baltic.com)
  - Joint marketing material (flyer, brochures, etc.)

#### 2. Participation

##### Workshop Participation

No.	Partner No.	Surname	First name	Organisation	Business Address	Post Code	City	Country	Phone	Fax	E-mail address
1	1	Anders	Bernd	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39311	+49 38825 9064	b.anders@kluetzer-winkel.de
2	4	Schulze	Eva Maria	Lübeck and Travemünde Tourist-Service GmbH	Holstentorplatz 1	23552	Lübeck	DE	+49 451 409 19 18	+49 451 409 19 91	eva-maria.schulze@luebeck-tourismus.de
31	5	Landgraf	Eckhard	Hanseatic City of Rostock - Office Hanse Sail	Warnowufer 65	18057	Rostock	DE	+49 381 208 52 36	+49 381 208 52 32	eckhard.landgraf@rostock.de
4	6	Jaich	Till	Marina of Lauterbach	Am Yachthafen	18581	Lauterbach	DE	+49 38301 80929	+49 38301 80910	t.jaich@im-jaich.de
5	7	Büchert	Erik	Team Møn ApS	Storegade 2	4780	Stega	DK	+45 55 86 04 00	+45 55 81 48 46	eb@visitmoen.com
6	10	Rutkauskas	Sarunas	Klaipeda City Municipality Administration	Liepu q 11	5800	Klaipeda	LT	+370 46 396 015	+370 46 396 015	sarunas.rutkauskas@klaipeda.lt
7	10	Buyvidas	Skirmantas	Klaipeda City Municipality Administration	Liepu q 11	5800	Klaipeda	LT			
8	14	Berzins	Egons	Municipality of Sakas Novada		3466	Pavilosta	LV	+371 923 7329	+371 78 00 571	ernests@west-coast.lv
9	14	Blazevics	Ernests	Municipality of Sakas Novada	19 Raina Blvd.	1586	Riga	LV	+371 7 336 373	+371 7 334 765	egons@apollo.lv
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Start of the meeting:

**1. Welcome**

Project Co-ordinator Gunnar Platz welcomed the participants on behalf of the LP Bernd Anders. He thanked Sarunas Rutkauskas for supporting the organisation of the meeting and the joint dinner. Partners visited the Sea Fest in Klaipeda and got an impression of the Baltic Boat Show 2006 the evening before the meeting.

**2. Marketing Plan for common activities**

Gunnar Platz gave a short introduction concerning the marketing plan for the common activities in WP 2, which was handed out to the participants at the beginning of the conference.

The marketing plan contains offers to the following common activities, their expected net costs as well as the cost sharing between the partners in different versions:





- BOOT 2007 (Düsseldorf) – EUR 14.895,58
- Baltic Boat Show 2007 (Klaipeda) - EUR 6.602
- Improved Internet harbour and sailing tourism information system [www.sail-baltic.com](http://www.sail-baltic.com) (NV-Portpilot Consortium) – EUR 76.767,24
- Marketing material (Flyer) – EUR 8.520

All amounts are net amounts.

**3. Agreements**

**3.1. Internet harbour and sailing tourism information system [www.sail-baltic.com](http://www.sail-baltic.com)**

- Partners agreed that the implementation of the information system [www.sail-baltic.com](http://www.sail-baltic.com) has first priority of all common marketing activities in MariTour.
- After checking the offer in hand, partners discussed about the necessity to request for another offer in order to enhance comparability and to have a more solid basis for negotiation. This however was decided as useless, as the offer in hand includes the integration of information and data concerning water tourism in the Baltic Sea Region, which, as regards completeness and quality, no other company in the area of investigation can offer for the moment. Meaning that although the technical part of the offer could be implemented by several other IT companies, even maybe for a better price, when it comes to the content of the system other companies would be forced to collect the data first, which the NV-Portpilot consortium already owns. The collection of the data however is the most expensive part so that no other company could offer the same price for the whole package.
- With the objective to reduce the price of the system partners discussed different ways. First idea was to take out modules which are of lesser interest for the partners. This was discussed for several modules such as sailing schools, Blog my Baltic Sea Tour, Google maps and traditional sailing. As however even this small group of participants could not agree about module to

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be deleted, (due the very different interests of the partnership), the group came to the agreement that all modules should be kept and the price should be reduced by another way.

- The partners finally decided that the NV-Portpilot consortium should allow a 30% discount to their offer (from net EUR 76.767,25 to net EUR 50.000,00) without mayor modification of the content, meaning that as far as possible no modules should be taken out. Main reason for this decision was that partners agreed that the main benefit of the portal will lay on the contractors site. Partners support the system in the field of marketing by promoting [www.sail-baltic.com](http://www.sail-baltic.com) on the BOOT Düsseldorf 2007. PLANCO was asked to start negotiations with NV-Portpilot soon.
- Partner Hanse Sail Office will be so kind and finance the module for traditional ships from their own partner budget (net EUR 4.094). Their share in common cost increases by 4.094 EURO.
- The Russian partners pointed out that it is important to add additional information for the single countries for example entry regulation, toll, etc. to the system. This was accepted, but is not forseen at the moment. Partners will try to add these information later.
- As a tourist destination module is missing in the offer, partners decided to ask Jan Magnussen to add links to the official tourist destination pages for the respective regions (e.g.. [www.visitmoen.dk](http://www.visitmoen.dk) should be added to all sites of harbours from Moen and South Sealand, in other regions as appropriate)

### 3.2. BOOT Düsseldorf 2007:

#### Main Topic of the Exhibition:

- It was decided that the focus of the MariTour presentation on BOOT Düsseldorf 2007 will be on the information system [www.sail-baltic.com](http://www.sail-baltic.com) with special consideration of the following 3 main topics:
  - Leisure Boat Harbours
  - Tourism Destinations and Events
  - Traditional Sailing
- However, in order not to neglect the presentation of the partners, the NV-Portpilot consortium will be asked to make a proposal how to combine the presentation of the information system with the presentation of the partner destinations.

#### Exhibition booth in general:

- As decided on the Klütz meeting Till Jaich from Putbus and Eckhard Landgraf from the Hanse Sail Office in Rostock had requested for additional offers for construction and design of an exhibition booth which consider:
  - the integration of the wall of the LP Bernd Anders
  - hiring 3 instead of one flat screen



- the buying of the booth.
- The integrating of the wall of Bernd Anders into existing models has almost no effect on the costs. As the integration of the wall into existing models do not improve the attractiveness it was finally decided to renounce the integration of the exhibition wall of the LP.
- As purchasing of the booth would be much more expensive than hiring it (more than the double price!) partners decided to hire the booth as it was recommended by Till Jaich.
- Hiring an additional flat screen for the presentation would cost appr. 1.500€ per screen. Due to this high price, partners decided to hire only one flat screen, that can be used for example to present a slide show. Instead of additional flat screens partners will put “normal” computers or notebooks on different counters, which can be used by interested costumers to surf by themselves.

#### **Baltic Sail versus Sail-Baltic:**





- Partners agreed that the slogan “sail BALTIC” will be used as main topic of the MariTour presentation. However in order the avoid a mixture with the “Baltic Sail” Organisation, which will be present at the BOOT 2007 as well, partners decided to take necessary steps:
  - One idea was to change the slogan from “Sail Baltic” to “[www.sail-baltic.com](http://www.sail-baltic.com)” in order stress the focus on the internet.
  - Partners came up with the advice that there should be no or at least no big pictures from tall ships in order to avoid a mixture of the [www.sail-baltic.com](http://www.sail-baltic.com) booth with the Baltic Sail presentation.

#### **Design of the exhibition booth:**

- There are 2 different versions available at the moment, both with advantages and disadvantages.
- Partners agreed, as it is so difficult to discuss questions on design during a meeting that new versions should always be sent to the partners so that they can make their recommendations.
- Participants came up with the following recommendations regarding the design:
  - As regards colour of the booth, partners recommended, in order to stand out from the crowd, (which is supposed to be very blue on a boat show), the colour blue should be replaced by another colour. A more colourful presentation would be better.
  - Concrete suggestion on the logo type (Sail-Baltic) should be sent around before printing.
  - Pictures from the partner destinations could be sent to the designers to integrate them on the destination wall.
  - Screens should be in front of the head counters.

#### **External Consultants for the BOOT Düsseldorf 2007:**



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- In order to save costs the partner Hanse Sail Office Rostock made the offer to take over the responsibility for the whole organisation of the MariTour presentation in the run-up phase to the BOOT Düsseldorf 2007.
- The partners thanked Hanse Sail for this offer and accepted it.
- The TZ Rügen, which was responsible for some organisational steps so far, will be paid from the common project account for their services so far (approximately 2.000€).

**Common printed marketing material: flyer,...**

- Partners decided that instead of several localized partner flyers only one project flyer will be prepared.
- As decided on the Klütz meeting content and design of the flyer should be in correspondence to the Sail-Baltic.com presentation on the BOOT Düsseldorf 2007.
- PLANCO will ask the NV-Portpilot consortium to prepare an offer for the flyer.

**3.3. Baltic Boat Show Klaipeda 2007 and additional Boat Shows**

- Partners visited the Baltic Boat Show 2006 one day before the meeting. The Baltic Boat Show was connected with the Sea Festival of Klaipeda. Unfortunately this event was almost finished, when the partners made their visit. Therefore partners could only visit some left-overs of the show, which admittedly could not convince the partners
- Partners did not decide about a presentation of MariTour on the Boat Show Klaipeda 2007.
- It was decided that a preliminary lists of boat shows, which might be interesting for a MariTour presentation, should be sent to the partners, so that they can add additional boat shows in their regions.
- The partner Hanse Sail will have a booth at the Boat Show "Boot Berlin" in November 2006 (not as part of the MariTour project). This visit is however a good opportunity to get a general idea about the "Boot Berlin" as potential place for an additional MariTour presentation. PLANCO will visit them. The impressions will be forwarded to the partners

**4. End of the Meeting:**

The LP and Coordinator thanked all partners for their participation and contributions to the working group meeting. The meeting was ended at around 0:30 pm.