



Dear Flag Officers, General Committees,
General Managers and Youth Representatives,

10th ICOYC Commodores' Forum – 20 to 23 September in Copenhagen, Rungsted

How do we reinvent our clubs and the sport we represent?

It is an honor and a privilege to invite all ICOYC members to take part in the 10th ICOYC Commodores' Forum hosted by the Royal Danish Yacht Club in Copenhagen, Rungsted. Preparations are full steam ahead and we are looking forward to see as many of you as possible and gather for 3 days of interesting and inspiring presentations and networking. This is a golden opportunity for you to engage in confidential discussions with peer clubs on issues and opportunities of mutual interest and discover how others may deal with the same challenges from time to time

Registration is now open, so please register for the accommodation as well as the Forum delegate package or the Partners program. **Take advantage of the Early Bird offer up to the end of May!**

Each discussion topic includes insightful presentations, a Q&A session, breakout group discussions and sharing of findings all carefully designed to ensure you get the maximum benefit out of each topic.

Topics

How do we attract more and longer lasting sponsors?

Strategic thinking and planning to secure long-term growth.

Volunteer management.

Understanding our "customers" to create value to them.

Social media – a tool to attract and keep members

New forms of sailing – both racing and cruising.

Sponsorship – how to attract and establish a long-term relationship

An introduction to sponsorship and commercial partnerships. What is the real or perceived value of sponsorship from both sides? What is important to sponsors?

Strategic thinking and planning to secure long-term growth.

All planning takes it outset from the world we are living in – so what is happening around yacht clubs and other sport clubs – what should we plan for – how should we plan the planning process and how do we implement the strategic decisions.

Volunteer management.

How do we plan structurally to attract, keep and develop our volunteers – it is all about management and understanding. How are the changing demographics helping us along?

Understanding our members – customers – to create value for them.

Reinventing the clubs – a different but effective approach to bring back energy into club life. How do we create value for different member types? Who do we want to attract and take care of and who not!

Social media – a tool to attract and keep members.

Do we understand the possibilities in social medias – and the pit falls? To our young and middle age members Twitter – Hashtag – Instagram is a part of everyday life. Is it the same for all of the clubs?

New forms of sailing – both racing and cruising.

Not only should we reinvent our clubs but we should also take the challenge of being part of reinventing the sport as a whole. Understand the competition from other sports and understanding the needs and wants from sailors and media.

Partners are not forgotten, as each day of the Forum features a day-time adventure:

Visit Kronborg Castle and the Naval Museum

What is more appropriate then to visit Kronborg Castle – the home of Hamlet – 400 years after the death of Shakespeare. And after that visit the newly opened museum designed by the world famous Danish architect Bjarne Ingels to get a clear picture of what sailing in Danish waters decades back was like. The tour is guided and we go by bus from Rungstedgaard.



10th ICOYC Commodores' Forum

Partner Programme

Visiting Kronborg and the Naval Museum

Trip to Copenhagen – City “on your own” shopping or

Evening in Tivoli – dining at the Nimb restaurant and strolling the old garden.

Guided tour in Copenhagen.

Visiting the Karen Blixen Museum.

An “on your own” trip to Copenhagen City.

A bus will take you to the center of Copenhagen and you will have the day free to shop, visit places or just walk and enjoy the city. Inspiration and advice is available from your Danish conference partners. Return bus to Rungstedgaard.

An evening in Tivoli.

An evening for partners and delegates in the famous Copenhagen amusement park Tivoli. We will have dinner at the restaurant Nimb overlooking the garden and after dinner there will be time for walking the garden and maybe try the Golden Tower or the Flying Carpet – if you dare.



Guided tour in Copenhagen.

You will spend all day in Copenhagen visiting the beautiful castles, interesting museums, the parks and canals. And you will have lunch at a charming restaurant overlooking the harbor. You will have a great guide who knows all the secrets of Copenhagen.



Visiting the Karen Blixen museum

Within walking distance from Rungstedgaard you will find the museum of the world famous Danish writer Karen Blixen. While the delegates finish the Forum you will have a guided tour at the museum.



On Friday afternoon and evening, we will celebrate.

Club racing J80 racing for the RDYC Jubilee Trophy

A club-team – nation team race is planned for Friday afternoon at Rungsted Harbour. Notice of Race will follow – but it will be fun and not too challenging.

Gala Dinner

The Gala Dinner will take place at the restaurant in the RDYC Clubhouse in Rungsted Harbor. We will have fantastic food – they are world famous for the steaks and fish – we will have Prize Giving and celebrate the closing of a fantastic Forum.