



*Damian Ackroyd
Northern District Councillor
Date: 11th June 2011*

IOM World Championship Statistic

Now that the Championships are over I have put together a simple set of stats that the organisers and sponsors will find interesting. Future event hosts may also find these figures interesting when thinking about bandwidth.

Back in 2006 the MYA along with Fleetwood Model Boat Club hosted the RM World Championship, this event had its own web site that was hosted on the main MYA web server. The site was up dated every evening with the latest results and a set of picture galleries from that days sailing. The site attracted some 15,000 hits for the complete week.

For this championships we have at our disposal far better web and instant messaging services than we did in 2006, coupled with the fact that a lot more people are connected to the web and more importantly a lot more savvy with its use.

One week on the championships has so far attracted across the differing media channels employed:

588,570+ clicks/views

Below you will see a list of the varying media channels we used and the hits they have generated.



Model Yachting Association's Website

During the event several posts specific to the championships were posted on the site, especially the visit of our patron Prince Phillip Duke Of Edinburgh.

Hits:

500 per day

1,100 per day during the event

Continues to be above the average one week on



IOM World Championship Website

The site has carried the event sponsors from a very early date and has kept the sailing community and competitors up to date with the latest changes and news leading up to and during the event.

Results were posted straight after the A Heat once any protests were resolved.

Tweets and Flickr feeds automatically fed into the site as they happened.

A supporters blog was opened as the event started and this has received some 196 comments from around the world.

Hits:

500 per day before the event

1,100 per day with one week to go

20,000 hits per day during the event

186,000 hits so far



Twitter

It was decided very early on in the planning stage that the use of twitter would enable us to relay real-time information to the sailing community.

Vicky McNulty and Damian Ackroyd stated when each heat started, coupled with the top six boats that were promoted along with any interesting notes through that heat.

The A and B heats were covered in more depth, with some heats getting up to 8 tweets as the racing unfolded.

All tweets were relayed back to the main Championship website for greater coverage.

Stats:

470 tweets sent during the championships

175 dedicated followers

Unable to know exactly how many people were following without been a dedicated follower.



Video - YouTube

Alfie Hart produced a set of videos at the end of each days sailing that were posted on YouTube. It was decided that a compilation of each days sailing would be produced, this would also enable viewers at the other side of the world the opportunity to see the action in stead of watching it at 3am in the morning. These can also be watched many times and be used for future publicity. Linked from the main Championship website for greater coverage.

Hits:

6 videos, showing the event sponsors and that days racing
24,300 hits in total



Pictures - Picasa

Hanneke Gillissen took many shots covering all the action from registration and measurement through to that days action on the water, in such a way as a story could often be seen within them.

Linked from the main Championship website for greater coverage.

Note: Wordpress doesn't allow an automatic feed for Picasa photo streams.

Hits:

1823 photos posted
182,000+ views



Pictures - Flickr

Vicky McNulty and Damian Ackroyd took pictures as things happened, on and around the control area to try and show conditions and give an extra understanding to the tweets that they were sending out. These were uploaded as heats finished. These pictures were relayed back to the main Championship website for greater coverage.

Note: Wordpress allows Flickr imagery to be displayed as an automatic feed, whereas it doesn't allow this feature for Picasa photo streams.

Hits:

231 photos posted
188,073 views



The Championship received exposure on the following sites, by looking at the referrals to the main web site it can be seen that many other sites around the world were commenting or linking to the main site:

- ISAF news page
- Sailing Anarchy front page
- Yachts & Yachting news page
- IOMICA - the international class association for the IOM
- Local Press sites
- Local Newspapers
- Local Photographer Dave Venables of Wirral Event Photography

WWW.SAILING.CORG
THE INTERNATIONAL CLASS ASSOCIATION OF THE INTERNATIONAL OLYMPIC COMMITTEE

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NEWS
6 June 2011, 2:13 pm

Peter Stollery Wins International One Metre World Championship

The International One Metre Championship, West Kirby, Great Britain

The International One Metre Championship took place last week at West Kirby Sailing Club. A top international field of 18 boats from 10 nations gathered for what was an exciting, breath-taking event. Genuinely well served by teams in a fair

As is the often the way with top level sailing events, due to the high number of teams competing, it was not possible to provide a full list of the top 10 finishers. However, it was possible to provide a list of the top 10 finishers in each of the two classes. Peter Stollery (GBR) was the most consistent though as he was crowned champion ahead of former World Champion Brad Galloway in second.

From the middle of the regatta the pair were separated by 10th more than a couple of points with the margin growing to the 10th mark which has been a record for a couple of days.

In the closing two days both boats understood their positions starting with one being over the line and the other coming out of the line and having to come back. Both boats finished in first mark in the middle of the fleet. However it was Stollery who was able to recover to win the race and the overall title.

The final of the regatta was very tight with the top 10 of the one Metre One Metre World Championship competing. The week provided a good variety of conditions with the latter being the most difficult for the competitors. The top 10 finishers were: Peter Stollery (GBR) who in addition had also won the UK nationals of the regatta the previous year together with Bruce Rose (GBR), current European Champion. A strong showing from the British team was also provided by Mark Ainsworth who was 10th.

International One Metre Fleet
Organized by Gillian
Gilliam

YACHTS AND YACHTING.COM

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One Metre Worlds at West Kirby Sailing Club - Update
By Keith Cozen, MYA Publicity Officer 03 Jun 2011 13:00

The IOM World Championships are reaching a critical point at West Kirby. After 18 races occupied by GBF skippers.

The IOM Worlds web site is the place to go for real time information and video footage of the event being watched all over the world.

Day 1 Video:
IOM World Championships West Kirby 2011 - Day 1

Day 2 Video:
IOM World Championships West Kirby 2011 - Day 2

Products
Sailing jackets
Sailing boots

News & comment on this product
IOM World Championships West Kirby 2011 - Day 1

Model Yachting Association
Great Britain

The Association is dedicated to encouraging and promoting model yachting in the UK. It is a not-for-profit organisation and is registered as a charitable company limited by guarantee. The Association is a full member of the International Model Yachting Association (IMYA) with UKA. The membership of the MYA comprises affiliated Clubs and their members.

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News Article
500 Posts
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Racing Calendar
Sailing Calendar
Sailing & News Story
ISAF Home

MYA's Patron visits the IOM Worlds
The IOM Worlds at West Kirby Sailing Club are a exciting event for the MYA's Patron. The MYA's Patron, the Duke of Edinburgh, visited the event on 28 May 2011 at 8:35 pm. The Duke of Edinburgh was accompanied by the Duke of York and the Duchess of York. The Duke of Edinburgh was accompanied by the Duke of York and the Duchess of York. The Duke of Edinburgh was accompanied by the Duke of York and the Duchess of York.

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News Article
500 Posts
Sailing News
Racing Calendar
Sailing Calendar
Sailing & News Story
ISAF Home

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News Article
500 Posts
Sailing News
Racing Calendar
Sailing Calendar
Sailing & News Story
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Video of Day 6
Video of the last day each for all important last race.

YouTube

IOM World Championships West Kirby 2011 - Day 3
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8,068 views