

23 May 2026*

Participant Checklist

**Any event organised during the week of May 18-24 can be part of it*

01

Define your audience

- Define who we would like to invite
 - Local community
 - Students / future talent
 - Industry professionals
 - Media / influencers
 - Clients and partners
 - Families / general public

- Decide if it will be an online event or in person event
- Estimate how many visitors you expect
- Identify where potential visitors can be reached
- Define outreach approach to the visitor groups
- Plan the technical setup for visitor registration

02

Choose your location

- Select the location for the event
 - Shipyard
 - Marina
 - Office / showroom
 - On board a yacht or boat
 - Other location

*Ensure the space is safe and welcoming for visitors

03

Define Your Message

- Identify the key message or messages to share
- Introduce visitors to your company and activities
- Explain the boating industry and its ecosystem
- Showcase your contribution to the future of boating
- Define what visitors should remember after the event



Plan the Experience

Informative activities

- Organize company or facility tours
- Present current projects in relevant way to your audience
- Host Q&A sessions
- Introduce career opportunities in the industry
- Demonstrate craftsmanship or technology

Interactive activities

- Offer hands-on experiences
- Organize workshops or demonstrations
- Provide behind-the-scenes access
- Create opportunities to meet the team
- Arrange small competitions or quizzes



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Visitor Experience

- Plan how guests will be welcomed
- Set up a reception or registration point
- Provide refreshments or light catering
- Install signage or provide guides to support visitors
- Provide a way for visitors to share feedback

06

Gifts or Takeaways (optional)

Offer visitors a small gift or souvenir:

- Branded merchandise
- Educational materials
- Brochures or postcards
- Nautical-themed souvenirs



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Promote Your Event

Before the event

- Create your event on World Boating Day platform
- Announce participation on social media
- Promote the event on your website or newsletter
- Share the event with clients and partners
- Share what visitors can expect
- Inform the local community
- Reach out to local or industry media
- Always tag World Boating Day to amplify the message

During the event

- Capture photos/videos of activities and tours (video format preferred)
- Record short vox pops or behind-the-scenes moments
- Encourage visitors to share their experience online
- Collect visitor reactions or testimonials
- Film interviews with team members
- Share as much as possible during the day
- Tag World Boating Day in posts & use official hashtags

After the event

- Publish a recap video or photo gallery
- Highlight key moments or insights
- Thank visitors

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Promote Your Event

Showcase your plans

- Share your raw content with us to be featured across PR, presentations, and social media — early submissions will be included in main press releases
- Share a short report summarizing what happened during the day
- Share the total number of attendees
- Share attendee feedback and quotes