2019 was a busy year for Finn class media with a long regatta calendar as well as the ongoing Olympic campaign media.

The regattas covered were Palma, Europeans, World Masters, Silver Cup, Tokyo Test Event, European Masters and the Finn Gold Cup in December. It is important to realise how far this coverage reaches and how much it is noticed and appreciated worldwide, and how much if it fills your social media feeds. It remains important that sailors use and share the media to promote themselves and the class. It keeps them and the Finn in the public eye, and hard to ignore.

The media plan for 2020 has to be redefined, with none or few events possible until late in the year. But plans are in place to overhaul the website and the event sites, so that when we return to sailing, we will be in a better position and have better tools to promote the class.

Various other marketing initiatives are also being worked on to promote Finn sailors and the class during this period of enforced inactivity.

While FINNFARE will still be published three times per year, we have had to downsize from 32 to 24 pages because of the loss of advertising revenue. It may also be necessary to reduce the size of the printed edition still further if that trend continues, though the online versions may be expanded.

Robert Deaves

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