



WORLD KAYAK – presentation agenda

History and introductions

Beta program (2007)

Flick the switch

New programs

Invitation

Q&A



History and Introductions

Late 90's – EJ and the WK

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Early conversation begins with James McBeath
(continues for a decade)

-

All paths lead to 2007

-

Hiring of Colin Kemp

-

Beta programs launched



WK Beta Program

Ambassador Development

-

Web Initiative

-

Camp Program



Ambassador Development Program

Starts in US and Canada – touchable

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Find ambassadors to represent key
paddling regions

-

1st mandate, web portal

-

Result: 28 ambassadors



Beta Web Program

Worldkayak.com:

Regional portal site, publishing toolset
Regional news and events in one spot

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Worldkayakblogs.com

Blogspot

-

Worldkayakblogs.com/wiki

River wiki

-

Result: 11,000 visitors per month,
600 blogs, 1100+ posts, 300+ rivers on wiki



Beta Camp Program

Colin and team targets Western North Carolina

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Delivered turn-key program to integrate
with existing programs

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Documentation, support, gear all provided

-

Result: 200 boats dropped into camps in WNC, approximately 2100 butts
in boats... 1 region!



Flick the switch!

James brought in as Director with Colin

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Full time focus

-

Productive approach:

Strategy, Plan, Develop, **DO**, Measure... *(repeat)*

-

Improvement on 3 existing programs,
Addition of 2 new programs



Ambassador Program Evolution

Round off of N. American regions

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Addition of ambassadors in other continents

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Implementation of new programs to
all regions via ambassadors and growing teams

-

Develop committees for each program's leadership

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Goal: Extensive global coverage by 2009



Web Program Evolution

Worldkayak.com facelift, new tools, regions etc.

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Worldkayakblogs.com facelift, clean feeds, interactive toys, hooks to social networks like Facebook etc.

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Worldkayakblogs.com/wiki facelift, additional countries.

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Video (screen capture) training for all!

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Goal: *improve regional coverage, relaunch sites and full line of interactive programs by January 2008*



Parks and Camps Program

Finalize turn-key program for
both parks and camps of all kinds – “in a box”

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Municipal, state/province and National targets

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Delivered via ambassadors and training teams

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Goal: 10 regions implementing program in 2008.



Events Program

Series of Chute Out style events

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Like the Maryland Chute Out = fun for all!

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Program kept simple (marketing, web registration, judging, scoring) – “in a box”

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Video Premieres

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Goal: 10 regions, 5 events = 50 events in 2008, regular video premieres starting Jan 1.



Marketing/Communications Program

Consistent public relations to mainstream media

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WK and MARCOM committee will plan continual feed

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Regional, national and international news,
articles and results

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Ambassadors and their team will facilitate direct contact with local editors with WK support

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Goal: editors across the globe receiving consistent content from WK by January 2008



Invitation, involvement

Looking for ambassadors

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Ambassadors looking for regional support

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Looking for gear partners
(Chute Out series)

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Looking for World Partners

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Looking for committee members