

2024 AGM report – Marketing

The focus for Marketing within OKDIA has primarily been directed towards these topics.

Strategic plan and survey results

Follow up on the Secretary and Member survey conducted in May of 2023.

We are working on incorporating the feedback from the OK community into our strategic plans. Making OK sailing, OK racing, and OK camaraderie accessible is in our focus.

Providing high quality media coverage and class updates

We have seen an increase in the amount class communication through newsletters and coverage from major regattas throughout the last year. It has been appreciated by members and we have featured in several sailing related channels. As an example, the OK class was a story in the German boating magazine “Yacht”, comparing the plywood with GRP OK. The latest issue of the OK Magazine was published in January, digitally and print. Thank you, Robert, for making the magazine possible.

Website

Fun fact: The OKDIA site is one of the oldest class sites that exist. It was launched in 1995 when the internet was in its infancy, and it is the true source of OK facts and racing results.

We are busy with new site hosting and a rework of the OKDIA sites to bring them up to date and better integrated with social media as requested in the member and secretary surveys.

Expanding the reach of the class

For the first time in history the OK class sailed a major event on Garda with more than 100 boats and the great atmosphere we have become used to. The 2024 Europeans will take the class to Mallorca to support the newly established and rapidly growing fleet.

OKDIA, January 2024, The Netherlands,

Pontus Gäbel