



EVENT/SESSION PLATFORM





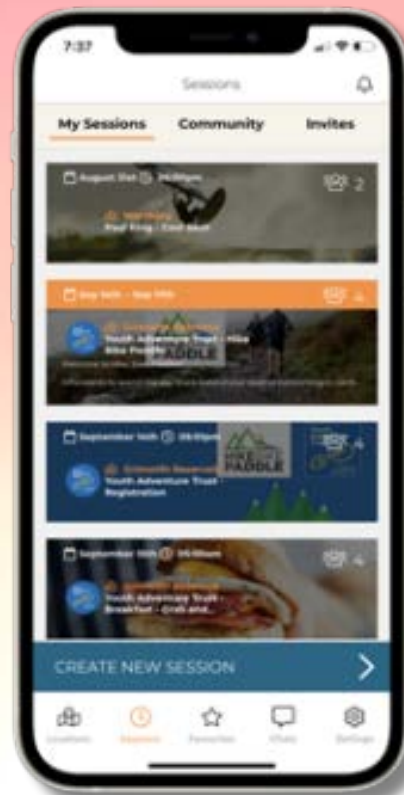
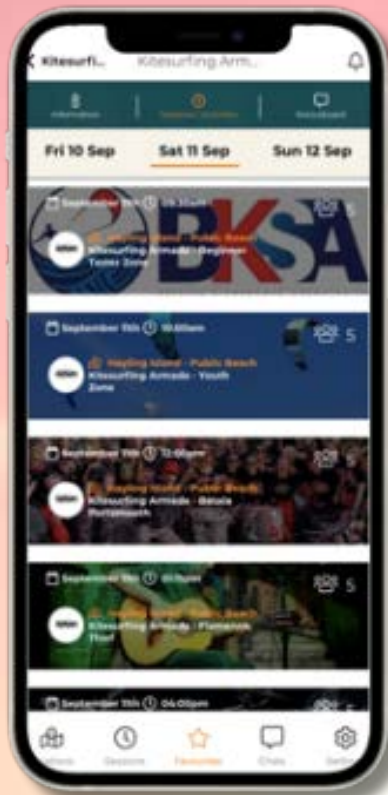
BUCCANEER'S EVENT MANAGEMENT AND SESSIONS PLATFORM FORMS A BIG PART OF ITS SPORTING COMMUNITY FUNCTIONALITY

The Platform is accessible via both internet browser and native app specifically aimed at action and adventure sports/activities.

Connecting service/event providers and local amenities to event sites and action sport destinations (beaches, rivers, lakes, trails, hills, mountains and crags) to their audience.

You'll be able to promote your event to thousands of existing Buccaneer subscribers already engaged with your business focus and interested in going to events.







SESSIONS PLATFORM



Create community Sessions from any Buccaneer Location – Communication options to invite specific individuals or entire business audience or Location followers



Safe Payment Gateway

Sessions/events can be set to chargeable, utilising Stripe for money handling.



Interactive Community Notice board

Your community can interact with you and each other via the Session noticeboard.



Real Time Itinerary & Scheduling

Plan an itinerary/schedule with associated links to location, time and date. Make realtime changes to the schedule with automated notifications to participants.



Attendee Management

Invite specific individuals or organisation followers, see who is attending, declined or accepted. Download attendee contact list pre or post event.



Social Media Connectivity / 3rd Party Platform Posting

Create your session/event in Buccaneer then seamlessly post the event, together with relevant URL links and event variables to 3rd party social media platforms facebook and instagram.



Session Comms

Any changes to location date and time automatically sent via push notification and email to session participants



Internet Search Engine Optimised Data –

Once session/event data is set up in Buccaneer, the core information is made available to internet search engines in connection with your business directory profile in Buccaneer, helping to build domain authority to aid natural search ranking visibility /elevation.

EVENTS PLATFORM

Create community Events from any Buccaneer Location – Communication options to invite specific individuals or entire business audience or Location followers. Itinerary management and individual comms capability per Event component/heat



Safe Payment Gateway

Sessions/Events can be set to chargeable- Stripe utilised for money handling



Interactive Community Notice board

Your community can interact with you and each other via the Session noticeboard..



Real Time Itinerary & Scheduling

Plan an itinerary/schedule with associated links to Location, Time and Date. Make Realtime changes to the schedule with automated notifications to participants



Attendee Management

Invite specific individuals or organisation followers Download attendee list including contact details pre or post event



Key Sponsor Promotion

Event organisers can give screen space to key sponsor graphics.



Key Sessions - containing sponsor content

Push notifications can be sent out to entire event audience at key times including advertising graphics and active urls to sponsored web assets.



Session Comms

Any changes to location date and time automatically sent via push notification and email to session participants



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SUMMARY

Item	Sessions Platform	Events Platform
Safe Payment Gateway Sessions/events can be set to chargeable, utilising Stripe for money handling.	✓	✓
Interactive Community Noticeboard Your community can interact with you and each other via the Session noticeboard.	✓	✓
Real Time Itinerary & Scheduling Plan an itinerary/schedule with associated links to location, time and date. Make realtime changes to the schedule with automated notifications to participants.		✓
Attendee Management Invite specific individuals or organisation followers, see who is attending, declined or accepted. Download attendee contact list pre or post event.	✓	✓
Social Media Connectivity / 3rd Party Platform Posting Create your session/event in Buccaneer then seamlessly post the event,together with relevant URL links and event variables to 3rd party social media platforms Facebook and Instagram.	✓	✓
Key Sponsor Promotion Event organisers can give screen space to key sponsor graphics.		✓
Key Sessions - containing sponsor content Push notifications can be sent outto entire event audience at key times including advertising graphics and active urls to sponsored web assets.		✓
Session/Event Comms – Any changes to location date and time automatically sent via push notification and email to Sessions/Event participants	✓	✓
Internet Search Engine Optimised Data – Once Session/Event data is set up in the Buccaneer platform – The core information is made available to Internet Search engines in connection with your business directory profile in Buccaneer, helping to build domain authority to aid natural search ranking visibility /elevation.	✓	✓



ACTION SPORT LIFESTYLE COMPANION

Buccaneer is a location-based community app specifically aimed at action and adventure sports/activities.

Buccaneer connects places (beaches, rivers, lakes, trails, hills, mountains and crags) to the people that use them and with the service providers and local amenities that can facilitate them.

LOCAL BUSINESS ENGAGEMENT PLATFORM	LOCATION / SPOT GUIDE	COMMUNITY SESSIONS PLATFORM
ADVENTURE TRAVEL	LIFESTYLE COMPANION	EVENT PLATFORM
HEALTH, FITNESS, WELLBEING	BRAND SUPPLIER DIRECTORY	INTERACTIVE COMMUNITY FORUMS



To connect people to places with a great experience.

Allowing like minded individuals to share their experiences and love for adventure. Providing accessibility to hard won local knowledge to expand accessibility and participation to sports and activities.

MISSION VISION

Our planet, our wild places are our play-ground so we intend to look after it.

We will do what we can to promote ethical, sustainable living with an emphasis of environmental awareness and the benefits of continually renewing one's connection to the natural world has on mental wellbeing.





**LOCAL BUSINESS
ENGAGEMENT
PLATFORM**

**LOCATION / SPOT
GUIDE**

**COMMUNITY
SESSIONS PLATFORM**

ADVENTURE TRAVEL

**HEALTH, FITNESS,
WELLBEING**

**BRAND SUPPLIER
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**INTERACTIVE
COMMUNITY FORUMS**



VALUES

WHAT YOU GET



Sessions Platform

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Events Platform

Create community Events from any Buccaneer Location – Communication options to invite specific individuals or entire business audience or Location followers. Itinerary management and individual comms capability per Event component/heat

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WHAT YOU GET

Buccaneer Sessions Directory Listing

Identifies what your business Does, What Sport verticals, Where it is located. All info to be made available via back links to Google Search via your Domain – Great for SEO natural search ranking

Buccaneer Subscriber Business Followers and Notification Platform

Allows Buccaneer Subscribers to Follow your business in the app to receive push notifications from you as you make notice board and Session updates

Interactive Community Notice Board

Your community can interact with you via the Buccaneer noticeboard. When you make new entries your business following will get notified. Notice board content will also get indexed against your domain.

KITESURFING ARMADA FESTIVAL



Download on the
App Store

DOWNLOAD THE APP
BUCCANEER
SESSIONS

GET IT ON
Google Play



5,000+

SUBSCRIBERS
Since 2021 Launch

12,000+

AUDIENCE REACH
(APP, Social and Direct Mail)

6,000+

LOCATIONS

19,000

USER REQUESTS
PEAK DAILY USER
TRANSACTIONS
Location lookups,
Session interactions

SESSIONS PLATFORM



KITESURFING

362



SUP / PADDLE

1314



SURF

369



WINDSURF

606



MOUNTAIN BIKE

139



WAKE

32



KAYAK

1307



CLIMB

283



FOIL WING

604



WILD SWIMMING

488



PARTNERSHIP CASE STUDIES



KITESURFING ARMADA EVENT PARTNER



**Event partner with Armada - 50 Sessions run over 3 days
incorporating the British Kitesurfing Championships.**

The Kitesurfing Armada is a unique kitesurfing festival held on Hayling Island, bringing the kitesurfing community and general public together for one fantastic weekend of kiting, live music, fundraising and entertainment! This event is the biggest kitesurfing and live music event in Europe!

50

SESSIONS

60,000

USER INTERACTIONS

2700

COMMS ENTRIES
BROADCAST





BRITISH KITESURFING FREESTYLE CHAMPIONSHIPS

Event / competition schedule and
messaging platform

Event sponsors were able to promote directly
via the platform over the weekend.



420

PARTICIPANTS

2,400

USER INTERACTIONS

820

COMMS ENTRIES
BROADCAST



HIKE BIKE PADDLE CHARITY EVENT PARTNER

Hike Bike Paddle is a charity event open exclusively to business stakeholders in the outdoor, adventure industry.

Companies enter teams to take part in the challenge to raise money for the Youth Adventure Trust.

120

PARTICIPANTS

2,000

USER INTERACTIONS

390

COMMS ENTRIES
BROADCAST





NATIONAL STUDENT WINDSURFING ASSOCIATION

Event schedule and messaging platform



250

PARTICIPANTS

10,000

USER INTERACTIONS

730

COMMS ENTRIES
BROADCAST

WINGFEST '23



Wingfest is an event open to any level of participant specifically focusing on Wing Foiling.

The event comprised a mixture of equipment demos from sponsoring brands. A competition for accomplished Wing Foilers and Taster sessions to encourage new participants

12

SESSIONS

856

USER INTERACTIONS

293

COMMS ENTRIES
BROADCAST





WOOLACOMBE WEEKENDER '23

A weekend festival where the festival location was situated equidistant to 4/5 awesome beaches. Event participants were able to share information amongst all of the attendees on what beaches were working in real time in relation to the weather and sea conditions.

User we re also able to use the location guides for launch zones for kiting, GPS coordinates for best parking areas. Local Kite community were also able to advise event attendees on local rules etc.





How to set yourself up for a well-attended event

BUCCANEER EVENTS



EVENT MARKETING & MANAGEMENT SYSTEM

- As well as activity Sessions, Buccaneer is host to many Events ranging from small demo sessions at the beach to full on festivals with, literally thousands of participants.
- Each event is different and requires thought on a case by case basis in terms of attracting the relevant audience. All of that said there are some key stages to consider to maximise attendance potential.
- To the seasoned event organiser this is likely to be case of stating the obvious – doesn't hurt to have a check list
- Here is a simple guide to maximising your event participation...

STEP 1 - EVENT CONTENT

- What's your content/purpose and who/what do you want to be there to create interest?
- What is it going to be called?
- What audience do you want to attract?
- Where are you going to hold it?
- Is it a paid event or is it free?

STEP 2 - YOUR AUDIENCE

Think about your audience - where is it coming from?

Buccaneer Platform – Buccaneer already contains thousands of engaged subscribers so one of the many benefits of using Buccaneer to create and manage Events is the ability to promote your event to an existing audience that interact with the platform for Sessions and Events.

Social media – When you have created your event in buccaneer you can utilise the Share tools on the Session/Event front screen to broadcast you session into your social feeds for Instagram, Facebook, WhatsApp etc.

Mailing lists – Similarly to social media, once you have created your Event/Session in Buccaneer to can paste a URL link to your event into your email template. If you have mailing lists from any previous events now is the time to liven them up. The Buccaneer Web app has guest view functionality so anyone you send the link to if they have the Native mobile app or not they will be able to open your Event page with a view to confirming their attendance

Collaboration and shared promotion – If some of your event content is going to be provided by other stakeholders it's key to get some commitment from them in terms of what they might be up for in terms of co-promotion. The most powerful form of marketing is when another trusted source is recommending your stuff.





STEP 3 - PROMOTIONAL CONTENT / ASSETS

Promotional Materials / Assets

What content will you use to promote your event?

- Event Graphic/ Poster
- Video footage from previous events
- Testimonial footage from previous event attendees
- Promotion video from key stakeholders who will be there on the day
- Teaser Announcements of the exciting things that will be happening

Promotional Channels

What Channels will you use to promote your event?

- Digital Shop Front – Super important to have a clear end point for you promotion. For every message post /email, story, there should be a link routing your audience back to some kind of event page which clearly tells people what's happening and the details



STEP 4 - EVENT PROMOTION

Promotion activity will somewhat be decided by all of the previous steps. Don't leave it too late, make sure you have a good run in terms of time to create interest and attendance.

The below is meant as an example but acts as a good checklist. Clearly the precise nature of event marketing activity will vary event by event.

