

## 3. Club Management

### Participation fees for major international events

#### Back to the roots

The last items on the agenda of the European Porsche Club Committee 2007 had just been ticked off when a new topic was brought up which had been put to the President and the Porsche Club Coordination often over the last year: the cost of participation fees for major international events.

Many Club members find the constantly rising costs for such weekends too expensive. They want the costs to be kept down to allow all Club members to take part and to maintain the real point of Club events: The common experience of the Porsche brand.

In 2000, the European Club Presidents declared that participation in an international Meeting should not cost more than 1,000 Euros per vehicle. However, the current development shows a constantly rising limit which is currently approaching 2,000 Euros. Even though the limit seemed to have been reached in recent years at approximately 1,500 Euros.

How could this cost development come about? With the continuous development of the Porsche Clubs the nature of the events has naturally also changed. We used to be pleased when a small "first" event went well and was a success. But let's be honest, we left every event with a vision: Next time we'll make the event bigger, better, more extensive, more eventful.

We now enjoy perfectly organised events. Prepared by the Clubs with great enthusiasm and commitment, staying at the best hotels in beautiful regions with an attractive program. The events have become bigger, more perfect, more modern and adapted to the times. And that's a good thing.

Nevertheless, the Porsche Club Coordination appeals to all Clubs on behalf of the Club members to try to reduce the costs and thus the fees and to find a way to simpler but just as attractive and enjoyable events.

"Back to the roots" does not necessarily mean less interesting events. It means refocusing on the real point of such meetings: to talk to other Porsche fans and to enjoy time together. And that, fortunately, does not depend on the luxury standard of a hotel. Perfect organisation, carefully chosen locations, a helpful organisation team, happy participants and an altogether harmonious price-performance ratio are the marks of a good event.

The alternative of choosing between two hotel categories alone would be a first step towards limiting the costs and directing a wider range of options to a bigger target group. This could allow more members of our Porsche Club community to enjoy exciting events among kindred enthusiasts.

However, for all the discussion about the costs, we would like to stress just how much we appreciate your hard work and commitment for the many Porsche events. We are already looking forward to the many hours shared at the Porsche Club events and wish you much fun and success for 2008.

Your Worldwide Porsche Club Coordination  
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