FINAL STATEMENTS AND REPORT

Jonas Hällström RDP FRPSL

Exhibition Manager
CEO World Philatelic Exhibition 2019 AB

This report is approved by the World Philatelic Exhibition 2019 AB (WPE 2019 AB) Board of Directors.
STOCKHOLMIA 2019
International Celebration of the 150th Anniversary
of the Royal Philatelic Society London

PROJECT DIRECTIVE
Version 1.0

This Project Directive was approved by the Royal Philatelic Society London on the 21st October 2015. It will be reviewed following the development of the project planning of the exhibition.

The Project Directive is the agreement between the Society and the exhibition management of STOCKHOLMIA 2019 – The International Celebration of the 150th Anniversary of the Royal Philatelic Society London.

REVISION LOG

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Changes</th>
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<tbody>
<tr>
<td>1.0</td>
<td>21/10/2015</td>
<td>Project Directive approved by the RPSL Council.</td>
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7. ASSIGNED TASK


The Society, its officers and its overseas representatives undertake to promote and publicise the exhibition without any financial risk taken by the Royal Philatelic Society London.

If World Philatelic Exhibition 2019 AB makes any financial profit from STOCKHOLMIA 2019, it will be solely for the benefit of the Royal Philatelic Society London.
Success Factors for the Execution of the Exhibition

Success Criterions
- Visitors
- The Royal Governance
- Patrons
- The Philatelic Partnership
- Marketing Campaign
- Exhibition Design & Performance
- The Philatelic Program
- The Social Events
- The Jury
- The Exhibition Medal
- STOCKHOLMIA Publications
- Numerous Volunteers
- Extensive Feedback

Patronship Contributions
- Company Confidential

Budget Performance
- Company Confidential
- Downsides
- Upsides

Profit Proceeds to the RPSL
- Company Confidential

The Exhibition Management Medal

Proceeds to the RPSL
The Exhibition Plan (2.6), its Appendices, and the Concepts for the exhibition operations, defined the structure which at the end became the overall success factor.

Exhibition Operations were executed as sub-projects:
- Marketing and Sales
- Philatelic Exhibitions
- Trade Stand Holders
- Exhibition Logistics
- Exhibition Program Activities
- Security Operations

Outsourcing to Professional Partnerships
- Destination Management
- Conference Organisation
- Exhibition Design, Development and Built
- Execution of Security Operations
SUCCESS CRITERION
VISITORS

Day by Day

<table>
<thead>
<tr>
<th>Day</th>
<th>Visitors</th>
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<tr>
<td>Tuesday 28 May</td>
<td>1,471</td>
</tr>
<tr>
<td>Wednesday 29 May</td>
<td>1,456</td>
</tr>
<tr>
<td>Thursday 30 May</td>
<td>1,425</td>
</tr>
<tr>
<td>Friday 31 May</td>
<td>1,349</td>
</tr>
<tr>
<td>Saturday 1 June</td>
<td>1,252</td>
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<tr>
<td>Sunday 2 June</td>
<td>879</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>7,832</strong></td>
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Paid Admissions

<table>
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<tr>
<th>Type</th>
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<tr>
<td>Vernissage Tickets</td>
<td>170</td>
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<tr>
<td>Single Day Passes</td>
<td>1,878</td>
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<tr>
<td>Exhibition Day Passes</td>
<td>635</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2,683</strong></td>
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</table>

The international width of our hobby was truly reflected through more than 50 different nationalities registered as visitors to the exhibition: Argentina, Australia, Austria, Belgium, Bermuda, Brazil, Bulgaria, Canada, China including Hong Kong, Colombia, Croatia, Czech Republic, Denmark, Egypt, El Salvador, Estonia, Finland, France, Germany, Hungary, India, Israel, Italy, Japan, Luxembourg, Malta, Mexico, Monaco, the Netherlands, New Zealand, Nigeria, Norway, Pakistan, Poland, Portugal, Puerto Rico, Romania, Russia, Saint Pierre and Miquelon, Saudi Arabia, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, the UK, the United States and Uruguay.
SUCCESS CRITERIONS

THE ROYAL GOVERNANCE

BUCKINGHAM PALACE

Monday 17th June 2019

Dear Jonas,

On behalf of Her Majesty the Queen, I am writing to thank you for your unerring help and support given to the Royal Philatelic Collection throughout the preparation and execution of Stockholmsia 2019.

The undoubted success of the Exhibition reflected your excellent management of the project, with your far-sighted "plan" and attention to detail. It is one we will remember for many years to come.

Would you please express our gratitude to all those members of your team for their friendship and commitment.

It has been a privilege to work with you and I look forward to meeting with you in the near future.

Yours sincerely

Rod Yeusden
Acting Keeper, Royal Philatelic Collection
SUCCESS CRITERIONS

PATRONS

LEADERSHIP PATRONS 34
GOLD PATRONS 83
PATRONS 73
SUPPORTERS 51
241

Australia 6 Luxemburg 1
Bahamas 1 Netherlands 2
Belgium 6 New Zealand 1
Canada 3 Norway 5
Czech Republic 4 Poland 2
Denmark 2 Portugal 2
Estonia 1 Slovenia 1
Finland 1 South Africa 3
France 3 Sweden 51
Germany 24 Switzerland 10
Hong Kong 5 Thailand 1
India 2 United Kingdom 36
Italy 5 USA 61
Japan 1 Åland Islands 1
241
SUCCESS CRITERIONS
THE PHILATELIC PARTNERSHIP
SUCCESS CRITERIONS
MARKETING CAMPAIGN

- **Target Group 1**
  - **RPSL Members**
    - Advertising and Information in The London Philatelist
    - President’s and Independent Newsletters
    - 346 members signed the Members’ Book in Stockholm

- **Target Group 2**
  - **International Philatelists**
    - Philatelic Partnership with The Global Philatelic Network
    - Extensive pre-exhibition advertising (anonymously sponsored by the one and same Patron)
SUCCESS CRITERIONS
MARKETING CAMPAIGN

- Target Group 3
  Philatelists in Sweden
  - National Partnership with The Swedish Philatelic Federation
  - Advertising in Svensk Filatelistisk Tidskrift 2017-2019

- Target Group 4
  Public
  - Social Media Campaign Facebook
  - On Site Advertising in Stockholm by KulturReklam
  - Newspaper Advertising
    - Dagens Industri
      - DI Digital
      - ¼ Pages (5)
      - ½ Pages (2)
      - 1/1 Pages (2)
    - Dagens Nyheter
      - 1/1 Pages (4)
SUCCESS CRITERIONS
THE PHILATELIC PROGRAM

- **183 events**
  - Congresses
  - Meetings
  - Master Classes
  - Current Trends Sessions
  - Lectures
  - Book Presentations

- **161 different speakers**
  - 12 RDPs
  - 74 Fellows of the RPSL
  - 30 Speakers gave two or more presentations
  - The busiest day during the exhibition was Thursday 30 May (46 events).
  - At the peak there were as many as 9 parallel sessions

- Attendance was generally very good
  - The most popular events were the Master Classes
  - Most of the Current Trends Sessions also had rooms full of attendees
SUCCESS CRITERIONS
THE SOCIAL EVENTS

- **28 May Vernissage**
  - 1,471 visitors
- **29 May STOCKHOLMIA CLUB Dinner**
  - Winterviken 405 guests
- **31 May Excursion to Drottningholm Palace**
  - Two full cruising ships (340 guests)
- **31 May RDP Ceremony**
  - Hall of Mirrors at the Grand Hôtel
  - 44 RDPs attended – the largest gathering ever
- **1 June STOCKHOLMIA BANQUET**
  - Vasa Museum 700 guests
SUCCESS CRITERIONS
THE JURY

- 28 Judges
  - 14 different nationalities

- The Jury Process
  - Selection
  - Information and Advertising
  - Preparations
  - Execution
  - Jury Feedback to Exhibitors

- The Result

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<th>TR</th>
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<td>3</td>
<td>5</td>
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<td>89</td>
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<td>15</td>
<td>15</td>
<td>20</td>
<td>17</td>
<td>3</td>
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The unique STOCKHOLMIA medal (edition 375) in classic format and presentation, styled with two front faces, tracing the two countries’ equal importance by depicting the world’s most recognized stamps in stylized design.

Sebastian Schildt
SUCCESS CRITERIONS
STOCKHOLMIA PUBLICATIONS

- **Bulletins**
  - #1 (April 2017)
  - #2 (August 2018)

- **Handouts Series**
  - #1 (25 May 2017)
  - #2 (1 December 2018)
  - #3 (16 February 2018)
  - #4 (31 August 2018)
  - #5 (28 May)
  - #6 (29 May)
  - #7 (31 May)
  - #8 (1 June)

- **Special Handouts**
  - 11 April 2019 *Handout for the Presentation of the Exhibition Catalogues* edition 800
  - 28 May 2019 *Exhibition Information and Program* edition 8,000
SUCCESS CRITERIONS
STOCKHOLMIA PUBLICATIONS

- **The Exhibition Catalogues**
  - Volume 1 Softbound
  - Volume 2 Softbound
  - Hardbound Sets Vol 1+2

- **The London Philatelist Special Editions**
  - #1 Stockholm Print 31 May 2019
    - London Print (Pardy)
    - edition 2,500
  - #2 Stockholm Print 2 June 2019
    - London Print (Pardy)
    - edition 1,000
  - #3 One Printing Only (Pardy)
    - edition 2,500
SUCCESS CRITERIONS
NUMEROUS VOLUNTEERS
My most sincere congratulations for a UNIQUE event! You set new standards!!!! I take pity on the organisers of future events … Please pass my sincere thanks to everyone involved!

Best regards
Patrick Maselis RDP FRPSL
President
The Royal Philatelic Society London
THE EXHIBITION MANAGEMENT MEDAL

Gilt Silver
Edition: 25

- Christer Brunström
- Lennart Daun
- Lars Engelbrecht
- Gert Fredriksson
- Alexander Haimann
- Helga Haub
- Stefan Heijtz
- Jonas Hällström
- Mitch & Alan Holyoake
- Chris King
- Jan-Olof Ljungh
- Wolfgang Maasen
- Patrick Maselis
- Ari Muhonen
- Kjell Nilson
- Mats Söderberg
- Brian Trotter.

- Her Majesty Queen Elizabeth II
- His Majesty King Carl XVI Gustaf
- The Royal Philatelic Society London
- Gustaf Douglas
- The Global Philatelic Network
  (in appreciation for the work of primarily by Dieter Michelson, Karl Louis and André Schneider)
- Bengt Bengtsson
- Jan Berg
- Tomas Bjäringer
Archival Documentation to be delivered at the first RPSL Meeting of the season on 12 September

Final Statements and Report, including profit forecast, to be given to RPSL Management on 31 October

Profit proceeds to be officially announced at the LONDON 2020 Palmarès on the 8 May 2020
WE MADE IT AND WE MADE IT TOGETHER