

19th January  
2014

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## Final Report



EUROVISION



infront  
SPORTS & MEDIA



[www.world-snow-day.com](http://www.world-snow-day.com)



## Foreword - from FIS President

The 3rd edition of World Snow Day on 19th January 2014 was nothing short of incredible. A record 610 Organisers in 35 countries staged unique events that brought children and their families together to celebrate all things snow in a friendly and fun environment. Thanks to the commitment of these Organisers, many youngsters around the world had the opportunity to explore, enjoy and experience snow sports.

When the event first began, FIS set out to reach the goal of 500,000 participants by the third year of operation. By no means was this a small goal. But FIS knew that the global community would come together and join in this vision. FIS is happy to confirm more than 549,000 participants took part in the event as the goal we reached.

World Snow Day also had great success and exponential growth in all communication areas. This has helped new audiences discover events. The strength of the various communications platforms has also engaged Organisations outside of the snow sports community, such as the World Health Organisation.

I would like to take a moment and thank the World Snow Day partners: Audi, Sanetta, Eurosport, the European Broadcasting Union, Infront Sports & Media and Best of the Alps for their great cooperation and support. This event would not be where it is today without their partnership and collaboration.

The success of the 3rd edition of World Snow Day gives us even more hope for the future. I encourage all lovers of snow sports to continue to bring children to the snow. We look forward to having an even greater number of children next season and beyond.

Gian Franco Kasper



FIS President





## Acknowledgements

The FIS World Snow Day 2014 Final Report would not have been possible without the support of the Event Organisers and the contributions of hundreds of individual participants whose feedback has been invaluable. Thanks are also due to the FIS Member National Ski Associations which promoted the concept and all local and international partners and sponsors for their continued support.



World Snow Day is all about fun on the snow. Vatra Dornei (ROM)



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## Executive Summary





The 3rd edition of World Snow Day took place on 19th January 2014 and saw 549,000 participants exploring, enjoying and experiencing snow at 610 events held in 35 countries. Children and families enjoyed free or discounted ski and snowboard lessons, lift passes, ski equipment, as well as concerts, races, gifts and prizes, to name just a few of the hundreds of activities. Events took place in cities, on high mountain peaks and everywhere in between. Event Organisers included ski and snowboard resorts, National Ski Associations, private event companies, ski and snowboard clubs, ski and snowboard schools, manufacturers and retailers. The majority of World Snow Day Organisers and participants have expressed a strong interest in participating in the 4th edition of World Snow Day, which will take place on 18th January 2015.





## Introduction





## Who is the International Ski Federation (FIS) ?

As the governing body of international skiing and snowboarding, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 115 member nations, more than 6'500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

## What is Bring Children to the Snow ?

The 'Bring Children to the Snow' campaign was launched in 2007 as an international, multi-year campaign to promote snow activities as the number one leisure choice for kids and the youth in winter. The campaign aims to encourage newcomers to the snow whilst adding additional value to those who already participate in the sport.

The campaign seeks to achieve this vision through two primary programmes, the FIS SnowKidz and FIS World Snow Day. The primary target group for the campaign is children between the ages of 4-14 and their families. Whilst targeting children and their families, FIS also hopes to motivate more teenagers and young adults. The campaign is not focused on generating competitors for any particular FIS discipline. 'Fun in the snow, fun on the snow' is the motto at the heart of the campaign.

## What is World Snow Day ?

World Snow Day was launched in 2012 and looks beyond the FIS membership to the wider snow sports community. It seeks to encourage the snow industry stakeholders to be part of activities for children aged from 4-14 to celebrate all things snow. In short, World Snow Day is designed to be the biggest day on snow all year and will be staged annually for years to come.

This report summarises the key facts and figures from the 3rd edition of World Snow Day which took place on 19th January 2014.



# World Snow Day Goals and Analysis

## Primary Goals:

**Goal:** Enable children and their families to explore, enjoy and experience snow sports through special events and activities organised as part of World Snow Day

**Achieved?** YES. Organisers have staged events to give children access to snow sports. A great example of this was the Apen Bakke in Norway where 72 ski resorts provided free skiing and snowboarding for the general public.

**Goal:** Create global momentum for all people involved in snow activities for a better future by reaching 500,000 participants by the 3rd edition of World Snow Day on 19th January 2014.

**Achieved?** YES. The 3rd edition of World Snow Day saw more than 510,000 participants take part.



Zermatt's mascot Wollie was a huge hit on World Snow Day. [Zermatt](#) (SUI)



### *Secondary Goals:*

**Goal:** Increase awareness about the need to protect and conserve the environment.

**Achieved?** YES. Many events included specific environmental awareness programmes at their events. A good example was in Zakopane (POL). The National Forestry Service was invited to stage fun games for children, including a memory game where children had to find the animals and plants.

**Goal:** Promote the health benefits of snow sports to all participants.

**Achieved?** YES. Organisers embraced this goal in different ways. Some showed children the mental health benefits by having fun the snow. Others built Mountains in the City, invited school children, showed them snow sports and then promoted the health benefits.

**Goal:** Emphasise the importance of snow safety and awareness of rules of conduct.

**Achieved?** YES. Throughout Canada, the Canadian Ski Patrol staged a series of safety events for National Safety Week and World Snow Day. These events involved fun safety games such as searching for treasures using avalanche equipment. Similarly in Greece the Parnassos ski area distributed the 10 FIS SnowKidz Rules of Conduct to all participants.



Learning about snow safety with some special friends in [Hannigalp](#) (SUI).

## 3rd World Snow Day In Numbers





## Fast Numbers

- 1 Day around the world.
- 3 Events in the Southern Hemisphere.
- 6 Global Partners: Audi, European Broadcasting Union, Infront, Eurosport, Sanetta and Best of the Alps.
- 6 Events designed to benefit disadvantaged youth and children.
- 8 nationwide events.
- 9 events in major cities around the world.
- 35 participating countries.
- More than **100** resorts with free skiing and snowboarding.
- **142** events in one country.
- **610** Event Organisers.
- Average of **133.45%** growth in social media presence.
- **1'240** World Snow Day events over three editions.
- Over **15'000** people reached daily on Facebook.
- Estimated **32'600** minutes watched on YouTube.
- More than **29,800** YouTube Video Views.
- More than **120,000** participants at the largest event.
- More than 141,000 people reached with a single Facebook post.
- More than **150,000** visitors to [www.world-snow-day.com](http://www.world-snow-day.com)
- More than **510'000** participants in the 3rd Edition of World Snow Day!



These special kids were treated to a full snow experience thanks St. Anton am Arlberg (AUT).

# World Snow Day by Continent and Country

The 3rd Edition of World Snow Day saw 610 events organised in 35 countries.





## Types of Organisers

World Snow Day Events were staged by a wide array of Organisers. The most common were National Ski Associations, with 229 events, representing 37%. This is a 27% increase for National Ski Associations in comparison to last year. Other notable increases came from Event Organising Companies and Ski and Snowboard Schools. It is very positive to see a wider variety of Organisers in comparison to the 2nd edition of World Snow Day.

## Example Events

**Sweden:** Everyone on snow. 22 ski resorts with free lessons, games and discounted lift passes.

**Lake Louise, Canada:** Free Skiing and Snowboarding for children.

**Quebec, Canada:** Mountain in the City.

**Whistler, Canada:** Children's Ski Cross race.

**France:** La Fête du Ski et de la Neige.

**Cortina d'Ampezzo, Italy:** Meet and greet with World Cup athletes.

**Bariloche, Argentina:** Free children's mountain experience.

**Latvia:** Celebrations with games, free lessons and demonstrations throughout the country.

**Norway:** 72 ski resorts with free skiing and snowboarding.

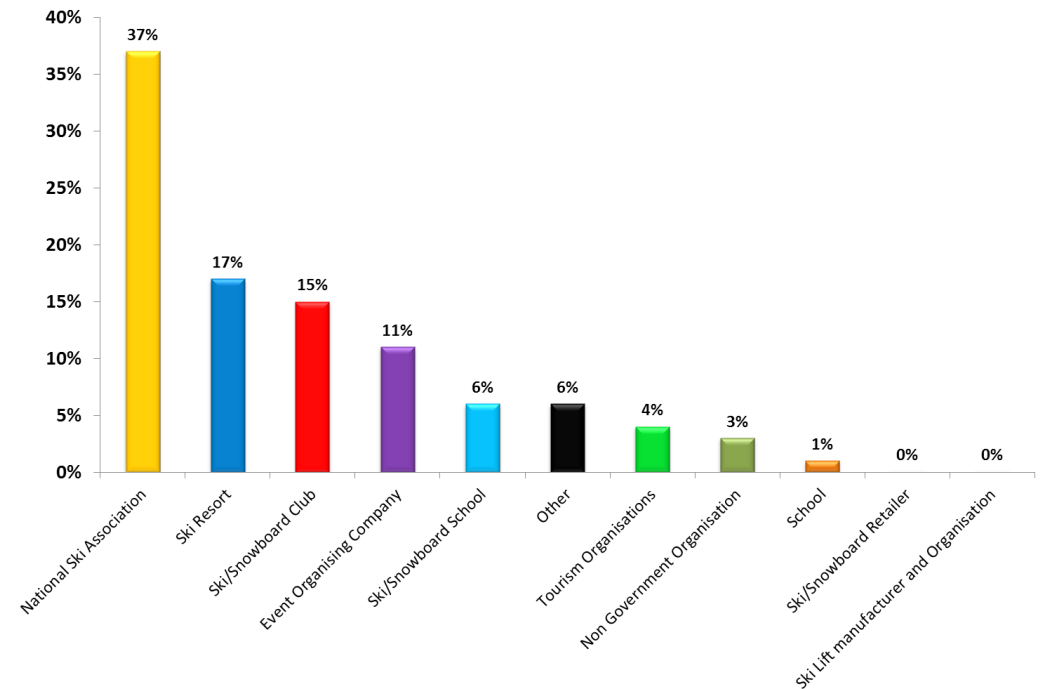
**Poland:** Cross-Country extravaganza as well as free ski and snowboard lessons across the country.

**Johannesburg, South Africa:** Free indoor ski lessons.

**Krasnogorsk, Russia:** World Snow Day celebration with free games, gifts prizes and parties for families.

**Wengen, Switzerland:** Free lift passes for children.

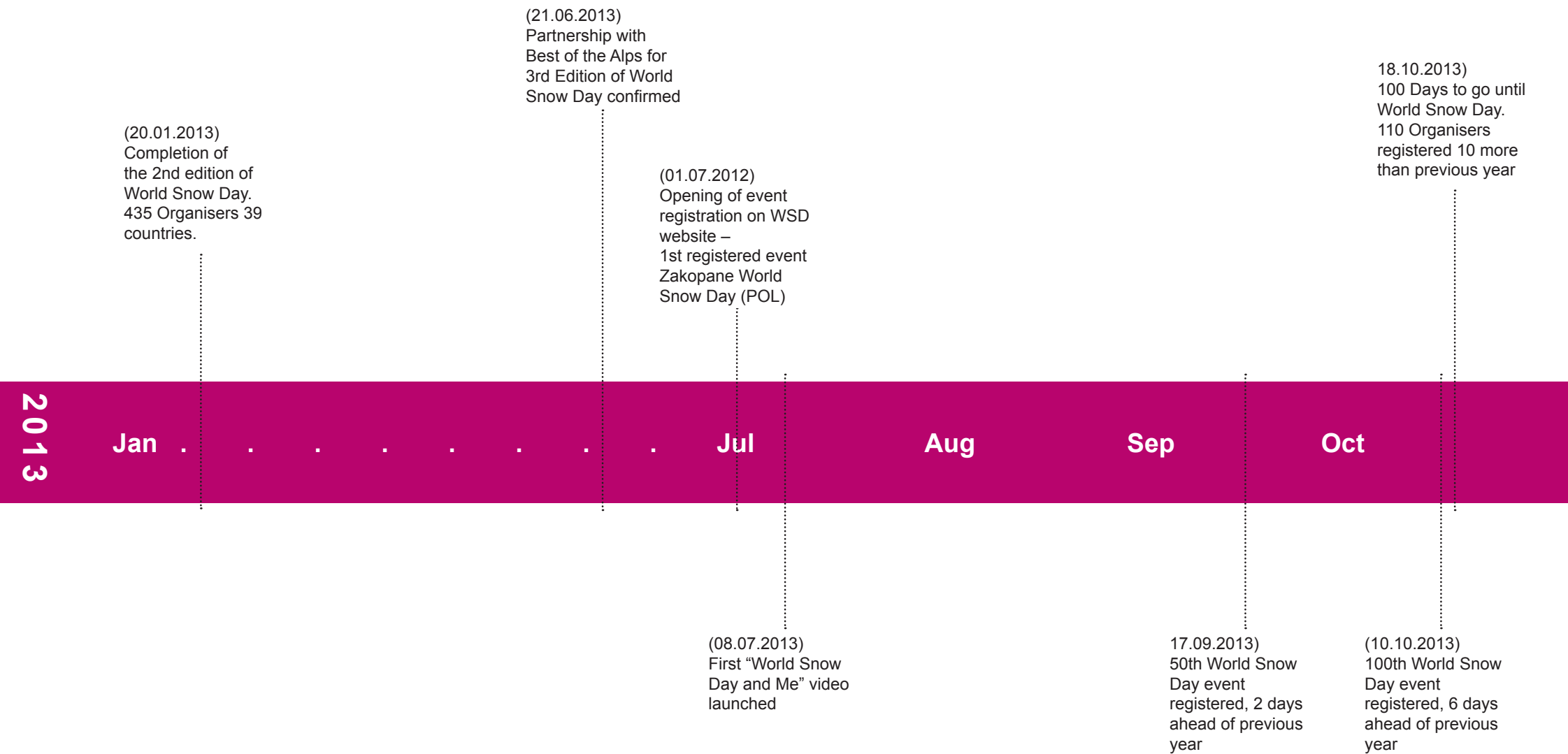
**Boreal, USA:** Free skiing and snowboarding for children.

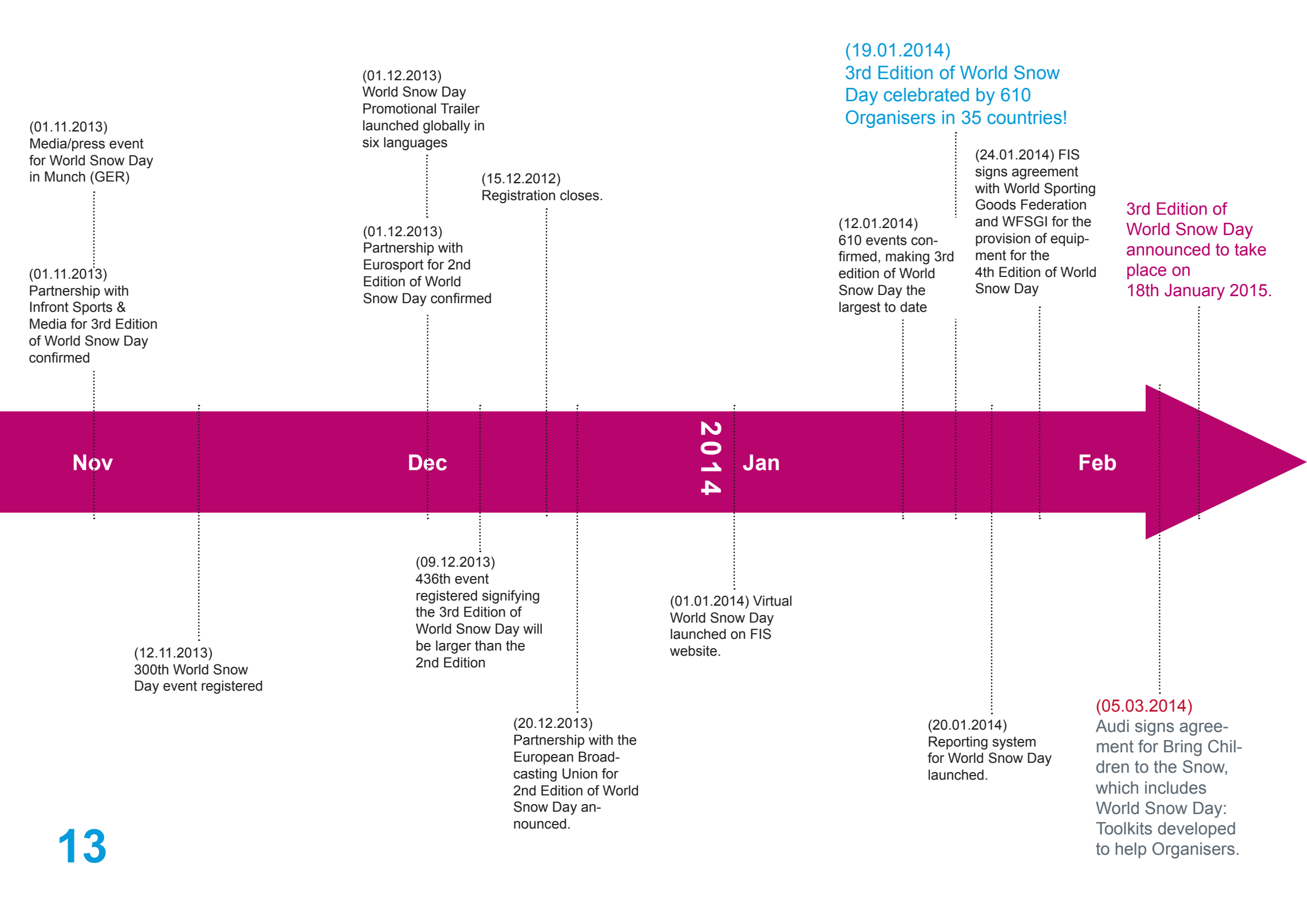


## Timeline and Milestones











Promotional Activities



To communicate World Snow Day, FIS engaged in numerous international level promotional and communication activities. Local communication and promotion activities were created by National Ski Associations and Event Organisers.

## Presence at FIS World Cup Events

From 26th December – 19th January 2014, the World Snow Day brand was featured on the starting bibs of all competitors in FIS World Cup events. Additionally, with many thanks to World Cup Organisers and National Ski Associations, the World Snow Day promotional trailer was shown onsite at races.

## World Snow Day on TV

From 1st December 2013, the third official World Snow Day promotional TV spot was made available in six languages (English, French, German, Italian, Spanish and Russian). Thanks to partnerships with Eurosport, the European Broadcasting Union (EBU) and Infront Sport and media the spot was distributed globally. Broadcasters successfully integrated the spot into programming from the 1st January – 19th January 2014.



Taking full advantage of the World Cup at World Snow Day in Cortina d'Ampezzo (ITA).



HOME » TRAVEL » SNOW AND SKI » SKIING NEWS

## Heavy snow boosts Scotland's ski resorts

Scotland is preparing to participate fully in World Snow Day this weekend for the first time thanks to excellent snow conditions in the country's ski resorts



Glencoe in Scotland will host free sledging, igloo-building demos and snowman building competitions this weekend Photo: Getty



By Hugh Morris

2:44PM GMT 16 Jan 2014

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Share 45

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3 Comments

...ues. This year the international snow...  
It's in marked on...  
restricted... day with be celebrated with gusto, with events including...  
celebr...owboard demos, free taster lessons and Zibob-cross racing (sled...  
in... racing).

"Assuming Sunday's weather is as forecast, this will be the first time that Scotland has really been able to support World Snow Day," said chair of Ski-Scotland Heather Negus. "Although we have had plans in place in previous years, this is the first occasion the ski areas have had good snow and a good forecast for the day itself to allow us to offer exciting, fun events."



Olympic.org

Official website of the Olympic Movement

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### Snow Sports for All on 3rd World Snow Day



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17/01/2014

**The third edition of World Snow Day will take place on 19 January 2014. Set to be the largest edition yet, over 610 organisers in 35 countries will be staging unique, fun, friendly, and in some countries, nationwide events in celebration of all things on snow.**

From free skiing and snowboarding in 72 resorts across Austria or free lessons in Poland, to a snow festival in Zermatt, Switzerland, or snow sport demonstrations from the Canadian Ski Patrol with an emphasis on safety, this year's World Snow Day has seen unprecedented engagement from local and national organisers.



## Media Events

In conjunction with [Sanetta](#), [SportScheck](#), [Garmisch Partenkirchen](#) and the [Felix Neureuther Ski Academy](#), a press event was staged at the newly opened SportScheck flagship store in Munich (GER). The central focus of the event was to spread and reinforce the message of youth in snow sports under the motto “The Future of Snow Sports is Children”. Hosted by German television and radio presenter Markus Othmer, the round table discussion included FIS Council Member and President of the German Ski Association Alfons Hörmann, alpine star Felix Neureuther, Sanetta CEO Dr. Steffen Ammann and Sportscheck Management Spokesperson Stefan Herzog.

## Social Media

World Snow Day’s social media presence has seen exponential growth. Not only has the presence increased on the existing platforms but World Snow Day has also expanded onto a fourth platform. Moreover, Organisers also embraced social media. Facebook pages, Facebook event pages, Instagram accounts and videos all increased the communication of the event.



FIS, [FES](#) and [WFSGI](#) presenting the partnership at world largest sporting goods trade fair [ISPO](#)





The following social media statistics are taken from the World Snow Day platforms.

#### Overall Growth:

Across four social media platforms World Snow Day has seen an average growth of 133.45%. This is a 42.45% increase from the last edition of the event.

#### Facebook:

<http://www.facebook.com/worldsnowday>

Highest reach for an unpaid WSD Facebook post? ..... 44,704

Daily reach of the WSD Facebook page? ..... 15,034

Number of people reached?

2nd Edition of World Snow Day ..... 707,751

3rd Edition of World Snow Day ..... 1'353'289

#### Twitter:

<https://twitter.com/WorldSnowDay>

Number of tweets for 3rd edition of World Snow Day? ..... 355

#### YouTube:

<http://www.youtube.com/WorldSnowDay>

Growth of Subscribers since last edition of World Snow Day?..... 504.2%

Most popular video? ..... 11,919

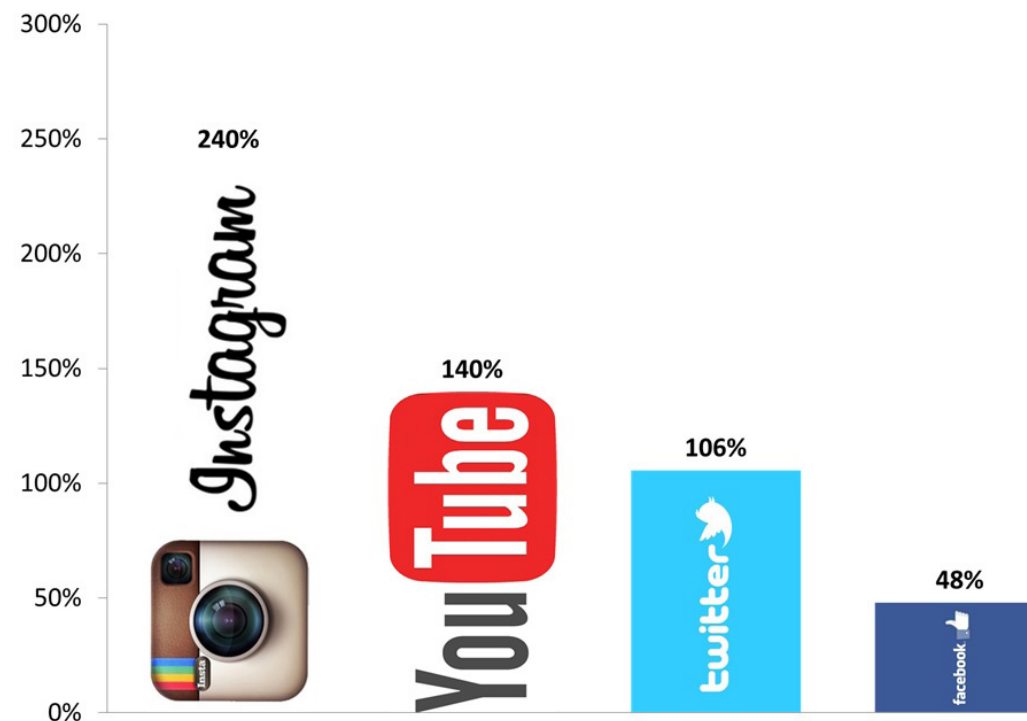
Which is the most popular series? World Snow Day & Me: .....32,755 views

#### Instagram:

<http://instagram.com/worldsnowday>

Likes received? ..... 1608

Number of photos posted: .....70







## Website

[www.world-snow-day.com](http://www.world-snow-day.com) is the official website for World Snow Day. In addition to releasing all related news and information, the website provides each registered Organiser with a dedicated page to promote their events and partners. To help develop the World Snow Day identity, registered Organisers have access to a free online toolkit with templates for banners, flags, souvenirs, diplomas and other promotional items. The WSD official website is cross-linked and promoted by all official FIS websites, pages and communication platforms.

## Integration in FIS channels

FIS continuously publishes World Snow Day news on [www.fis-ski.com](http://www.fis-ski.com) and discipline websites. News was pushed further through the FIS Newsflash. A designated section within the Newsflash titled "Bring Children to the Snow Corner" gave additional promotional benefit.

## FIS Youth and Children's Seminar

The 11th FIS Youth and Children's Seminar was held in Zurich, Switzerland, on the 2nd October 2013. The title of the seminar was "Recruiting and Retaining". Continuing on from the previous years, international and national organisations were invited to present their efforts to bring children to sports. The Seminar also provided a platform for Nation Ski Associations to present the challenges the face with youth activation. The Youth and Children's Seminars have continued to grow in attendance with the 11th edition boasting the participation of more than 90 delegates from over 40 National Ski Associations.

We've already had a lot of  
 wps surrounded by friends  
 family.

It's **World Snow Day** on Sunday. If you're lucky enough to be somewhere where you can get out into the snow, what better excuse to put on your skis and go for it!



## Partner Actions

The 3rd Edition of World Snow Day was supported by six exceptional partners: Audi, Sanetta, Eurosport, European Broadcasting Union, Infront Sports & Media and Best of the Alps. The potential of World Snow Day has been substantially enhanced by these partners' excellent participation and cooperation.

Thanks to partner Audi the World Snow Day Toolkits are a huge hit





## Audi

In December, Audi created 50 Toolkits to assist Organisers in staging events. Following a successful first distribution, Audi moved forward with a full partnership for the next two editions. An additional 450 kits will be available to all World Snow Day Organisers. Toolkits are free of charge, delivered to the locations of Organisers and become the property of the Organisers for future use after the event. More information on the Audi World Snow Day Toolkits can be found [www.world-snow-day.com](http://www.world-snow-day.com).

As Audi has partnered with the entire Bring Children to the Snow program, Toolkits will be developed for FIS SnowKidz. More information on the FIS SnowKidz Toolkit can be seen here [www.snowkidz.com](http://www.snowkidz.com).

[www.audi.com](http://www.audi.com)

## Best of the Alps

Best of the Alps is the European collaboration of 12 top tourist destinations in the Alps - Chamonix Mont-Blanc, Cortina d'Ampezzo, Davos, Garmisch-Partenkirchen, Grindelwald, Kitzbühel, Lech Zürs am Arlberg, Megève, Seefeld, St. Anton am Arlberg, St. Moritz and Zermatt.

Best of the Alps continued with its concept from the past two editions of World Snow Day creating special programmes for disadvantaged children from various SOS Kinderdorf villages around Europe. Children were taken to the mountains for a day of skiing, snowboarding and various snow experiences.

[www.bestofthealps.com/en/](http://www.bestofthealps.com/en/)



# EUR(O)VISION



## Eurosport

Through Eurosport's extensive global network the World Snow Day Promotional Trailer was broadcast three times a day from 15th December 2013 – 19th January 2014. The partnership was enhanced from the last edition of World Snow Day with Trailer receiving two additional weeks of airtime.

[www.eurosport.com](http://www.eurosport.com)

## European Broadcasting Union

The European Broadcasting Union is the largest association of national broadcasters in the world. Last year's cooperation saw great success and was repeated for this year's edition. The Promotional Trailer was available on their global distribution channels for broadcasters to download and air.

[www.ebu.ch](http://www.ebu.ch)

## FESI

FESI is the European representative of the sporting goods industry vis-à-vis the European Institutions as well as other European authorities and bodies. Through the partnership World Snow Day has been able to connect with snow sports equipment manufacturers and provide skis to Event Organisers.

[www.fesi-sport.org](http://www.fesi-sport.org)





## Infront Sports and Media

Infront Sports & Media is an experienced international full service sports marketing company with a capacity for innovation that is helping to transform the industry. Infront Sports & Media incorporated the World Snow Day Promotional Trailer into all FIS World Cup TV broadcasts managed by them.

[www.infrontsports.com](http://www.infrontsports.com)

## Sanetta

Sanetta is a children's clothing brand with a strong profile and an unmistakable vision. The family-run company, established in 1957, is the market leader in children's nightwear and underwear in Germany. Sanetta produced a specific range of World Snow Day children's snow sports jackets which were sold in their concept stores and various stores around Europe. Thanks to Sanetta's excellent reach, communications actions were also created. These include in-store promotion and a media event in Munich. Finally Sanetta also staged an excellent World Snow Day event in Garmisch Partenkirchen (GER). The event saw children transported from the city for a full day of snow sports free of charge.

[www.sanetta.de](http://www.sanetta.de)

## WFSGI

The World Federation of the Sporting Goods Industry (WFSGI) is the world authoritative body for the sports industry officially recognized by the International Olympic Committee as the industry representative within the Olympic Family.

[www.wfsgi.org](http://www.wfsgi.org)





Warm up time before an exciting day of fun on the snow. Krasnogorsk (RUS).











Feedback from Event Organisers  
and the public



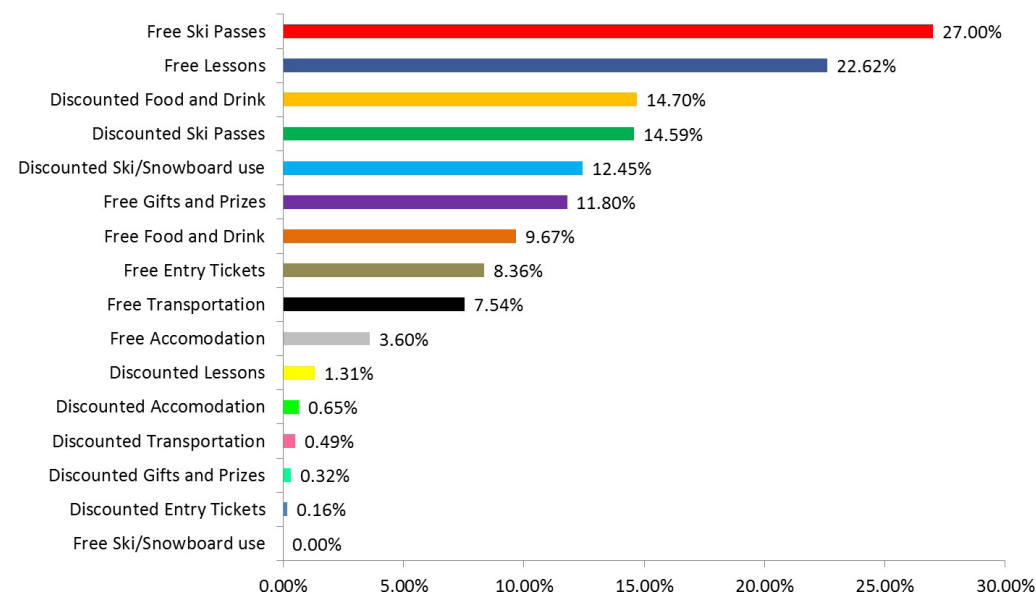
From 20th January to 20th February 2014, World Snow Day Organisers submitted event reports in the form of text, photos and videos via the World Snow Day Live Profile system. The individual 2014 World Snow Day event reports can be viewed at [www.world-snow-day.com](http://www.world-snow-day.com).

During this period, an online survey was conducted to collect feedback anonymously from the public who attended a World Snow Day event and also those who could not.

## Feedback from Event Organisers

### Types of World Snow Day events

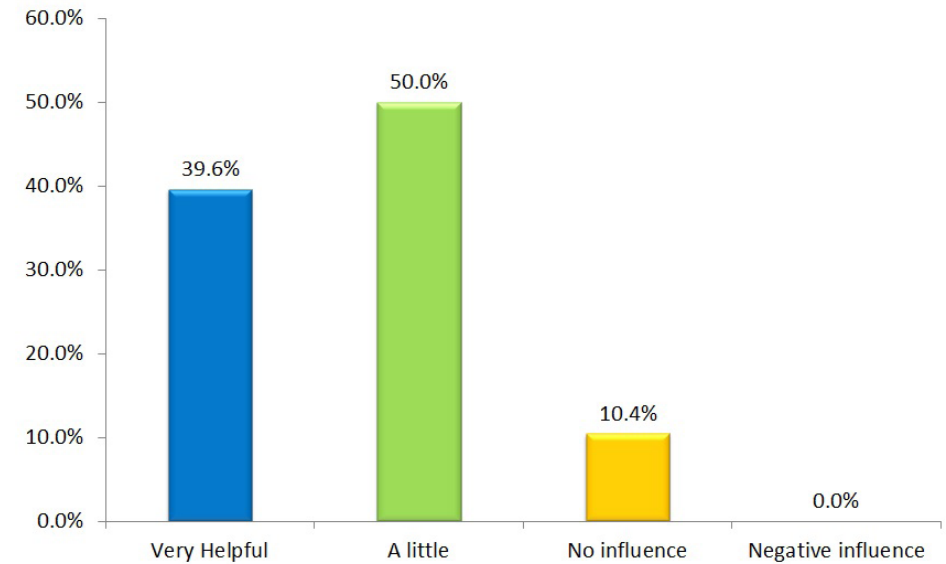
Overall, there was more variety in events. This is a positive sign as Organisers are catering to different types of snow sport enthusiasts. Based on the information collected, the most popular promotion offered was free ski and snowboard passes (27%). More than 17% of the Organisers provided free gifts and prizes, and 23% offered free ski and snowboard lessons.





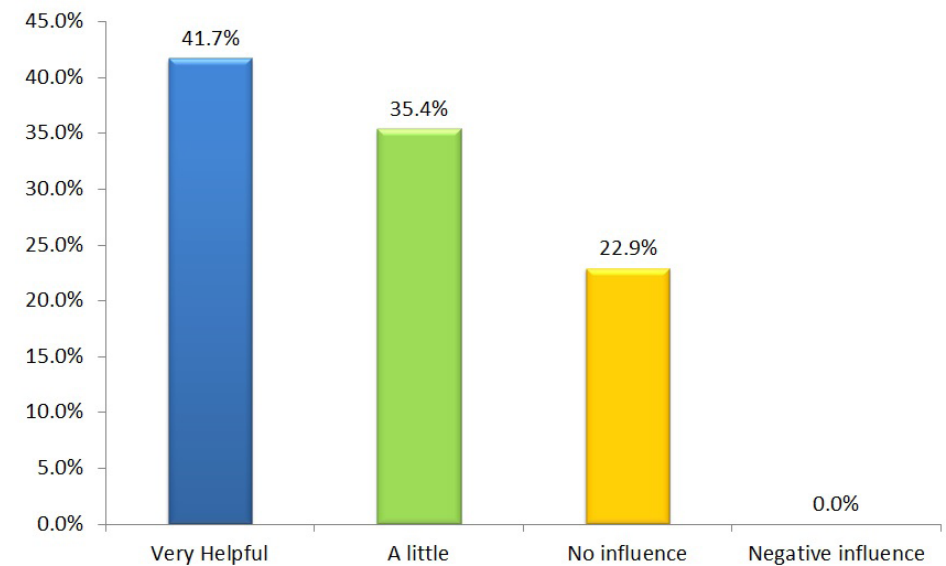
### Do you feel the World Snow Day brand helped you attract participants?

39.6% of World Snow Day Organisers said the World Snow Day brand was very helpful in attracting participants. An additional 50% said the brand was helpful to some degree. Combined, 89.6% of World Snow Day Organisers said the brand was helpful in attracting participants.



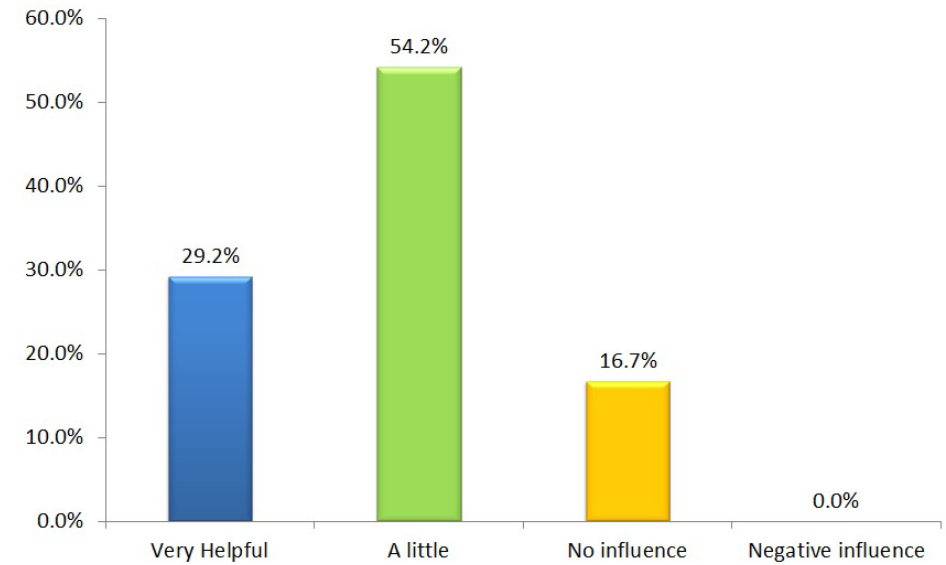
### Do you feel the World Snow Day brand helped attract media attention?

41.7% of World Snow Day Organisers said the World Snow Day brand was very helpful in attracting local media attention. This was in line with the previous edition of World Snow Day.



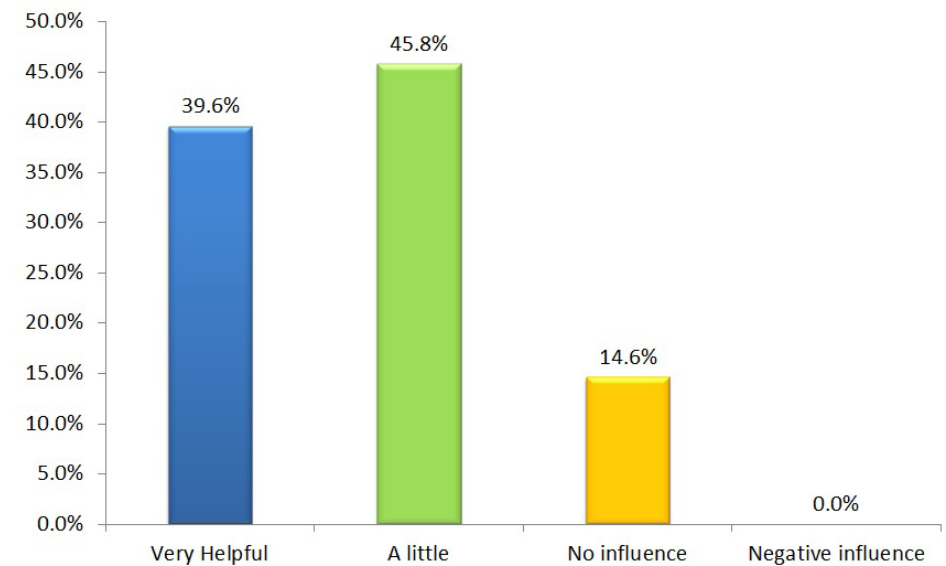
### Do you feel the World Snow Day brand helped attract sponsors and partners?

83.4% of World Snow Day Organisers said the World Snow Day brand provided some degree of assistance in attracting sponsors and partners.



### Do you feel the World Snow Day brand helped motivate your team?

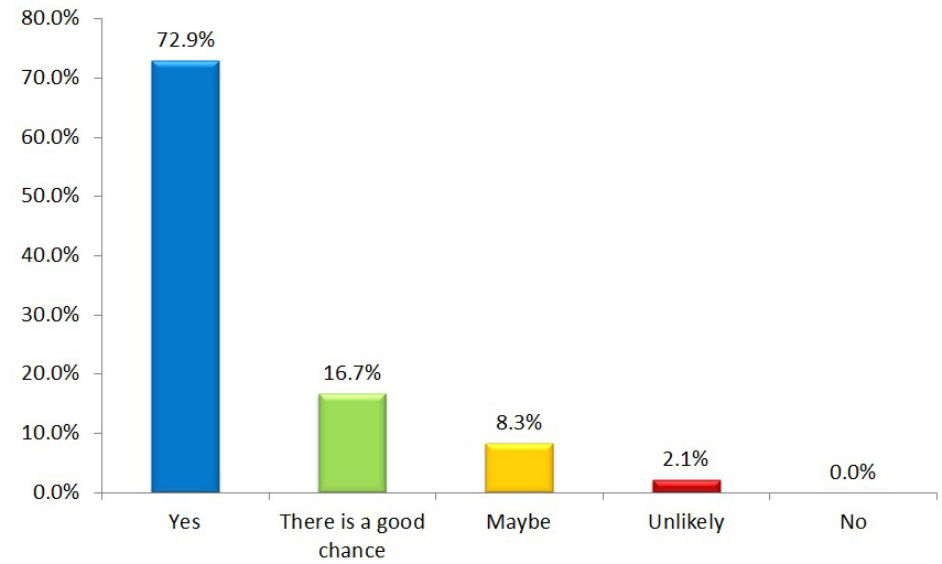
39.6% of World Snow Day Organisers stated that the World Snow Day brand was very helpful in motivating their team.





Do you plan to Organise an event for the next edition of World Snow Day (18th January 2015)?

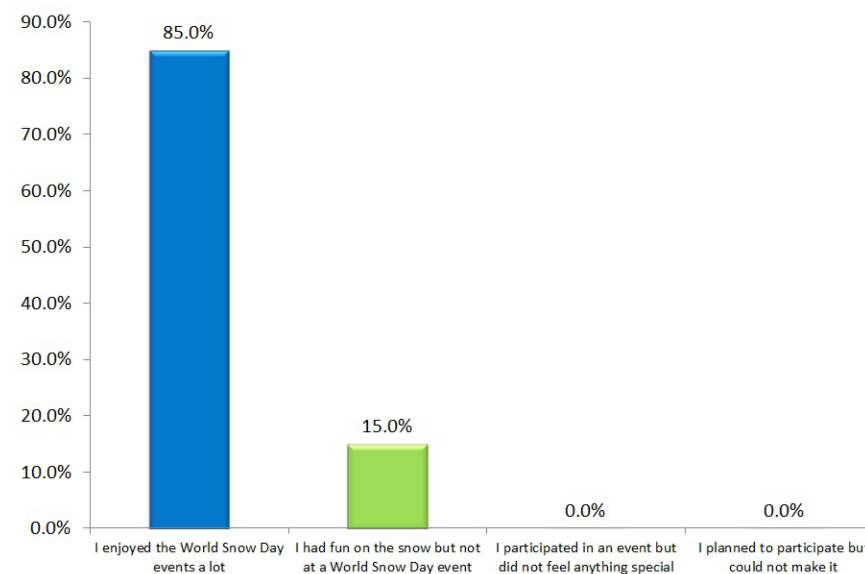
72.9% of World Snow Day Organisers stated they will participate in the 4th edition of World Snow Day. Moreover, an additional 16.7% of World Snow Day Organisers stated that there is a good chance they will participate. Combined this shows 89.6% of Organisers have good motivation to stage an event for next year. This is a 7% increase in motivation in comparison to last year.



# Feedback from World Snow Day Participants

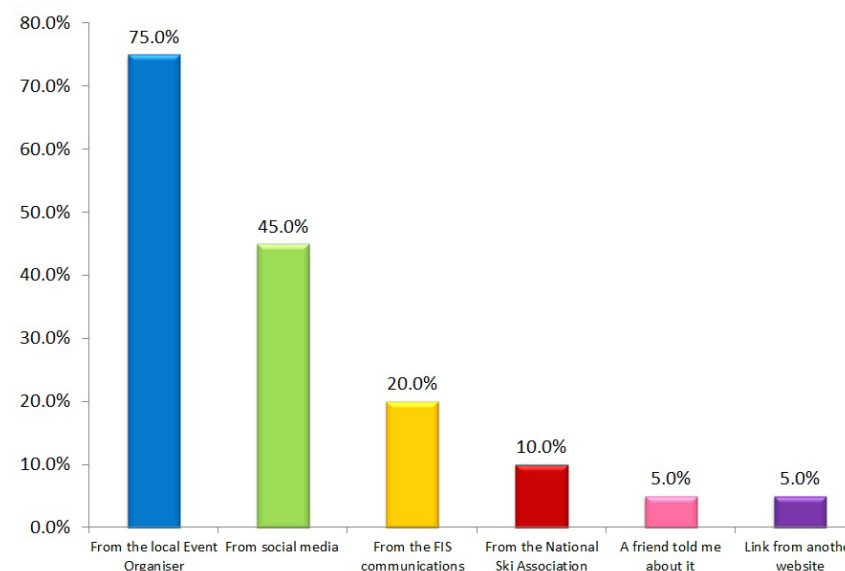
## How much did you enjoy your World Snow Day event?

From the information obtained, 85% of people who were able to attend a World Snow Day event thoroughly enjoyed themselves. This is a positive increase of 10.7% on the previous year.



## How did you hear about World Snow Day?

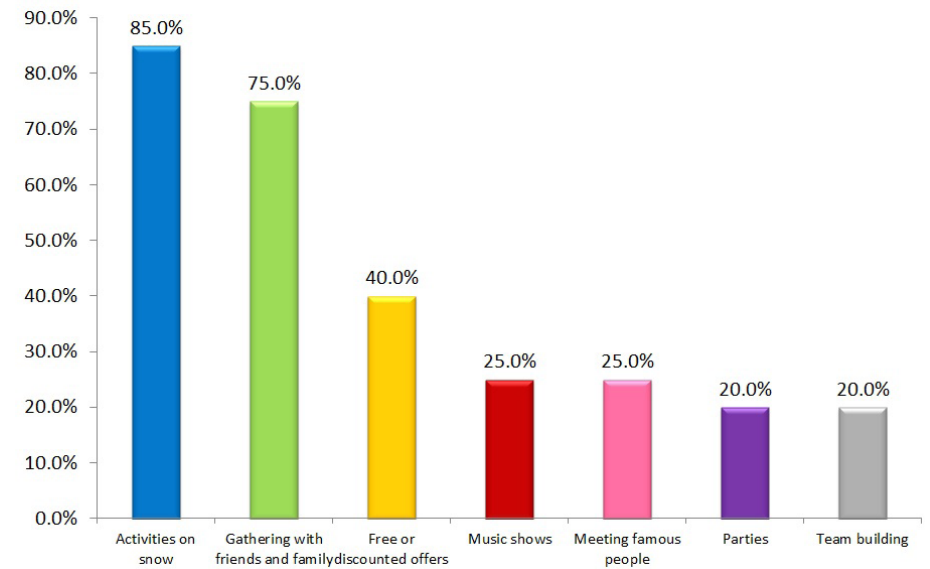
75% of those surveyed said that they were informed about World Snow Day through their local event Organiser. While 45% of participants said they heard about the event in social media. This is a 23.1% increase on last year. Together, these results show the importance of both international communication and local communication.





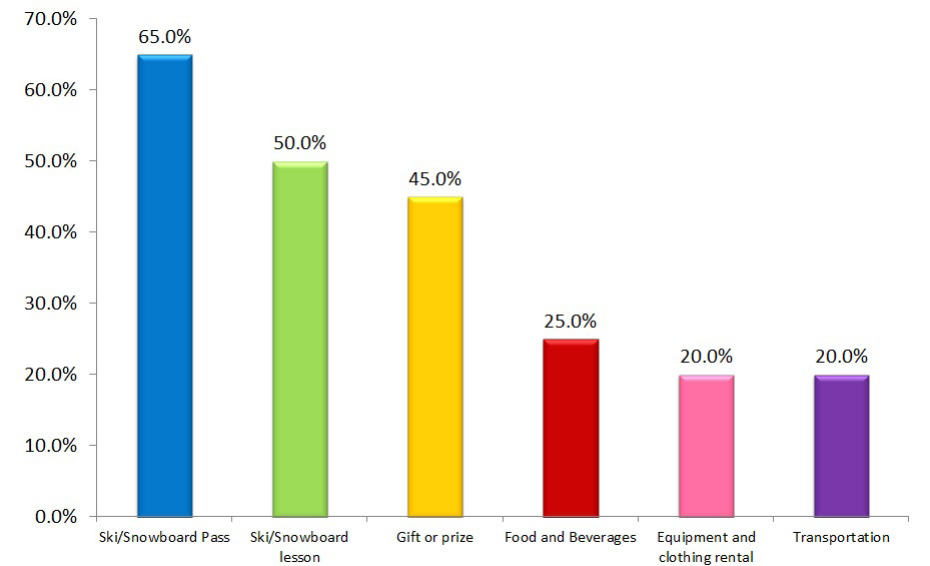
### What interests you about World Snow Day?

Activities on snow and gathering with family and friends remained the top attractions of World Snow Day events. “Music Shows” and “Meeting Famous People” also saw increased interest from the public.



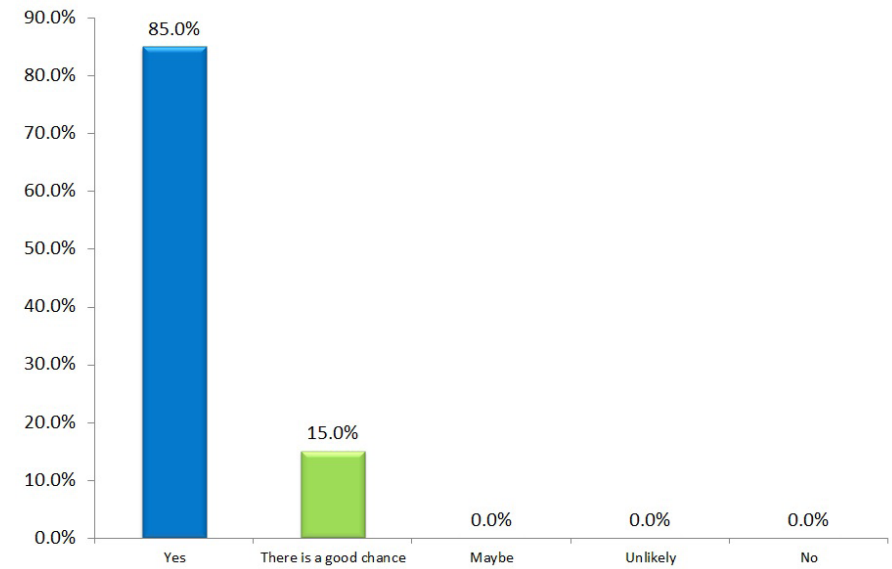
### Which special offers attracted you to the events?

The majority of participants were most interested in free or discounted lift passes, followed closely by ski and snowboard lessons and food and beverages. These top four remained consistent with last year's edition.



Do you plan to participate in the next edition of World Snow Day (18th January 2015)?

Over 85% of participants in World Snow Day events plan to participate in the 4th edition of World Snow Day (18th January 2015). This is a 5% increase on last year and underscores that World Snow Day events were fun and successful.



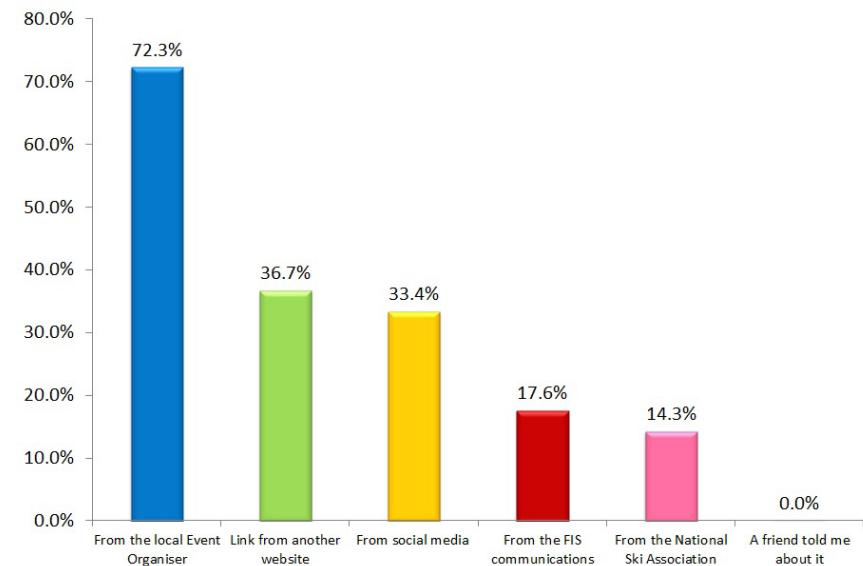




## Feedback from Non-Participants

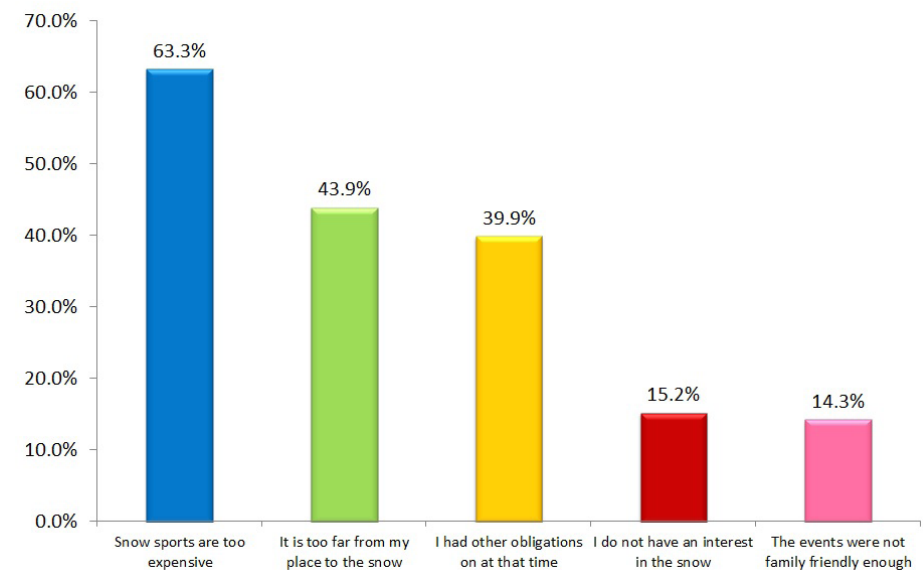
### How did you hear about World Snow Day?

Interestingly 72.3% non-participants showed that communication from local Event Organisers informed them about World Snow Day. This may have been a combination of event posters, social media communication or word of mouth. This highlights further the importance for local communication from Event Organisers.



### Why could you not participate in the 3rd Edition of World Snow Day?

Feedback from non-participants revealed that the majority of children and families who could not attend a World Snow Day event found snow sports too expensive. Moreover, distance also played an issue. 43.9% of non-participants indicated that they feel snow activities are too far away from their homes. This signifies the importance of making transport options available for events and trying to organise more events in the metropolitan areas.



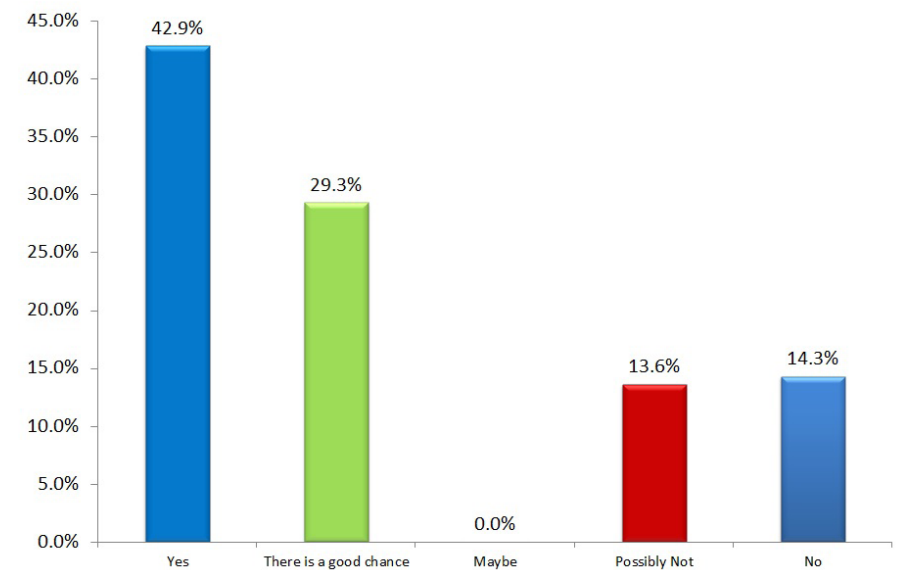
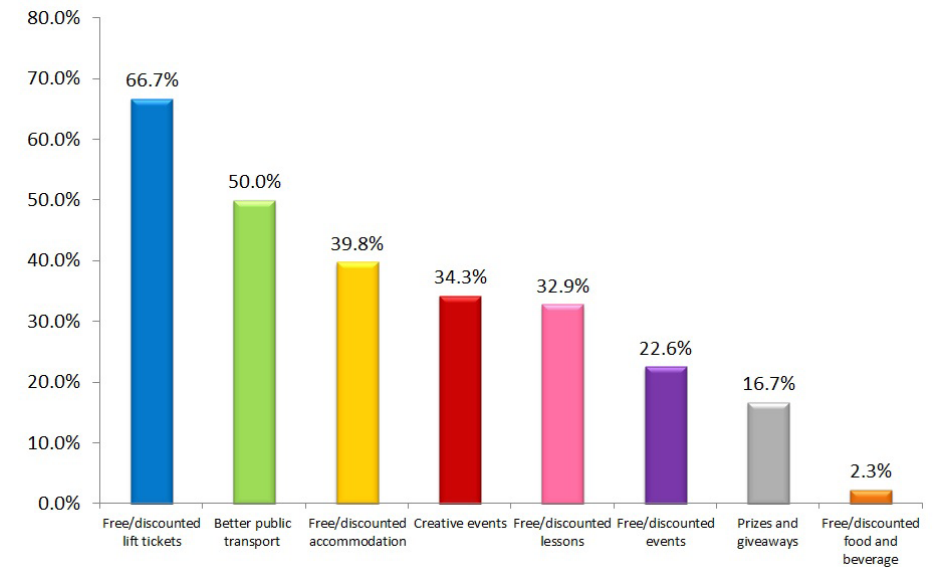


### Which activities or promotions would help you to participate in snow sports more?

Non-participants indicated that free or discounted lift tickets would be the best promotion to motivate them to participate snow sports. They also indicated better public transport would motivate them further. This provides a solution to the issue of distance, shown in the previous question.

### Do you think you might participate in the next edition of World Snow Day (18th January 2015)?

According to the surveys conducted with the public, it was a positive sign to see that 42.9% of the persons who did not participate in the 3rd edition of World Snow Day would participate in the next edition.







Suggestions for Event Organisers  
for 2015





Based on the information and feedback received, FIS has compiled a short list of suggestions for 2015 World Snow Day Organisers.

#### Get your event signed up early

Early registration of an event allows for better exposure and allows potential participants to plan ahead. Additionally early registration also increases media attention. FIS can also present events to interested partners, with September and October being the ideal time.

**Hint:** Registration opens 1st July 2014.

#### Utilise social media

The World Snow Day social media platforms are free to use and can have large reach. A good starting point to be Facebook, Twitter and Youtube. It is important to make regular updates on these platforms.

**Hint:** A Facebook event page is a great idea.

#### Speak to local public transport

Transport to and from events is vital. Speak to local transport companies to see if a transport agreement can be implemented. These agreements do not necessarily have to be free transport. Discounted transport also goes a long way

**Hint:** If a local company cannot provide transport solutions, see if they are happy to communicate your event with their onboard brochures and posters.





The first time is always a fond memory. Kalavrita (GRE)

### Maximize World Snow Day partnerships

World Snow Day continues to create strong partnerships. The recent agreement with Audi has seen the development of Toolkits for Organisers to help stage events. These Toolkits are free of charge, will be delivered to the Organisers location and become the property of the Organiser after the event.

**Hint:** [Click here](#) to access the application form the Audi World Snow Day Toolkit.

### Decorate the atmosphere with World Snow Day branding

Given the increasing global awareness of World Snow Day, it helps to leverage the identity for an event. Good examples from World Snow Day 2014 included creative use of banners, flags, race bibs, face tattoos, skis, hats, shirts, mascots, and so forth. Many designs and templates for the items listed can be accessed through the online World Snow Day toolkit. Templates are free of charge once registered.

**Hint:** [Click here](#) to access the digital World Snow Day Toolkit.

### Formulate a Plan B

Bad weather or transport conditions resulted in the cancellation of several events in 2014. It makes sense to create a contingency plan in case of inclement weather. Some suggestions may include indoor activities or activities. Having a Plan B can eliminate the disappointment of a cancelled event.

**Hint:** Indoor activities are an excellent Plan B. Local school or town halls can be an excellent venue for these activities and relatively cheap to rent.





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Bansko (BUL) really diversified their activities for World Snow Day.

### Diversify activities to fit different participants

Though alpine skiing/snowboarding activities were the main attractions, statistics show that participants took World Snow Day events as a chance to gather with families and friends. Fun snow games (e.g. sledding or various fun parcours) were also very popular at World Snow Day. Such activities encourage having fun together despite the participants ages or sport level. Consider activities of different intensity to enable all family members to enjoy fun on snow.

**Hint:** Some fun activity examples include:

- Avalanche Mountain Safety Awareness Classes
- Snow Shoe Walks
- Dog Sledding
- Trying out Adaptive Ski Equipment
- Photo Contests
- Snow Art Lessons
- Games for Children & Families
- Athlete Meeting Points
- Fun Kids Races
- Live Entertainment
- Mascots
- Raising Money for Charity
- Snow Tubing
- Special Activities for Schools
- Telemark or Other Skiing Classes for Beginners





### Local communication is key

It is clear that promotion on a local level is a key to attracting participants. FIS drives the international communication, but it is up to Organisers to communicate locally. FIS encourages all Organisers to access the World Snow Day Toolkit and utilise the promotional Tools. Templates for posters, stickers and postcards are free to download and can be modified to meet your needs. Approaching local schools and sporting clubs to invite them to the event is also a great way to drive participation. Be sure to have your activities well defined and always invite them back the next year.

**Hint:** [Click here](#) to access the World Snow Day Toolkit for all your local communication needs

## Concluding Remarks





The 3rd World Snow Day was the largest edition yet. The first edition attracted more than 200,000 participants and one year later there were over 430,000 participants. This year, the third edition provided more than 549,000 participants with the opportunity to explore, enjoy and experience snow. But the work of World Snow Day and the Bring Children to the Snow campaign is far from finished. FIS is already planning new events and looks forward to defining a new set of goals to continue to bring more children to the snow.

FIS looks forward to developing World Snow Day even further and hopes you can continue to be a part of this great initiative. Your feedback and suggestions are always welcome. [worldsnowday@fisski.com](mailto:worldsnowday@fisski.com)

**See you for the 4th Edition of  
World Snow Day on  
18th January 2015!**





**GRÄCHEN**  
St. Niklaus

www.matermoller.ch











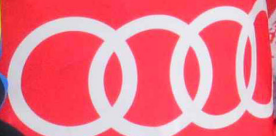






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2nd Edition of World Snow Day Final Report  
CH-3563 Oberhofen/Thunersee (Suisse)  
Marc Hodler Haus  
Blochstrasse 2  
Tel +41 33 244 6161  
Fax +41 33 244 6171  
[worldsnowday@fisski.com](mailto:worldsnowday@fisski.com)  
[www.world-snow-day.com](http://www.world-snow-day.com)

President  
Gian Franco Kasper

Secretary General  
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Andrew Cholinski and M.A.D Designs

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