



ENJOY  
EXPLORE  
EXPERIENCE



World Snow Day Case Study  
Cortina d'Ampezzo

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



# Acknowledgements

This case study would not be possible without the assistance of the Bidding Committee for the 2019 Cortina FIS Alpine World Ski Championships . The World Snow Day team would like to especially thank Alessandro Broccolo, Martin Schnitzer, Melanie Strauch and all the volunteers who help make the event possible.



Best friends forever



# What is this Case Study?

This case study - along with others - has been developed to communicate the best practices of World Snow Day Organisers. Each of the case studies looks at various aspects; who the Organiser is, the type of event they staged, the special activities they conducted and the media they have engaged. It is the hope that the information contained in this document will help inspire more Organisers to create events. Existing Organisers can also benefit from this document to help improve their current events.





# Contents

	Pages
<b>Introduction</b>	1
Location	2
Title of Event	2
Organiser(s)	2
<b>Implementation</b>	4
Event Aim	5
Number of days	5
Number of Participants	5
Event Description	5
Special Activities	7
Media Engagement	7
Engagement of Schools	8
Partners	8



Beautiful scenery for an event



## Introduction





**Location(s):**

Cortina d'Ampezzo, Italy

**Title of Event:**

World Snow Day Cortina

**Organiser(s):**

*The Bidding Committee for Cortina 2019*

The Bidding Committee is the official committee in charge of the 2019 FIS Alpine World Ski Championships. The Committee has five primary objectives:

*TOURISM:* Promote Cortina in the context of international tourism.

*SPORT:* Demonstrate ability in hosting world sporting events

*DEVELOPMENT:* Take the opportunity this event offers to host prestigious events.

*MEDIA:* Enhance Cortina's reputation and guarantee visibility to sponsors

*TERRITORY:* Cortina is the ideal location from which to explore the history, art, flavours and traditions of the area.





### Contact Information:

Bidding Committee Cortina 2019 Office  
Via Marangol 1  
32043 Cortina d'Ampezzo  
Italy  
Tel: (+39) 0436 875514  
Email: [office@cortina2019.it](mailto:office@cortina2019.it)  
Website: [www.cortina2019.it/en](http://www.cortina2019.it/en)



Hanging out with the professionals



Implementation





**Event Aim:**

To provide children a chance to explore, enjoy and experience the snow through feeling like a World Cup athlete

**Number of Days:**

2 day event

**Number of Participants:**

1st Edition of World Snow Day: 500

2nd Edition of World Snow Day: 300

3rd Edition of World Snow Day: 300

**Event Description:**

On World Snow Day the Audi FIS Ski World Cup makes its stop in Cortina. Organisers maximize this opportunity and provide children a day to feel like to professional. The event begins on Saturday where a special group of children are given the chance to involved in the bib drawing ceremony for the athletes. On the Sunday children are taken up the hill to watch the athletes prepare on the course. During this time the children have chance to meet the athletes and obtain autographs as well as photos with their hero's. Following the inspection the children are taken to the bottom of the mountain where they are treated to hot beverages and snacks. The afternoon session involves a series of great on snow games open to all. At the end a special group of children are invited to present the awards to the winners of the World Cup.







Helicopter ride for World Snow Day? YES PLEASE



### Special Activities:

The primary special activities for the event are:

- Free food and drink
- Free gifts and prizes
- Discounted ski passes
- Free ski and snowboard lessons
- Free transportation

### Media Engagement:

**Strategy:** The World Snow Organisers focus on adding value to the existing World Cup media.

**Before the event:** Organisers ensure local and regional media channels are directly informed before the event. These include newspapers, television and radio. Press releases were generated to aid with communication.

**During the event:** The Cortina World Snow Day Organisers utilised the media at the World Cup. Media are invited to the events to meet the children and follow their day as a professional. This adds another dimension to the competition reports and shows the sympathetic side to the Organisers.

**After the event:** Immediately after the event a press release is issued to all media agencies. To further the communication a summary video is prepared and distributed through social media channels as well as the World Snow Day website.



“She’s my hero and I got to meet her!” Monica



## Engagement of Schools:

Local schools are informed about the event. This is done by approaching schools directly and conducting a mass presentation about the event. After having spoken to the directors of each school meetings are Organised with different classes and members of the Organising team. One on one sessions are created and children obtain more information about the event. The direct approach results in many more pupils taking part in the event.

## Partners

**Strategy:** The Organising Committee look to use existing partnerships for the World Cup. These are combined with the World Snow Day partners and local organisations. The strategy provides a well rounded group of partners.

**Milka** – Gifts and prizes for children

**Barilla** – Gifts, prizes and hot food for children

**Leki** – Gifts and prizes for children

**Uvex** - Gifts and prizes for the children

**Banca Popplare Volksbank** – Financial assistance



Group photo and being a kid. Perfect.



World Snow Day Case Study - Cortina d'Ampezzo  
CH-3563 Oberhofen/Thunersee (Suisse)

Marc Hodler Haus  
Blochstrasse 2  
Tel +41 33 244 6161  
Fax +41 33 244 6171  
[worldsnowday@fis-ski.com](mailto:worldsnowday@fis-ski.com)  
[www.world-snow-day.com](http://www.world-snow-day.com)

President  
Gian Franco Kasper

Secretary General  
Sarah Lewis

Executive Editors  
Andrew Cholinski and Stefano Bollman

Graphical Concept / Layout / Print  
Andrew Cholinski and M.A.D Designs

Copyright  
No articles may be reproduced without identification of  
the source (Copyright: FIS).  
The FIS logograms and World Snow Day logo are registered trademarks of FIS.  
FIS wishes to thank all its members and partners for their contributions to this  
publication. Without them this would not be possible

Photo Credits  
Cortina d'Ampezzo