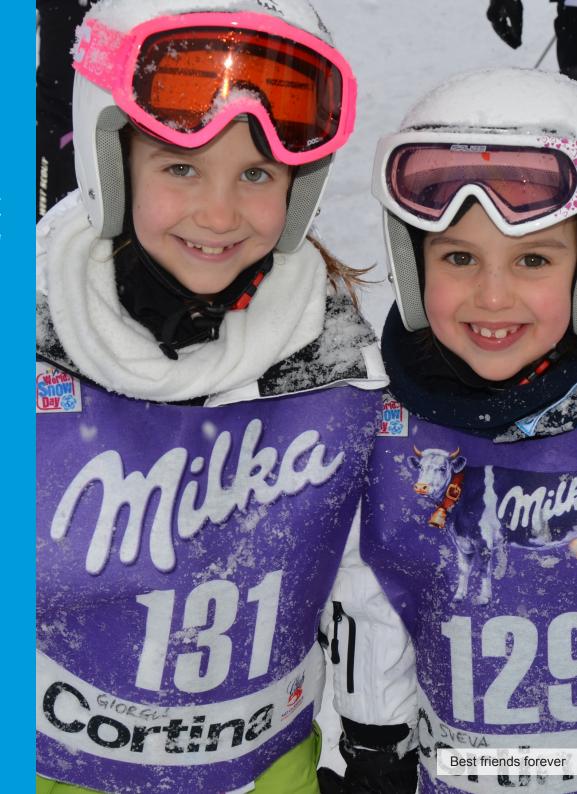


Acknowledgements

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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.



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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.



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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.





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.



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



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