



ENJOY  
EXPLORE  
EXPERIENCE



ZAKOPANE

World Snow Day Case Study  
Zakopane

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

# Acknowledgements

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Ready set World Snow Day!



# 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.



Focusing on children encouraged parents to participate as well

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The atmosphere was alive with the sounds of happy children



## Introduction



**Location(s):**

Zakopane, Poland

**Title of Event:**

World Snow Day Zakopane

**Organizer(s):**

Urząd Miasta Zakopane (Municipality of Zakopane)

Zakopane, referred to as the winter capital of Poland, is situated in a valley at the foot of the Tatra Mountains, the highest mountain range in this part of Europe, with the altitude of 800-1000 meters above the sea level. The Tatras constitute one of a kind and full of charm mountain range. Its unique nature is protected by Tatra National Park, entered into the network of UNESCO biosphere natural reserves. The Tatras may be visited using the network of marked mountain trails, while climbing sports, tourist, recreational and professional skiing may be practiced in many well-developed areas.

Zakopane is the cradle of Polish skiing, whose traditions reach as far back as to over 100 years ago. Our city organized FIS World Championships three times (1929, 1939, 1962), Winter Universiade three times (1956, 1993, 2001), World and European Biathlon Championships, Biathlon World Juniors Championships, Speed Skating World Juniors Championships and World Cup, FIS European Cup in Womens' Slalom, Ski Jumping World Cup (several times), Nordic Combined, Cross-Country and Slalom, Ski Jumping Continental Cups, Ski Jumping Summer Grand Prix on Igielit (artificial skiing surface), FIS World Junior Championships in Ski Jumping and Nordic Combined. International competitions of various importance are held here almost every year.



Fearless kids tried all the activities on offer



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Implementation





**Event Aim:**

To provide children an opportunity to explore, enjoy and experience all things snow.

**Number of Days:**

4 day event

**Number of Participants:**

1st Edition of World Snow Day: 1600  
2nd Edition of World Snow Day: 2000  
3rd Edition of World Snow Day: 2000  
4th Edition of World Snow Day: 1800  
5th Edition of World Snow Day: 2200

**Event Description:**

The World Snow Day event in Zakopane is based around the World Snow Day's motto explore, enjoy and experience. In a unified effort with the local ski clubs, Zakopane Mountain Patrol, National Parks Authority, Polish Ski and Snowboard Instructors Association and events sponsors and partners a large World Snow Day area is been developed. The area features many fun races, games and educational activities such as using avalanche rescue techniques to search for prizes. Local stakeholders such as the Zakopane Mountain Patrol Organised each of the activities. The approach of staging various small activities as one large is a strategic move by the Organiser. The strategy provides variety for the children and enables all the local stakeholders to be involved. The Town Hall have also invested in a stage for the event which hosts the award ceremony for winners of races as well as live musical entertainment for the whole family. This investment has created a very lively, exciting and youthful atmosphere to the town.







Zakopane utilized the World Cup as a communication platform.



### Special Activities:

The primary special activities for the event are:

- Free ski and snowboard lessons
- Free food and drink
- Free gifts and prizes
- Free entry
- Free pictures

### Media Engagement:

**Strategy:** The Zakopane Organising Committee focuses on close cooperation with local and regional media.

**Before the event:** Consistent dialogue between the Organising Team and newspapers ensures early communication. Articles are released a month in advance which result in increased motivation for the event. Additionally the Organising Team utilise weekly press conferences at City Hall to inform national level media about the event. The press conferences provide an opportunity for radio interviews, which add a human feeling to the event. Finally a Facebook page and event are established to engage social media users.

**During the event:** Social media is predominantly used. The free access and easy access provide high reach and ultimately good communication.

**After the event:** Immediately after the event a press release is issued on the official website. The press release is also pushed to the media using email. The press release contains information on future events to continue media interest.





## Engagement of Schools:

Local schools are very important to Zakopane World Snow Day. Zakopane are proactive with schools and establish a small drawing and creative arts competitions to engage children. Children are asked to submit their best snow art and snow poems to the Organisers prior to the event. Winners are selected by an external jury and the winning works are displayed during World Snow Day and to the Ski Jumping World Cup athletes.

## Partners

**Strategy:** Zakopane's partner strategy is to work with local partners. This strategy proves successful as local partners are usually looking to gain exposure to local markets. The following partners participated in Zakopane's World Snow Day event:

**Milka** – Provision of gifts and prizes

**Eurosport** – Provision of gifts and prizes

**Catering Grupa Karpacka** – Provision of hot food and beverages for participants

**Confectionery Samanta** – Provision of food and beverages for participants

**Szymoszkowa Ski Resort** – Provision of gifts and prizes

**PKL SA** – Provision of gifts and prizes

**Aquapark Zakopane** – Provision of gifts and prizes



Everyone is a winner on World Snow Day in Zakopane



**Snow Doo Academy** – Provision of gifts and prizes

**Strama Ski School** – Provision of free ski lessons for children

**HSKI Ski School** – Provision of free ski lessons for children

**Tatra National Park** – Provision of free gifts and prizes and assistance with staging of the event

**Tatra Voluntary Rescue Team** – Creation of activity for the event

**Zakopane Police** – Provision of gifts and prizes as well as assistance with the establishment of the event

**Piotr Kyc** – Free photos for children and families



The stage provided great additional entertainment

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