

21st January
2024

ENJOY

EXPLORE

EXPERIENCE



Event Ideas Guide

www.worldsnowday.com

Contents

- Introduction 1**
 - The Solution 2
 - Suggested Event Sponsors/Partners 2
- Event Story 4**
- Advice 6**
- Feature Events 13**
 - The Greatest Snow Day 15
 - Snow Sale 15
 - Snow Zone 16
 - Childrens Fun Race 16
 - Partner Zone 17
 - Trick of all Tricks 17
- Event Add On's 18**



Introduction



World Snow Day is the biggest day on snow all year. Simultaneous activities will occur all around the world on 21st January 2024 to celebrate all things snow. World Snow Day is the second phase of a campaign initiated by FIS in November 2007 called 'Bring Children to the Snow'. World Snow Day, the next step for the campaign, is also aimed at children and their families but also seeks to include everyone from every age group to enjoy the snow and to continue enjoying it for years to come. For more information about World Snow Day please visit the official website at www.worldsnowday.com.

FIS would like all participants of World Snow Day to Enjoy, Explore and Experience something truly special and unique. This Event Ideas Guide has been created to help you develop your idea for your World Snow Day Event. Please note these events are not static. The ideas listed in this Guide are just that, ideas. FIS strongly encourages you to modify or be creative with your event as long as the goal remains allowing children, their families and other participants will Enjoy, Explore and Experience the snow.



The Solution

The World Snow Day event organisers determine the success or failure of World Snow Day. What you do for an event will show people what World Snow Day is about but also what it means to explore, enjoy and experience the snow. World Snow Day has four missions:

- Reverse the decline in youth participation in snow-sports
- To teach the children of the world how to care for the environment so as to persevere the snow for future generations
- To teach the children of the world the health bene-fits of snow sports participation
- To show the children of the world how to be safe on an off the snow.

When planning your event please make sure you consider these missions and try to ensure your event carries out these missions.

Suggested Event Sponsors/Partners

Ski resorts, sport and winter goods retailers, snow equip-ment manufacturers, environmental groups, local tourism organisations, food manufacturers or distributors, insurance and health goods providers, transport companies, hotel companies etc.



Event Story



When planning your event, you might want to start by developing a story for your event. Having a theme will allow both the participants and the media to develop more excitement and in turn make your event more attractive. World Snow Day is the overlying theme but your story can be unique to your event. Some examples could be:

- **Tricky Children** - a freestyle event teaching children Freestyle Skiing and Snowboarding is also an Olympic discipline
- **Equal Snow** - the snow is there for all to enjoy no matter which cultural background, level of education or income etc.
- **Sliding Safely** - teaching children daily safety through the snow. You can use the FIS 10 Rules for Conduct (check out our FIS SnowKidz version of those!)
- **Snow + children = healthy children** - showing children the health benefits of snow activity through snow play



Advice



There are a lot of things to think about when planning your event. The following is a short check list outlining topics you may need to consider when planning you event.

Catered for all

Fun competitions are a great way to involve children, however each competitor will have a different ability level of skiing or snowboarding. Make sure the course(s) cater for all ability levels from beginner to intermediate. We advise you to acknowledge all participants. A small award such as diploma is the best and cheapest way. An official World Snow Day diploma for participation can be found in the toolkit section of the website.

Begin planning as soon as possible

There is a lot to plan and establish before your event. Make sure you give yourself enough time to plan your event. The larger the event the more planning involved.

Staffing

Long queues and unattended patrons are no fun at all. First estimate how many people will attend your event and then make sure to provide an adequate amount of staff to cater for those people. If you include activities such as product demonstrations ensure there is enough staff to operate those smoothly.



□ Transport & Parking

To ensure that as many people as possible take part in World Snow Day it is very important to offer family friendly packages and easy access to the event. One of the causes of the drop in participant numbers has been the sheer cost of going to the snow.

We suggest you contact your main national or regional public transport company or your local private transport company to help create a transport package catered for World Snow Day.

For event organisers who are located in or near a ski resort, parking is vital for participants arriving with their own transportation. Make sure there is easy access to your event location from the local parking facilities.

□ Equipment

Participating in World Snow Day should be as 'effortless' as possible. Many people may not have the right equipment or any equipment at all to take part in snow activities. Making sure that the appropriate equipment is available for the use of your participants is a key component of World Snow Day.

To help you obtain equipment for your event we suggest you partner with local rental shop or the regional subsidiary of the equipment manufacturer(s). Allowing them to set up a demo tent or run a clinic are some ways to engage them.





Promotion

The success of your event will depend on the extent of its promotion. But, promotion does not have to be a challenge. Think strategically to first define your primary target group given your location and organisation. Then select the places, people and organisations that will have the biggest reach to the group you are trying to target. This may only have to be one or two channels.

The general promotion of World Snow Day by FIS will be on a global scale. FIS and the National Ski Associations will do their best to contact media outlets to promote World Snow Day. However, the strength of our efforts will come from cooperation. For this we ask you as the organiser to make sure that local promotion of your World Snow Day event is solid. Please feel free to contact your local newspapers, radio stations and television networks for partner opportunities to promote your event.

Ensure that your promotion begins early. The earlier you promote your event the more people will know about it. Don't wait – as soon as you receive your registration approval, get going!

Finally, don't forget to keep updating and posting on your World Snow Day profile on the global website. The website will be one of your best tools for promotion and it's free!



□ Safety

This is a critical area for any World Snow Day event organiser. The day is focused on children and therefore their safety is imperative. Ensure that your event has appropriate supervision and safety procedures for the number of people you are expecting.

Safety also has many legal implications attached. Ensure your event has obtained the necessary permits and satisfies local safety laws. For people holding product demonstrations and product testing ensure that liability and responsibility waivers have been organised.

□ Registration

If you are staging a race or competition ensure participants register. This way you can monitor the level of participation, have sufficient staff and prepare the number of awards or diplomas to be presented.

□ Schools

Schools are a brilliant place to focus your marketing efforts. Partner with the local schools in your area to engage in your event. You might offer the schools a reward for their participation in the event. If you are a school and would like to participate contact your local resort or nearest event to arrange a special group participation concept.



□ Event Approval

Your World Snow Day could become quite popular. Ensure the necessary approvals from the local authorities to hold an event in your area. By doing this you will also inform the authorities that there is an event occurring and ensure appropriate response in case of need or emergency.

□ Security

If you are conducting a large event make sure you have adequate security to deal with potential misbehaviour. Because children are involved security is imperative.

□ Working with Partners

If your event has any judging elements e.g. photo competitions, ensure you have the criteria in place. This will stop any complaints from people who believe the results not to be fair.

□ Secure Bookings

Check any needs for a liability waiver or similar given the activities you plan and prepare accordingly. This ensures the event will not be held accountable if there is an accident.



□ Award Criteria

If your event has any judging elements e.g. photo competitions, ensure you have the criteria in place. This will stop any complaints from people who believe the results not to be fair.

□ Photo Approval

Before publishing a photo or video ensure you have the approval from not only the photographer/videographer but also from the participants in the photo or video.

□ Liability

Check any needs for a liability waiver or similar given the activities you plan and prepare accordingly. This ensures the event will not be held accountable if there is an accident.

□ Have a Plan B

if the weather on the day is not suitable for your event make sure you have a contingency plan or provide enough shelter to look after participants



Feature Event Ideas





The following events are ideas only. FIS encourages you the event organizer to be creative. You can either modify the following ideas to suit your situation, combine the event with another event idea, use your own concept or simply use the event idea as it is. Remember if you already have an event and you would like to align it with World Snow Day you are more than welcome to do so.

The events listed below have been designed to involve and benefit the three areas that make up the ski industry: the people, equipment manufacturers and the facility providers or ski resorts. FIS hopes that the events provided can be staged in any area. Indeed some events will be better suited to some areas than others; however, if you feel an event should be suggested, please send an email to worldsnowday@fisski.com.

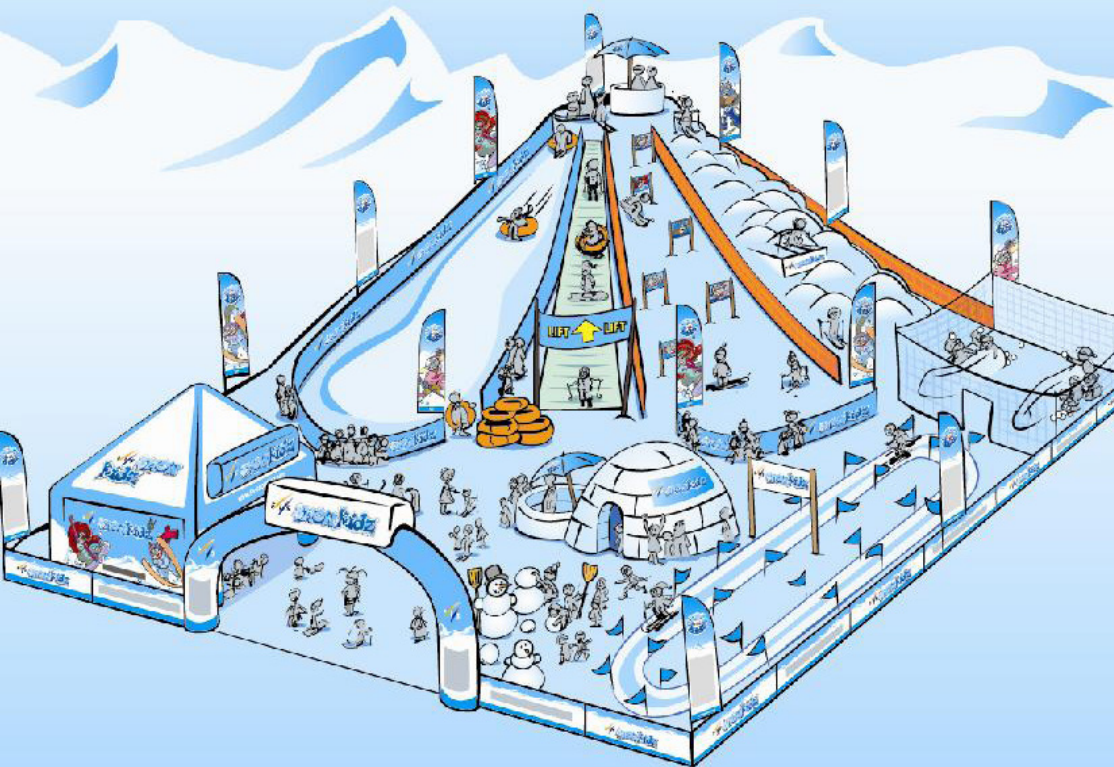


The Greatest Snow Day

What would be your ultimate snow day? Would it be something along the lines of a blue sky day with fresh powder? Unfortunately no one can control so let's focus on the next best thing. This event requires a joint effort from the ski resort, transport companies and food and beverage suppliers. The Greatest Snow Day is a concept in which all services transport, food and beverage, accommodation, ski lift services, equipment rental and ski/snowboard schools all offer discounted prices on their services on one day. The combined effort from all these services will make for a very special day that everyone can afford no matter their situation.

Snow Sale

Snow equipment, outerwear and accessories can be quite expensive. If you are a ski and snowboard retailer here is your opportunity to bring back the value in skiing and snowboarding. Either stage a sale on the day of World Snow Day or the throughout the week leading to World Snow Day. You can brand your sale as a World Snow Day special!



Snow Zone

Series of small activities leading throughout the week leading up to a large full day celebration with:

- Live music or other entertainment
- Snow activities centre for children
- Toboggan rides
- Igloo making
- Snow ball fights
- Fun competitions
- Snowman making
- Biggest Snow Ball
- Attempt at the World's Biggest Snowball
- Snow Cones
- Traditional food stalls

Perfect for smaller towns and villages as this involves a lot of people from the town and community.



Childrens Fun Race

Children are naturally competitive. There is nothing more exciting for a child than to participate in a competition and receive a prize whether it be a medal or diploma. World Snow Day should focus on ensuring a general participation prize for everyone. World Snow Day toolkit includes diploma and medal templates. These can be accessed once you have registered as an event organiser. The type of race is up to your imagination!



Partner Zone

Assemble a temporary tent or other facility, cool the air inside and just add artificial snow.

Either inside the tent or just outside include tents and stalls from:

- Snow Equipment manufacturers
- Environmental groups such as Keep Winter Cool
- Or simply allow the sponsors of your event to erect their own tents and stalls



Trick of all Tricks

What child does not enjoy finding a jump either naturally made or in a snowboard park? Jumps and tricks in snow parks is one of the fastest progressing areas of skiing and snowboarding. Try hosting a true freestyle event where sky is the limit of imagination with awards and perhaps a tombola among all participants. The judging criteria for the competition can be set by you as well as the judging panel.

To add some extra fun to your freestyle event include a prize for the best or most innovative trick or add a photo and video competition.

Event Add On's



Meet a hero

What could be better than meeting a professional athlete face-to-face? Professional athletes have a profound effect on children. They motivate children to not only take part in the sport the athlete specialises in but they also give a child someone to look up to. Given that 21st January is right in the middle of the competition season, a (recently) retired top athlete is also a great option!

A colorful boom

To cap off a great day in the snow, a fireworks display can be a great piece of family entertainment. Fireworks make any event memorable and they are something every child loves

Product demonstration

Product demonstration days are also a great way to develop or improve a relationship with a certain manufacturer. If you would like to make your product demonstration unique, team up with companies who only produce environmentally friendly or carbon neutral products.

Photo video competition

A photo and video competition is an easy, inexpensive and fun activity option. We suggest to have a theme to your competition such as “Show us what the snow means to you” or “How did you celebrate World Snow Day.”



Sunset tours either on a lift or by snow shoe

Just before the ski lifts close for the day imagine inviting people to travel to the top of the mountain using the ski lifts and enjoying a sunset with warm drinks and food. Truly a memorable experience

Snow sport exhibition

As part of the day's offerings, consider running a competition or a contest to win a lesson with a professional skier, snowboarder or a professional instructor.

Lesson from a professional

Run a competition to win a lesson with a professional skier, snowboarder or cross country skier or professional instructor.



See you on World Snow Day !

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