

21st January
2024

EXPLORE

EXPERIENCE

ENJOY



Event Planning Manual

www.worldsnowday.com

Foreword from the FIS President

I will never forget my first experience on the snow. It was an exhilarating feeling of excitement.

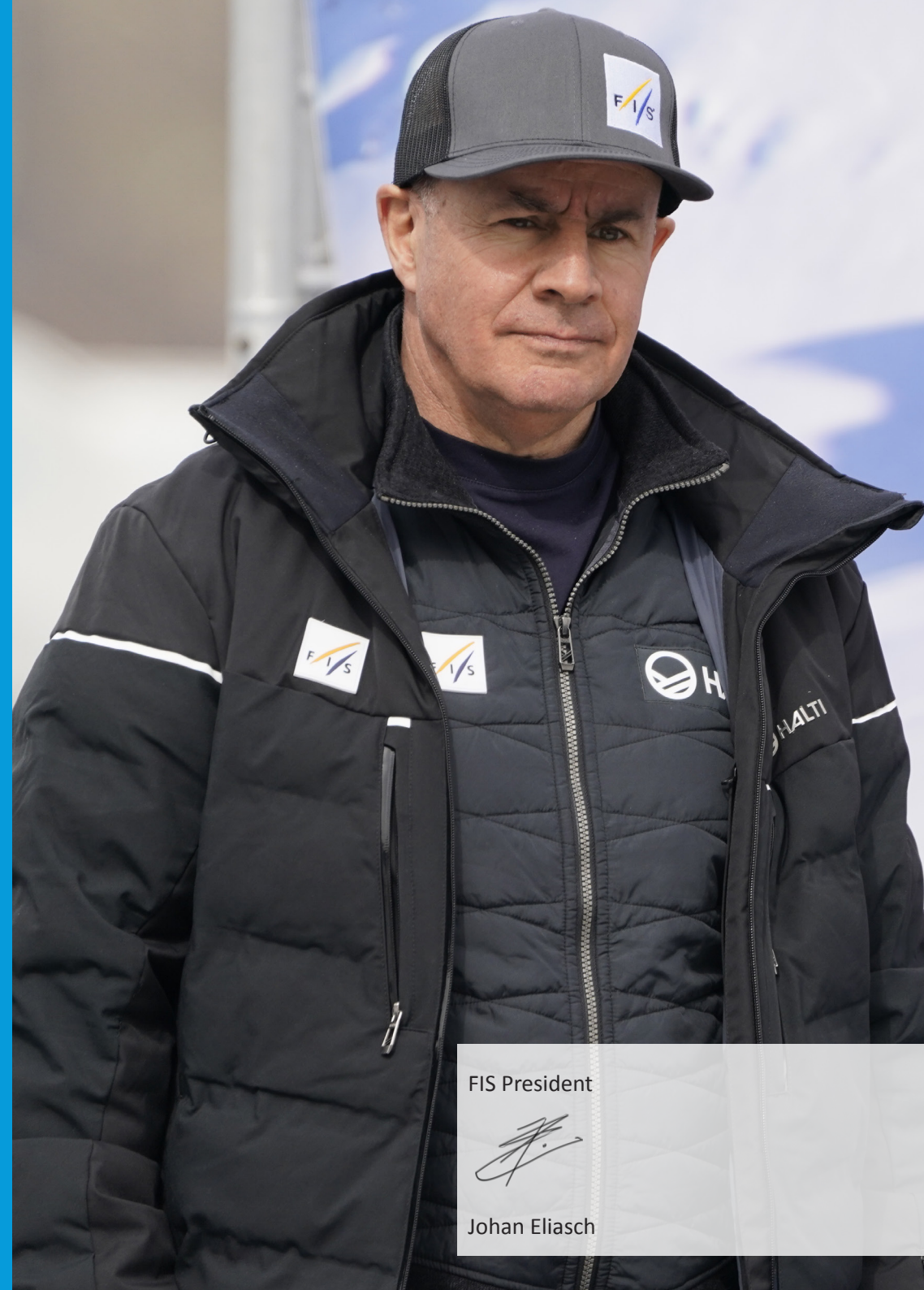
It is these first experiences that made a lasting impact on me and through World Snow Day we plan to create opportunities for others to experience the same joy I did.

In order to create opportunities for kids to try snow sports it is necessary that the various snow sports stakeholders work together. World Snow Day has proven that this can happen. Since the first edition in 2012, 4'475 World Snow Day events and actions have taken place with a combined total of 2.7 million participants. These events and actions are hosted by ski and snowboard schools, cableway companies, transport groups, tourism organisations, ski and snowboard clubs, national ski associations and event organizing companies amongst many others.

As well as its primary goal of bringing children to the snow, World Snow Day and its Organisers are addressing a variety of matters impacting snow sports. These include sustainability, diversity, safety and health. In these areas World Snow Day has provided tools and plans to which Organisers have enthusiastically implemented.

Regarding the future, I can say with confidence that the next years of World Snow Day will be positive. In the area of bringing children to the snow we will be expanding one of the main support features, the Organiser Care Package. There will be increased quantities of materials but also new items all of which will continue to be free of charge. We have established new partnerships with Special Olympics, World Para Snow Sports, Intersands and the International Federation of Ski Patrollers. These partnerships will bring new solutions in the areas of diversity and safety. In the area of sustainability, the environment and climate change, FIS together with the International Olympic Committee and United Nations will be releasing new tools and measures to reduce snow sports carbon foot print, and we are on track to become the first climate positive international sports federation in 2022 through our avoided deforestation initiatives.

I would like to sign off by saying, I strongly encourage all snow sports stakeholders to make use of World Snow Day. As well as being a day to bring children to the snow there is multitude of support and tools which will help you address a variety of challenges you face. I hope we can one day meet on the snow and create a memorable experience as I had.



FIS President

Johan Eliasch

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Event Planning Manual



What is the Event Planning Manual?

This manual has been designed to help you, the World Snow Day Event Organiser, create the BIGGEST DAY ON SNOW ALL YEAR.

This document will provide you with everything you need to know about staging a World Snow Day event. For example, you will find guidance on topics such as 'What is World Snow Day', 'Key Messages', 'Goals and Benefits,' as well as how to get registered and what support will be provided by FIS, among other things.

Who should use this Manual?

This manual is for any group interested in creating an event to celebrate the BIGGEST DAY ON SNOW ALL YEAR.



Introduction



You are about to be part of an international snow festival. But what is it exactly that you are joining?

- World Snow Day is part of the international FIS campaign 'Bring Children to the Snow' introduced in 2007.
- World Snow Day is an annual snow festival for children and their families.
- World Snow Day provides a chance to EXPLORE, ENJOY and EXPERIENCE snow.
- World Snow Day celebrates all things snow!
- World Snow Day brings the global snow industry together to promote snow and the fun activities it offers.
- World Snow Day is open to anyone who has already discovered snow activities or would like to.
- World Snow Day both seeks to introduce newcomers to snow and to provide additional value to those who already participate.

World Snow Day will be comprised of various activities, taking place simultaneously on a single weekend around the world to make for THE BIGGEST DAY ON SNOW, ALL YEAR!



World Snow Day Motto

In our view, the three E's of World Snow Day say it all about the concept – they express what it should be about. The motto will be omnipresent in all World Snow Day communications and branding:

EXPLORE

A chance to discover something new.

ENJOY

A time to have fun in and on the snow.

EXPERIENCE

A way to generate great memories and inspiration to continue enjoying the snow.



Why

Primary Reason

Increasing numbers

Recent research has shown that the number of people participating in snow related activities has dropped over the past years. Whilst a key role of FIS is to organise a structure for international competitions through to the highest levels, it is also committed to the global promotion and development of recreational skiing and snowboarding. As such, World Snow Day is one of the key initiatives being introduced by FIS to promote snow activities as a healthy leisure recreation, notably for the young.



Other Important Reasons

World Snow Day is not only about increasing numbers it is also a day to educate and inform. During World Snow Day we aim to promote:

The Environment

The young generations are the future guardians of the snow. The children of today are the ones who will be running the factories, industry and other big industry. The younger generations need to grow up caring for the environment so they and their children, too, have snow to play on in the future. Furthermore, by conserving the environment to preserve the snow, other natural environments will benefit as well.

Health Benefits

The health benefits of snow sports are obvious and well-known. One big advantage that snow sports offer over many other sports is the “awe” factor the natural environment provides. We need to pull children off their snow video games and put them on real snow.

Safety

Safety is taken for granted as an integral component of a modern lifestyle including snow activities. That's why the '10 FIS rules for the conduct of Skiers and Snowboarders,' which are considered globally as the laws for the conduct on the pistes, are also a natural component of World Snow Day activities. They will help show children and their families how to behave and be safe on the snow and in doing so will also show them how to be safe off the snow.



Goals

Primary Goals:

Deadline for goals: 2025

1. **Goal:** Enable children and families to Explore, Enjoy and Experience the fascination of snow through special events and activities organised as part of World Snow Day.

Measure: To average 500 events in 40 countries.

2. **Goal:** To ensure Organisers are satisfied with their events and efforts to bring children to the snow.

Measure: To average an 85% retention rate of events.



Secondary Goals:

Deadline for goals: 2025

1. **Goal:** Increase awareness about the need to protect and conserve the natural environment.
Measure: To have had 50 events with environmental activities inside their event program.
2. **Goal:** Promote the health benefits of snow sports.
Measure: To establish a partnership with an external body who focus on physical health.
3. **Goal:** Emphasise the importance of snow safety and awareness of rules of conduct.
Measure: To have had 50 events with safety activities inside their event program.



Benefits for Event Organisers



Organising a World Snow Day event provides you, the Event Organiser, the opportunity to:

Develop something unique to attract children and their families

World Snow Day provides the stage for creative ideas to attract new people - especially the young - to snow sports.

Show to the world that you care for future generations

Use the global World Snow Day platform to demonstrate how much you care for the children and the youth.

Bring a new spirit to your community

Communities are about people coming together. World Snow Day is about uniting your community behind a locally tailored concept designed to bring families and children to enjoy the snow. It is also a great opportunity to give immigrants and underprivileged populations a chance to experience the fun and excitement the snow has to offer.

Derive personal satisfaction from enabling children to explore, enjoy and experience the snow

By creating a World Snow Day event you will deliver a personal contribution to more children having a chance to enjoy something which makes millions of people happy, the snow. Through the global platform, your event will showcase to the world the many different opportunities and ways there are to enjoy the snow.



Be part of something international which embraces snow sports

Be part of the global movement sharing a common goal to bring more children to our beloved snow.

Invest in your future

Establish a strong relationship with children and their families now so that they continue to enjoy the snow with you for many years to come.

Leverage the promotional platform and tools to reach new target groups

World Snow Day will be stronger the more people participate. The World Snow Day toolkit is there for you to use, designed to establish a connection with groups that may have been previously out of your reach. By registering on www.worldsnowday.com you will receive full access to a multitude of materials.

Open doors through new partnerships

World Snow Day is a great reason for you to approach a new partner or sponsor. Present to them your idea for World Snow Day and begin a new long-term relationship.



How to get Involved



WORK IT OUT

Develop your concept for participation. The 'Event Ideas Guide' @ www.worldsnowday.com is full of great ideas for participation.

SIGN UP

Log onto to the World Snow Day website to register your event. Once you have registered your event you will receive a username and password. Keep this handy as this will give you access to your personal account.

DELIBERATE

Access your free World Snow Day toolkit and begin detailed event planning.

FORMULATE

Prepare and promote your World Snow Day event. FIS will provide support through the website and the toolkit. Please feel free to email us at worldsnowday@fisski.com if you have any questions.

CELEBRATE

Be part of the BIGGEST DAY ON SNOW. Enjoy World Snow Day and don't forget to submit an event report of your successful day on our website www.worldsnowday.com to be a part of the global communications story. Your last day to submit your report is 21st February 2024.



Register



Support from FIS





Website

The World Snow Day website is your website.

The website is a key promotion tool for your event and contains everything you need to know about World Snow Day. If there is a question that cannot be answered, feel free to email us at worldsnowday@fisski.com.

Some of the main features you will find on the website include:

- World Snow Day Event Organiser registration
- Event and Organiser Live Profiles
- World Snow Day Event Planning Manual
- World Snow Day Event Ideas Guide
- World Snow Day Event Case Studies
- Latest news and releases
- Official World Snow Day Digital Toolkit
- Preferred Suppliers
- World Snow Day Awards

One key feature of the website is the Live Profiles. The Live Profiles have been designed to inform the public about your event. And yes just like the name says, each Live Profile can be updated live. This means you can login, update your event details and keep your audience informed of about your event.

The World Snow Day website is your promotional platform. Be creative and ensure you upload pictures, videos, media coverage and all necessary information about your event. The website is very user friendly however If you experience any troubles you can contact us anytime at worldsnowday@fisski.com.

International Communications

The World Snow Day news system inc. social media reaches over 15'000 persons daily. The system has been linked to the FIS news system meaning information on events to bring children to the disseminated to a global audience.





Digital Toolkit

The World Snow Day Digital Toolkit is a set of promotional tools put together to help you promote your event. The Toolkit has been designed to be as simple and cost effective as possible. The Toolkit can be found on the www.worldsnowday.com website once you have registered. The digital files have been designed for you to simply take to the producer and produce. Please note that cost of the local production will need to be covered by your organisation.

The Toolkit will be continuously refined to make sure you have the best promotional tools. Should you have any suggestions please let us know at worldsnowday@fisski.com



Event Ideas Guide and Case Studies

Designing events can seem like a huge task and for many the first question is “where do I begin?” With World Snow Day, FIS has created the Event Ideas Guide. The Guide has taken the best practices of previous events and put them into an easy to read document. To help further the document contains a checklist of items needed for an event. Finally, World Snow Day has also developed Case Studies from some of the most successful events. The Case Studies go in-depth into what is done by Organisers to reach their goals.



Free Event Consultation

When it comes to events there are always a lot of questions. Sometimes you find the answers but sometimes you just want to speak with a person. Thankfully we are here to help and at no cost. At any time of your event do not hesitate to contact us with your questions on event planning, marketing, alternative plans in fact anything.

Email: worldsnowday@fisski.com

Phone: +41 33 244 6126

Facebook: www.facebook.com/worldsnowday

Twitter: www.twitter.com/worldsnowday



Onsite Materials

As a registered World Snow Day Organiser, Organisers have the chance to obtain free materials to help stage run and promote their event. These are known as the “World Snow Day Organiser Care Packages”. All Organiser Care Packages are free of charge and best of all recipients can keep the materials for future events.

Engaging Social Media



Besides the traditional mass media and the internet, there are a number of new media tools at your disposal to help promote your event. These included Facebook, Twitter, YouTube, Instagram and other social media channels. FIS encourages you to use these platforms responsibly.



Awards





The World Snow Day Awards are designed to recognize the best World Snow Day events and actions under varying circumstances. The Awards are presented every two years (each odd year) and contain four categories. They are as follows:

- Best World Snow Day Event: for events over 500 persons.

Prize: 10'000CHF

- Best Small World Snow Day Event: for events under 500 persons.

Prize: 2'000CHF

- Innovation Award: for events implementing innovative ideas.

Prize: professional camera crew to film your following World Snow Day event.

- Line Honors: 1st event to register .

Prize: 1'000CHF

The full Award regulations can be found on the World Snow Day website www.worldsnowday.com.

Guidelines



Registering

To become an official recognised part of World Snow Day, your event must be registered with FIS. To find out more, please see the “How to get involved” section of this document ([refer to page 14](#)).

Who is eligible to register?

FIS will only accept registrations from formal groups and/or organisations that have a genuine interest in promoting snow activities and World Snow Day, and that share the goals of the FIS campaign to ‘Bring Children to the Snow’. FIS will not accept registrations from groups or organisations that seek to promote something else other than World Snow Day or aim to tarnish the name of FIS or World Snow Day.

FIS will assume a global coordination role and will seek to inform registered Event Organisers about any possibilities for cooperation and coordination with other World Snow Day Organisers in nearby venues or neighbouring regions as best possible. FIS will also inform the designated World Snow Day contact within the National Ski Association about each registration in their nation.



Dates

World Snow Day will officially be held on Sunday, 21st January 2024. However Organisers may hold World Snow Day events beginning from Monday 15th January 2024 as it is recognised that the official date may not suit all Organisers or intended participants.

IMPORTANT: Events may not be held any time after Sunday, 21st January 2024 unless with the explicit permission of FIS

DATE	ITEM
1 st July 2023	Opening of event registration
1 st October 2023	Applications for World Snow Day Organiser Care Packages open
15 th December 2023	Deadline for event registration
21 st January 2024	13 th Edition of World Snow Day
15 th February 2024	Deadline to submit event reports

Venues

FIS encourages worldwide participation in World Snow Day. For this reason all children and family-friendly events may be accepted as Event Organisers, providing they meet the criteria for approval ([see page 26](#)). This approval can only be gained through registration of the event on www.worldsnowday.com. Please note that you will have to provide a description of the venue at which you will be holding your event when you register.



Events

Various types of events can be held to celebrate World Snow Day. Creativity in event planning is key. The World Snow Day events should seek to 'Explore, Enjoy, Experience' snow – in other words, they should motivate children and their families to engage in snow activities of any form.

Having trouble coming up with an event?

FIS has compiled a checklist with suggested events, activities and venues. These examples can be found on the World Snow Day website www.worldsnowday.com.

Already have an event under way on that day?

It is possible to align an existing event with World Snow Day. Just let us know your ideas on how you plan to do that and remember to register your event to gain access to the World Snow Day toolkit.

Have an idea for an event but are unsure if it is viable or allowed?

Feel free to email your question to worldsnowday@fisski.com. Alternatively please consult the website to see if your question can be answered easily.

Please note that when registering the event, a brief description of your event concept is required. Key to success is that your event is all about bringing children to the snow and about inspiring a child and their family to Enjoy, Explore and Experience the snow.



Event Report

Registered Organisers are required to submit a report of their day for two reasons:

World Snow Day is not just a one-off event. FIS will seek to make each and every subsequent World Snow Day better than the last one. The only way for this to happen is for us to gather feedback on the Day and its organisation so that we can assess what to improve and share this with all the other Organisers. We also need to know the number of people who attended your event so we can quantify the global momentum we are generating. Please make sure you keep track of the number of people and insert that final number into your report. Other statistics such as your media reach, Facebook friends and twitter followers are also great pieces of data to include.

The second reason why we would like you to submit a report is so we can reward the best efforts. We encourage you to include images, videos and links as well as feedback from participants and the organising team in your report so that we get a feeling of how your event unfolded. The more thorough your report, the better overall idea we have of your event. Remember the final day to submit your report is the 15th February 2024.








Logo

The World Snow Day logo is registered trademark of FIS. It is also a critical element to the whole campaign. For this reason the following regulations apply:

The diagram depicts the official colour breakdown. These colours must be strictly adhered to and not altered. Only the size of the logo maybe changed, otherwise the logo may not be altered in any manner.

A registered World Snow Event Organiser may use the logo in their efforts related to World Snow Day.



				
C=0;M=25;Y=100;K=0	C=100;M=89;Y=0;K=0	C=0;M=0;Y=0;K=100	C=7;M=100;Y=7;K=20	C=85;M=20;Y=0;K=0
130 C	Reflex Blue C	Prozess Black C	227 C	2925 C
R=252;G=195;B=0	R=0;G=56;B=140	R=0;G=0;B=0	R=170;G=10;B=90	R=0;G=150;B=220
#cc300	#00388c	#000000	#aa0a5a	# 0096dc
Verlauf siehe Datei	Verlauf siehe Datei	K=100	K=100	K=65

Images

Any images your organisation obtains and/or uses for promotion of World Snow Day must have the necessary rights accompanying them from the photographer and participants. This includes the right of personal portrayal. Please make sure to clear these rights properly. For any photo sent to FIS or uploaded on the event website whether in a report or on the event profile, please include the image's copyright (organisation/author name) details. Please note that images uploaded to the website maybe used for other purposes by FIS.



Partners and Sponsors

Promotion of your event will be key for its' success. So get out there and make it your World Snow Day. FIS does not restrict your choices for support or local partnership. We strongly suggest partnering with organisations such as environmental groups or companies and other health-related organisations that will help promote the key messages of World Snow Day. Keep in mind the target audience are children and their families so please refrain from partnering with companies that do not share these goals (i.e. alcohol, tobacco companies).

The amount of promotion and sponsorship at your event is up to you. Allow your sponsor(s), supporter(s) and partner(s) as much exposure as possible, while still ensuring it is clear that this is a World Snow Day event.

Remember that no sponsor is out of reach. Your sponsors, supporters and promoters can only benefit from this event. Try to locate the right people to talk to quickly, contact them and motivate them to partner with your event. For additional help you might also contact your National Ski Association.



Website Responsibility

The World Snow Day website has been designed for your benefit. It is designed to promote your event. FIS will do its best to monitor content uploaded there, but we cannot control everything. In light of this we have two wishes from you in regards to the website:

1. Please make sure that you control what is posted on your events' web page and ensure that it is family friendly. What is on your profile will affect the image of your event and the image of World Snow Day.
2. If you notice something inappropriate on the website send an email to worldsnowday@fisski.com.



See you on World Snow Day!

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World Snow Day Event Organisers