

17th January
2016

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Final Report



Audi



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Fédération of the European
Sporting Goods Industry



www.world-snow-day.com

Foreword - from FIS President

Like the families it is communicating to, World Snow Day itself is one large family.

Following the 4th edition of World Snow Day we saw the decline in snow sports stabilize. Despite the stabilization, we advised that this is not the time to sit back but instead make a push to truly reverse the decline. In 2016, Organisers came together as a family and made that push. The result was another year with over 600 events.

But how was this possible? Well like any family, we have an open lines of communication between FIS, the National Ski Associations the Event Organisers and most importantly participants. This has formed a bond of trust which we will aim to strengthen in the years to come.

Like family homes, FIS is always happy to welcome guests. In the case of World Snow Day the guests take the form of Partners. For the 5th Edition of World Snow Day, Audi, Eurosport, the European Broadcasting Union, Infront Sports & Media, The World Federation of the Sporting Goods industry (WFSGI), The European Federation of the Sporting Goods Industry (FESI), Best of the Alps and the Preferred Suppliers have made an outstanding contribution to this event. I would like to take a moment to thank them for their motivation and eagerness to bring children to the snow and look forward to future cooperation's with them.

Looking ahead the World Snow Day family is set to grow. Given the importance of communication, FIS will maintain its focus in this area for the 2017 edition of World Snow Day. Local Organisers will continue to have access to various support features such as the Digital Toolkit to help with their communication. Of course, other areas of support such as event ideas, the Manufacturer Kids Demos, onsite materials, event planning guides and international communication will also be provided.

World Snow Day and the overall Bring Children to the Snow Campaign has achieved more than we could have expected. With the hard work and dedication of the event Organisers, this project can continue to exceed expectations. I encourage everyone to join the family and enjoy World Snow Day.



Acknowledgements

The FIS World Snow Day 2016 Final Report would not have been possible without the support of the Event Organisers and the contributions of hundreds of participants whose feedback has been invaluable. Thanks are also due to the FIS Member National Ski Associations and all partners and sponsors for their continued support.



Thumbs up for World Snow Day at Ice Mountain (BEL).

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No snow? no problem for World Snow Day in Johannesburg (RSA).

Executive Summary



The 5th edition of World Snow Day took place on 17th January 2016 with just over 586'000 participants exploring, enjoying and experiencing snow at 625 events in 42 countries. Children and families enjoyed free or discounted ski and snowboard lessons, lift passes, ski equipment, as well as concerts, races, gifts and prizes, to name just a few of the hundreds of activities. Events took place in cities, on high mountain peaks and everywhere in between. Event Organisers included ski and snowboard resorts, National Ski Associations, private event companies, ski and snowboard clubs, ski and snowboard schools, manufacturers and retailers. The majority of World Snow Day Organisers and participants have expressed a very strong interest in participating in the 6th edition of World Snow Day, which will take place on 15th January 2017.



Introduction



Who is the International Ski Federation (FIS) ?

As the governing body of international skiing and snowboarding, FIS manages the Olympic disciplines of Alpine Skiing, Cross-Country Skiing, Ski Jumping, Nordic Combined, Freestyle Skiing and Snowboarding, including setting the international competition rules. Through its 123 member nations, more than 7'000 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, notably for the young.

What is Bring Children to the Snow ?

The 'Bring Children to the Snow' campaign was launched in 2007 as an international, multi-year campaign to promote snow activities as the number one leisure choice for kids and the youth in winter. The campaign aims to encourage newcomers to the snow whilst adding additional value to those who already participate in the sport.

The campaign seeks to achieve this vision through two primary programmes, the FIS SnowKidz and FIS World Snow Day. The primary target group for the campaign is children between the ages of 4-14 and their families. Whilst targeting children and their families, FIS also hopes to motivate more teenagers and young adults. The campaign is not focused on generating competitors for any particular FIS discipline. 'Fun in the snow, fun on the snow' is the motto at the heart of the campaign.

What is World Snow Day ?

World Snow Day was launched in 2012 and looks beyond the FIS membership to the wider snow sports community. It seeks to encourage the snow industry stakeholders to be part of activities for children aged from 4-14 to celebrate all things snow. In short, World Snow Day is designed to be the biggest day on snow all year and will be staged annually for years to come.

This report summarises the key facts and figures from the 5th edition of World Snow Day which took place on 17th January 2016.

World Snow Day Goals and Analysis

Primary Goals:

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

Measure: To average 500 events in 40 countries by the sixth year of operation.

Status: With 625 events in 42 countries for the 5th edition of World Snow Day, the current average stands at 488 events in 40 countries. To achieve the goal by next year World Snow Day requires 465 events across 40 countries.

Goal: Create global momentum for a great future of organising snow activities

Measure: The goal is 800,000 individual participants by the sixth year. This is a 100,000 increase annually.

Status: This year's event saw over 586'000 participants. Once again this falls short of the 100'000 increase annually. After analysis of a multitude of variables, local communications is still the number one hindrance of participation. FIS will be looking to work with Organisers to increase their local communication.



Mascots are a huge attraction at events. Soldeu Grandvalira (AND)

Secondary Goals:

Goal: Increase awareness about the need to protect and conserve the natural environment.

Measure: To have 20 events with environmental activities inside their event program.

Status: Following the 5th edition of World Snow Day 25 events contained environmental actions.

Goal: Promote the health benefits of snow sports

Measure: To establish a partnership with an external body who focus on physical health

Status: Discussions are underway with a global health body to partner with the event

Goal: Emphasise the importance of snow safety and awareness of rules of conduct.

Measure: To have 20 events with safety activities inside their event program.

Status: A total 58 events had safety activities as a part of their event program.



Kjetil Jansrud is a huge promoter of World Snow Day and its goals.

5th World Snow Day in Numbers



Fast Numbers

- 1 Day around the world
- 3 Events in the southern hemisphere
- 8 Global Partners: Audi, European Broadcasting Union, Infront Sports and Media, Eurosport, Best of the Alps, WFSGI and FESI
- 6 nationwide events.
- 12 events in major cities
- 42 participating countries.
- More than 120 resorts with free skiing and snowboarding.
- 142 events in one country.
- 200% growth in social media presence
- 625 events
- 2'345 Average number of views for an event on world-snow-day.com
- 2'540 World Snow Day events over five editions.
- More than 93'607 YouTube video views.
- Over 105'000 pieces of equipment distributed to help Organisers.
- More than 120,000 participants at the largest event.
- More than 586'000 participants in the 5th Edition of World Snow Day!
- Over 1.5 million people reached weekly on social media.
- In excess of 3 million website visits
- Over 5.2 million videos views for a single post



The World Snow Day Snowball was seen all around the world.

World Snow Day by Continent and Country

The 5th Edition of World Snow Day saw 625 events in 42 countries.



Types of Organisers

World Snow Day Events were hosted by a diverse group of Organisers. For the 5th edition of World Snow Day, Ski Resorts made up the majority of Organisers with 45.6%. This is a 22.6% increase from 2015. Ski/Snowboard schools and Ski/Snowboard clubs also saw a 1% increase on the previous year. The wide variety of Organisers shows that bringing children to the snow affects every stakeholder in snow sports.

Example Events

Stockholm, Sweden: Full snow sports festival for kids with free lessons, demonstrations and product demos.

Lake Louise, Canada: Free Skiing and Snowboarding for children.

Himchal Pradesh, India: Environmental day for kids

Throughout Austria: Free and discounted lift passes for primary school children

Cortina d'Ampezzo, Italy: Kids day

Throughout Latvia: Celebrations with games, free lessons and demonstrations.

Throughout Norway: 103 ski resorts with free skiing and snowboarding.

Throughout China: 20 ski resorts with free skiing and snowboarding for children as well as live entertainment.

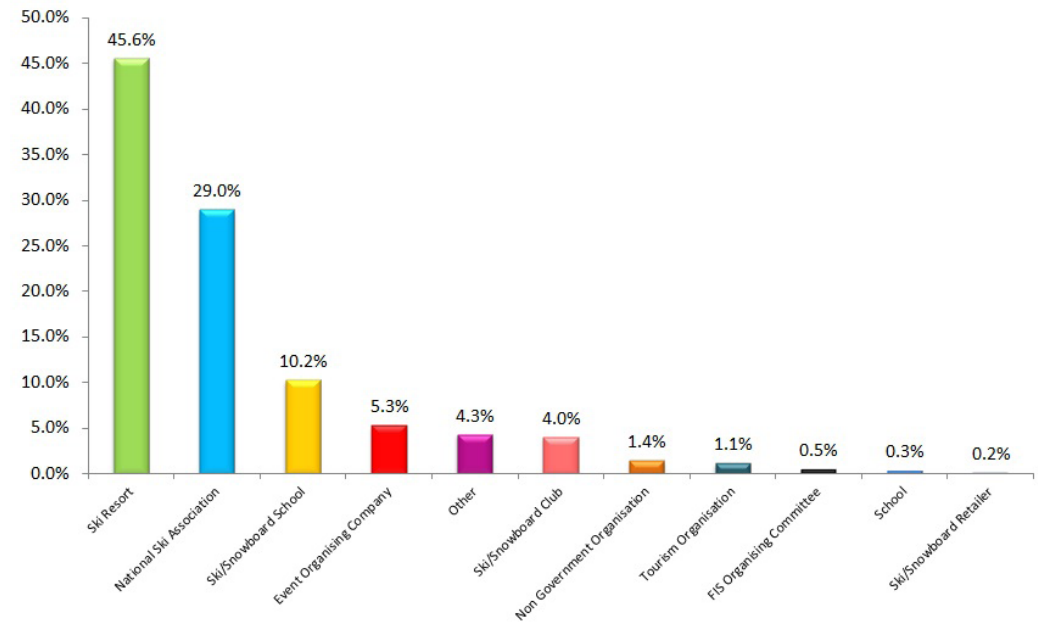
Throughout Canada: Childrens safety week hosted by the Canadian Ski Patrol

Winterberg-Neuastenberg, Germany: Childrens snow festival with discounted lift passes.

Throughout Poland: Free ski and snowboard lessons throughout the country.

Sierra Nevada, Spain: Snow festival for children with discounted lift passes and lessons.

Huacachina Oasis, Peru: Skiing and snowboarding on the sand dunes with free lessons.



Timeline and Milestones





(18.01.2015)
Completion of
the 4th edition of
World Snow Day.
645 Organisers, 42
countries.

(15.05.2015)
New Audi World
Snow Day Toolkits
produced.

(01.07.2015)
Opening of event
registration on
WSD website – 1st
registered event Ice
Mountain, Belgium.

(22.08.2015)
First “World Snow
Day and Me” video’s
launched for the
season.

(10.09.2015)
100th World Snow
Day event regis-
tered, 4 days ahead
of previous year.

(10.09.2015)
First group of Audi
World Snow Day
Toolkits all allocated.

(01.08.2015)
World Snow Day
Manufacturers Kids
Demos introduced.

(01.09.2015)
50th World Snow
Day event regis-
tered, 3 days ahead
of previous year.

(30.09.2015)
Applications for
Manufacturers Kids
Demos close.



(03.11.2015)
Reproduction of Audi
World Snow Day
Toolkits
commissioned.

Nov

(01.12.2015)
World Snow Day
Promotional Trailer
launched globally in
six languages.

Dec

(05.12.2015)
300th World Snow
Day event registered

(13.12.2015)
600th Event reg-
istered signifying
second year with
over 600 events.

(15.12.2015)
Registration closes.

(20.12.2015)
Broadcasting of the
World Snow Day
trailer begins.

2016

(01.01.2016)
Virtual World Snow
Day launched on all
FIS websites.

Jan

(13.01.2016)
Simon Beck special
World Snow Day
video released.

(17.01.2016)
5th Edition of World Snow
Day celebrated with 625
events in 42 countries!

(18.01.2016)
Reporting system
for World Snow Day
launched.

(01.02.2016)
World Snow Day
poles open.

Feb

(08.02.2016)
6th Edition of
World Snow Day to
take place on 15th
January 2017.

(15.02.2016)
Reporting system
for World Snow Day
closed.

Promotional Activities



To communicate World Snow Day, FIS engaged in numerous international communication activities. Local level communication and promotion activities were created by National Ski Associations and Event Organisers.

World Snow Day on TV

From 1st December 2015, the fifth official World Snow Day promotional TV spot was made available in six languages (English, French, German, Italian, Spanish and Russian). Thanks to partnerships with Eurosport, EBU and Infront Sports and Media the spot was distributed globally. Broadcasters successfully integrated the spot into programming from the 20th December – 17th January 2016.

Estimated impact: 80 million

Presence at FIS World Cup Events

Building on the success of previous years, the World Snow Day brand was once again featured on the starting bibs of all competitors in FIS World Cup events during December and January. With many thanks to World Cup Organisers and National Ski Associations, the World Snow Day promotional trailer was also shown onsite at races. Additionally the World Snow Day snowball was displayed by athletes during World Cups.

Estimated impact: 5 million



Costumes made World Snow Day in Vatra Dornei so much fun (ROM)

ADVERTISEMENT

Skiing To the piste!

To satisfy skiers, China is covering its arid hills with snow

Jan 24th 2015 | CHONGLI | From the print edition

Timekeeper Like 37

THE provincial outpost of Chongli, 250km (150 miles) north-west of Beijing, has all the trappings of a proper ski town. There are hotels, restaurants, shops offering the latest gear, and even a street of bars for the après-ski set. Chongli's rapidly developing resorts may lack the striking vistas and the rich forest landscapes of the Alps or Rockies. But the scenery, if less grand, is nice enough. So is the skiing itself. Chongli's drawback is that, as in much of China's arid north, there is an acute shortage of water to make snow. But in their pursuit of prestige, government planners see that as little hindrance. Developing winter sports, say officials, is China's "dream".



Freestyle medallists in 2022?

Until the 1990s, winter sports in and around Beijing were largely confined to a hardy few (mostly elderly men), swimming near-naked in pools cleared of snow and, above all, of middle-class spenders, made skiing all but unthinkable resorts abound on the hills near Beijing (the artificial snow is made with und

Snow sweeps through Scotland after big freeze

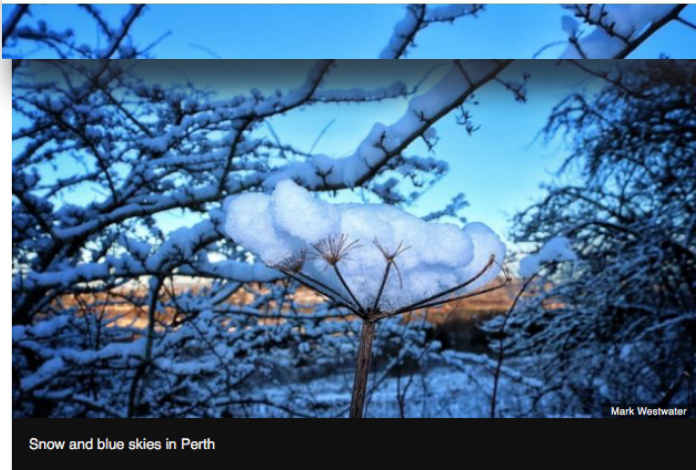
17 January 2016 | Scotland



The Glencoe Mountain Resort

Snow could clear at lower levels, as milder air pushes in from the west, with the odd wintry shower possible.

The big freeze came as Scotland's snowsports centres are marking Sunday's World Snow Day.



Snow and blue skies in Perth

LIVE Latest: Holyrood Election Campaign 2016

4 minutes ago Scottish Liberal Democrats say a penny on all income tax rates will raise more than...

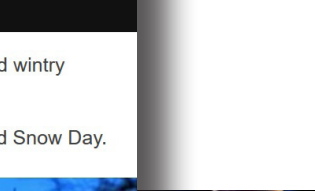
Top Stories

Zuma should face corruption case - judge

17 minutes ago

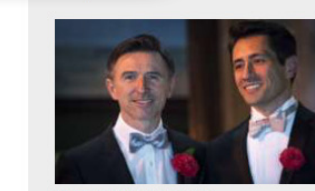
Norway helicopter

Stephen S

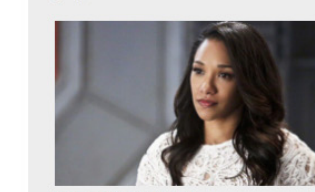


Using politician

Filipino fighting youth on politics and Pacquiao



For better or worse How has marriage changed life for gay people?



'Keep Iris Black' Superhero fans rally to keep The Flash's love interest black

World Snow Day hits the international headlines. (LEFT) Article in The Economist and (RIGHT) the BBC.

Provision of information directly to media

Press releases and other information were regularly provided to the media. All official World Snow Day press releases were available on the World Snow Day website at: <http://world-snow-day.com/en/Info/Media>. This resulted in many articles getting published on global platforms, including the International Olympic Committee website, British Daily Telegraph, BBC, Sport Pro Magazine and the Daily Record.

Estimated impact: Over 822'000

Simon Beck social media video

To boost social media chatter a special World Snow Day video was created. Together with snow artist Simon Beck and World Snow Day Organiser Glacier 3000, a 150m x 150m World Snow Day logo was created in the snow. A video of the art was posted online and pushed further thanks to Extreme Media.

Estimated impact: Over 10'000

Social Media

World Snow Day's social media presence saw staggering growth in 2015/2016. Meanwhile Organisers continued to embrace social media with the establishment of event pages, instagram accounts and summary videos posted on their channels.



Simon Beck created a true masterpiece.



Everyone was a winner at World Snow Day Cortina d'Ampezzo (ITA)

The following social media statistics are taken from the World Snow Day platforms.

Overall Growth:

Across four social media platforms World Snow Day has seen an average growth of 91.75%.

Facebook:

<http://www.facebook.com/worldsnowday>

Highest reach for an unpaid WSD Facebook post: 15 million
Average weekly reach of the WSD Facebook page: 446'393

Twitter:

<https://twitter.com/WorldSnowDay>

Average weekly Twitter reach: 367
Number of Tweets posted: 46.4%
Growth in the number of followers: 19.9%

YouTube:

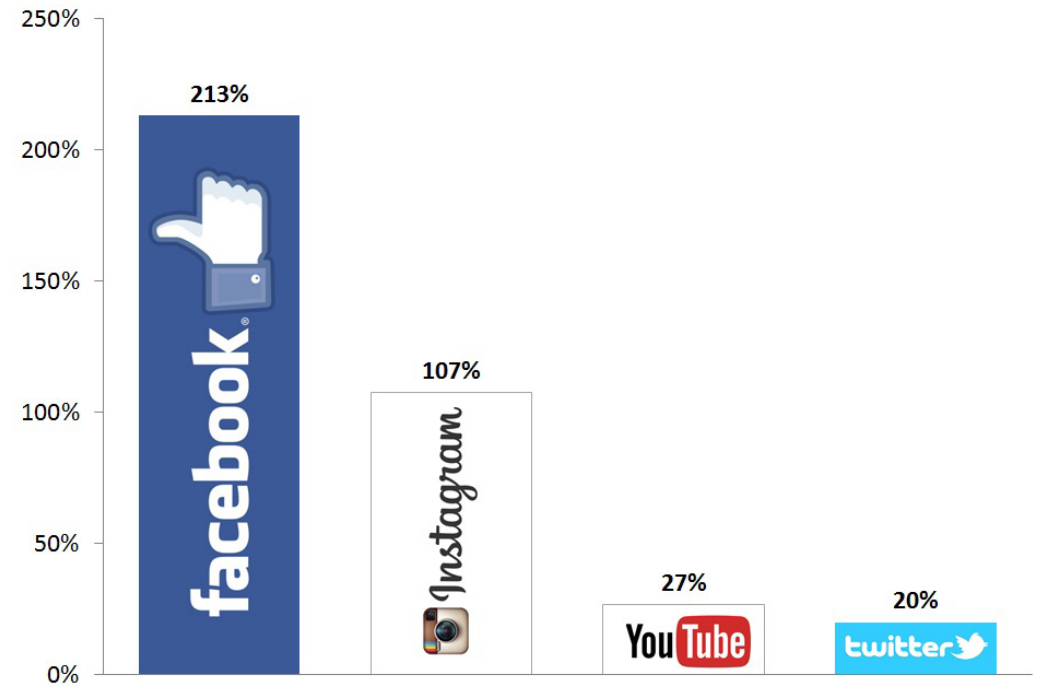
<http://www.youtube.com/WorldSnowDay>

Growth of Subscribers since last edition of World Snow Day: 26.7%
Which is the most popular series? World Snow Day & Me: 34,446 views

Instagram:

<http://instagram.com/worldsnowday>

Growth of followers since the last edition of World Snow Day: 107.4%
Number of photos posted: 345





Website

www.world-snow-day.com is the official website for World Snow Day. In addition to releasing all related news and information, the website provides each registered Organiser with a dedicated page to promote their events and partners. The WSD official website is cross-linked and promoted by all official FIS websites, pages and communication platforms.

Estimated reach: Over 956'000

Integration in FIS channels

FIS continuously publishes World Snow Day news on www.fis-ski.com and discipline websites. News was pushed further through the FIS Newsflash. New for the 5th Edition of World Snow Day, the FIS discipline social media channels integrated World Snow Day into their communications.

Estimated reach: 3 million

FIS Youth and Children's Seminar

The 11th FIS Youth and Children's Seminar was held in Zurich, Switzerland, on the 30th September 2015. This year's seminar focused on social media in sports. The aim of the seminar was to give National Ski Associations and participants an idea how social media can be used effectively and responsibly in sports.

Estimated reach: 10'000

Partners Support





The 5th Edition of World Snow Day was supported by eight exceptional partners: Audi, Sanetta, Eurosport, European Broadcasting Union, Infront Sports & Media, Best of the Alps, WFSGI and FESI. The potential of World Snow Day has been substantially enhanced by these partners' excellent participation and cooperation.

Audi

In May 2015 Audi and World Snow Day created 100 Toolkits to be distributed to Organisers. Toolkits were free of charge, delivered to the locations of Organisers and become the property of the Organisers for future use after the event. Organisers were thrilled with the materials that another 100 needed to be produced to satisfy demand.

www.audi.com

Best of the Alps

Best of the Alps is the European collaboration of the top 12 tourist destinations in the Alps - Chamonix Mont-Blanc, Cortina d'Ampezzo, Davos, Garmisch-Partenkirchen, Grindelwald, Kitzbühel, Lech Zürs am Arlberg, Megève, Seefeld, St. Anton am Arlberg, St. Moritz and Zermatt. Best of the Alps continued with their support for the staging and Organising of events in their member locations.

www.bestofthealps.com/en/

Audi
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THE CLASSIC MOUNTAIN RESORTS

BEST OF THE ALPS



Chamonix Mont-Blanc
St. Anton am Arlberg
Grindelwald
Kitzbühel
Zermatt
Seefeld

Garmisch-Partenkirchen
Lech Zürs am Arlberg
Cortina d'Ampezzo
St. Moritz
Megève
Davos



EUR(O)VISION



Federation of the European
Sporting Goods Industry

Eurosport

Through Eurosport's extensive global network the World Snow Day Promotional Trailer was broadcast from the 20th December 2015 – 17th January 2016.

www.eurosport.com

European Broadcasting Union

The European Broadcasting Union is the largest association of national broadcasters in the world. The Promotional Trailer was available on their global distribution channels for broadcasters to download and air.

www.ebu.ch

FESI

The Federation of the European Sporting Goods Industry (FESI) is the representative body for the sporting goods sector in Europe. FESI engages with all European political institutions and other European authorities and bodies that are impacting the Sporting Goods industry. For the 2016 edition of World Snow Day FESI and its member manufacturers Atomic, Blizzard, Elan, Fischer, Head, Nordica, Salomon, Tecnica, Tyrolia, Marker, Völkl combined to create the Manufacturers Kids Demos (MKD). The MKD's supplied events with skis to enable children to experience snow sports easier. With more than 60 applications for MKD's the offer was a huge highlight of the 5th edition of World Snow Day

www.fesi-sport.org



Infront Sports and Media

Infront Sports & Media is an experienced international full service sports marketing company with a capacity for innovation that is helping to transform the industry. Infront Sports & Media incorporated the World Snow Day Promotional Trailer into all FIS World Cup TV broadcasts managed by them.

www.infrontsports.com

WFSGI

The WFSGI is an independent association with no objective of economic character for its own gain and formed by sports and sports-inspired leisure brands, manufacturers, suppliers, retailers, national/regional federations, industry and trade associations and all sporting goods industry related businesses.

For the 5th edition of World Snow Day the WFSGI provided support in communications. Through its extensive links to the industry brands were provided information on the developments of World Snow Day and its events.

www.wfsgi.org

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SPORT EQUIPMENT

The logo for Skis.com features a stylized mountain range above the text 'SKIS.com' in a bold, italicized font, with a swoosh underline.
The Ultimate Online Ski Shop

The logo for Snowboards.com features a stylized mountain range above the text 'SNOWBOARDS.com' in a bold, sans-serif font, with a swoosh underline.

Preferred Suppliers:

A new addition to World Snow Day, the Preferred Suppliers are the top level suppliers used by FIS. The aim of the program is to offer Organisers access to the suppliers who help make top level events, such as World Cups, possible. The Preferred Suppliers work directly with the Organisers without any intervention from FIS. For the 5th edition of World Snow Day the suppliers included Amwerk Internova, APA Werbemittel, Liski Sport Equipment, Skis.com and Snowboards.com.

www.amwerk.eu

www.apa.de

www.liski.it

www.skis.com

www.snowboards.com







World Snow Day at Transalpina (ROM) made a lot of kids smile.



Feedback from Event Organisers
and the public



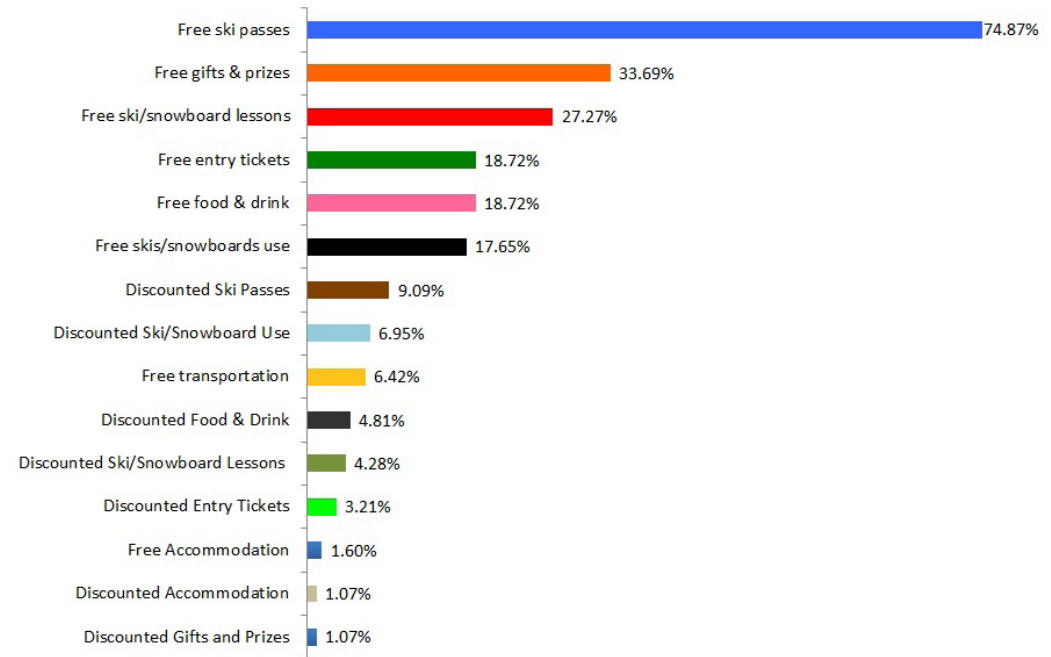
From the 18th January to the 20th February 2016, World Snow Day Organisers submitted event reports in the form of text, photos and videos through the World Snow Day Live Profile system. The individual 2016 World Snow Day event reports can be viewed [here](#).

During this period, an online survey was conducted to collect feedback anonymously from the public who attended a World Snow Day events and also those who could not.

Feedback from Event Organisers

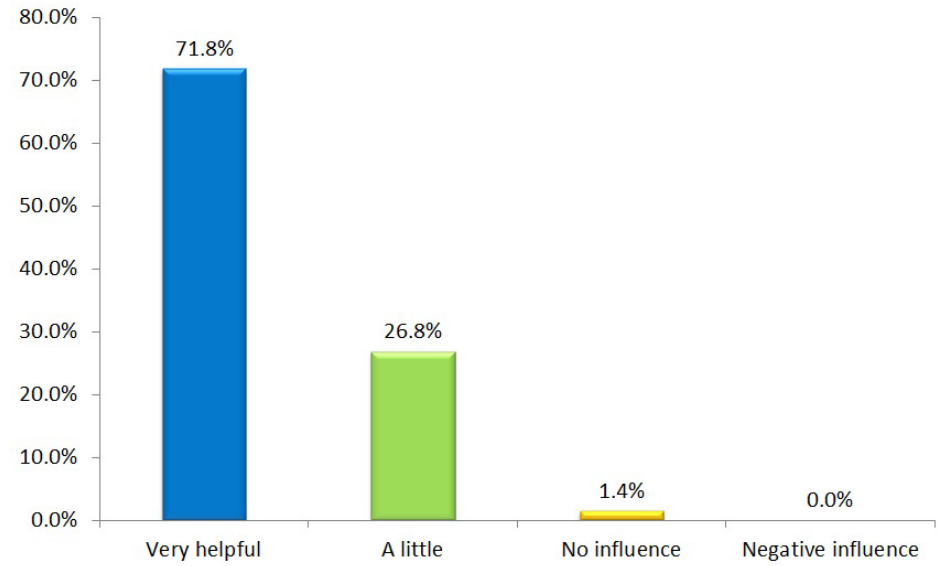
Types of World Snow Day events

From the data collected, the most popular promotion offered for was free ski and snowboard passes (74.87%). This is the third year in a row this promotion has been the most popular. It signifies its effectiveness in bringing persons to the snow.



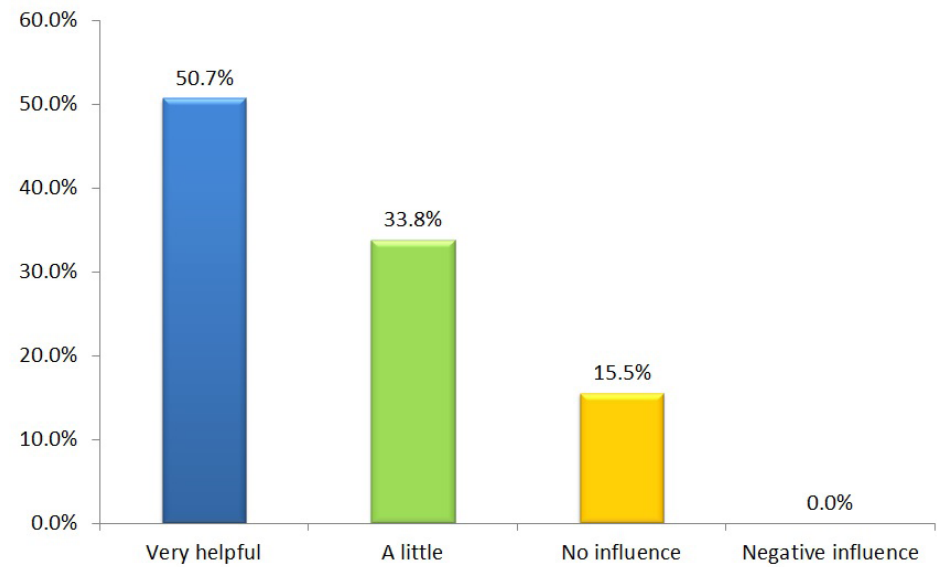
Do you feel the World Snow Day brand helped you attract participants?

71.8% of Organisers said the World Snow Day brand was 'Very helpful' in attracting participants.



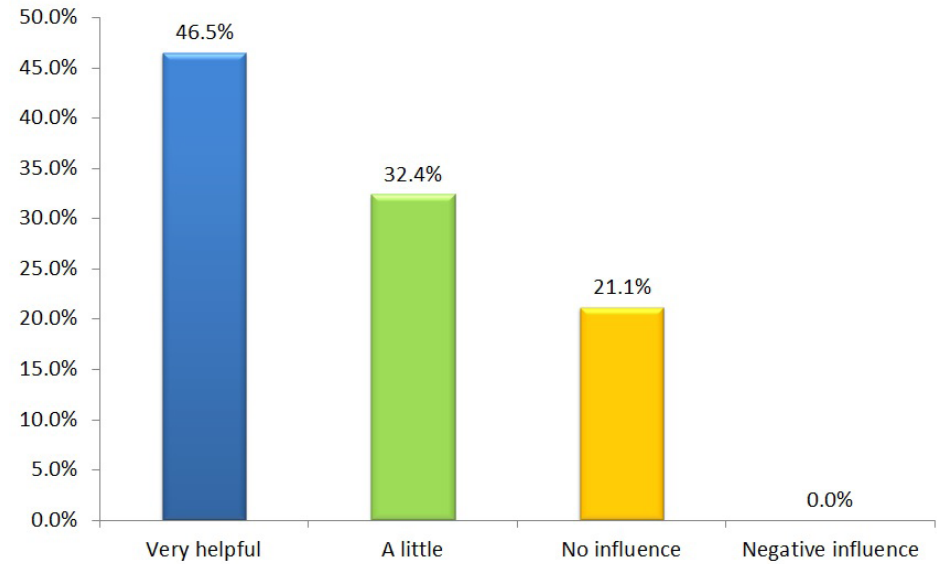
Do you feel the World Snow Day brand helped attract media attention?

89.5% of Organisers said the brand helped attract media attention. 50.7% of these said it was "Very helpful".



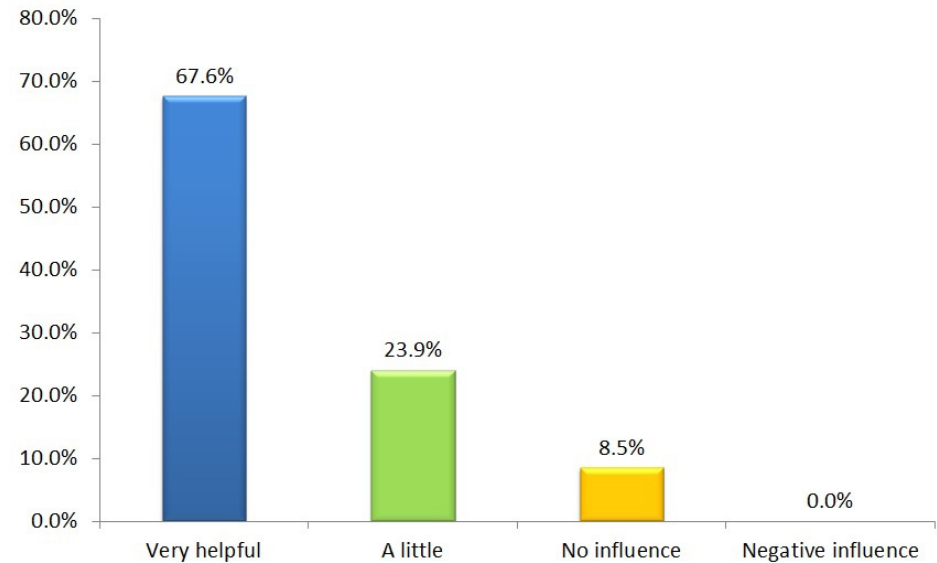
Do you feel the World Snow Day brand helped attract sponsors and partners?

46.5% of Organisers reported the World Snow Day brand to be very effective in attracting sponsors and partners. No Organisers reported a “Negative Influence” of World Snow Day on sponsors and partners.



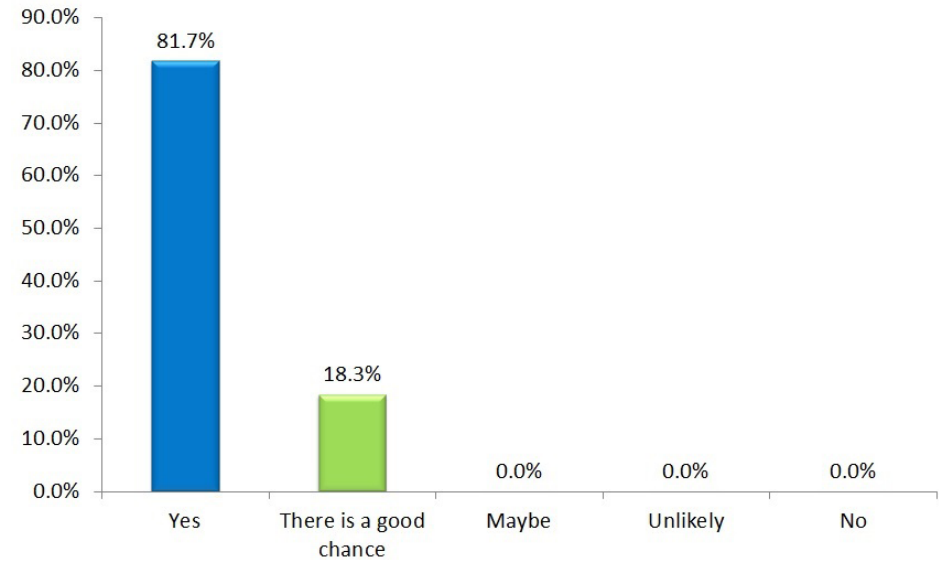
Do you feel the World Snow Day brand helped motivate your team?

67.6% of World Snow Day Organisers said the World Snow Day brand was very helpful in motivating their team. This is consistent with the previous year which stood at 67.1%.



Do you plan to Organise an event for the next edition of World Snow Day (15th January 2017)?

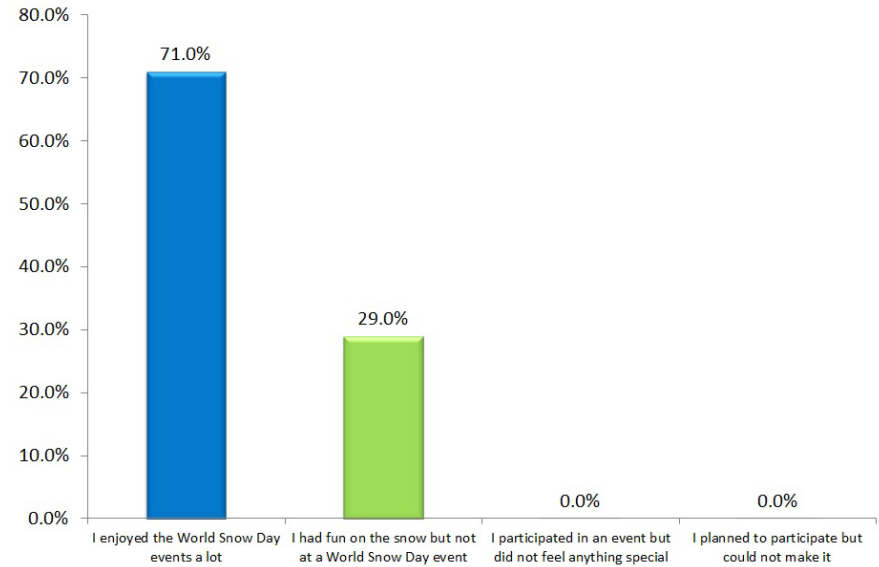
For the third year in a row over 80% of Organisers have provided a clear “Yes” to staging a World Snow Day event in 2017. This is a positive figure and becomes even more encouraging by the fact that no Organisers said “Maybe”, “Unlikely” or “No” to staging an event.



Feedback from World Snow Day Participants

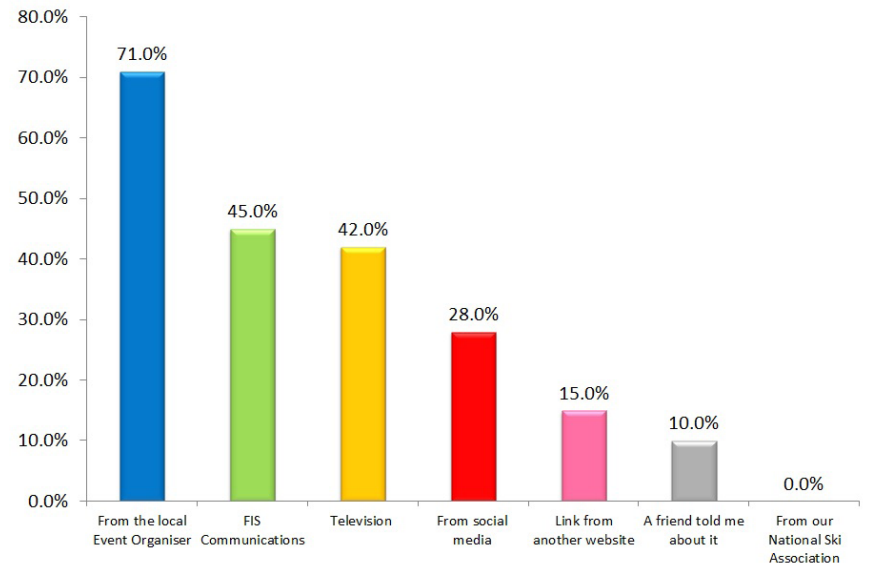
How much did you enjoy your World Snow Day event?

71% of respondents reported that they enjoyed World Snow Day events. A further 29% said they enjoyed the snow on that day but not at a World Snow Day event.



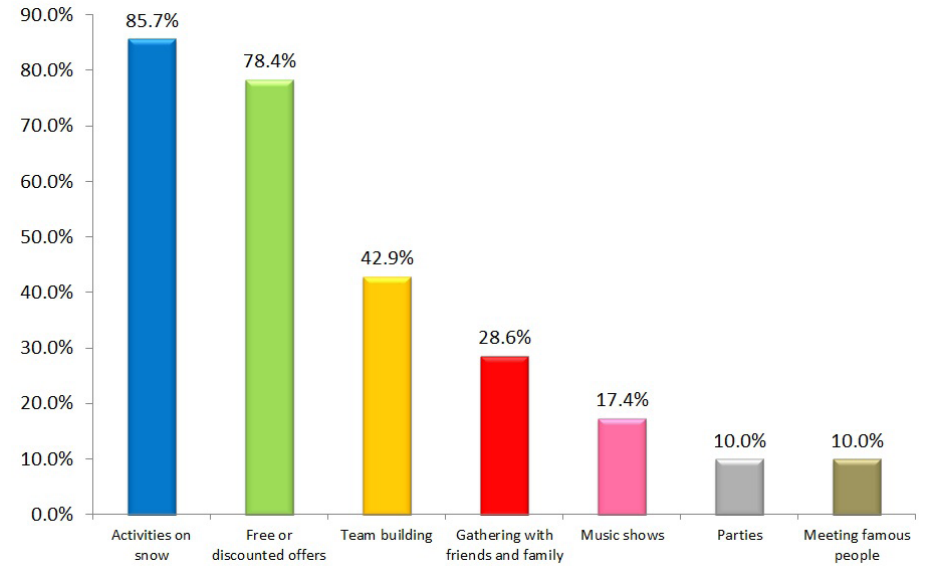
How did you hear about World Snow Day?

Information from the Event Organisers remains the main source people hear about World Snow Day. This proves very beneficial for Event Organisers and participants as the connection between destination and participant is immediate and direct. FIS Communications and Television rounded out the top three methods.



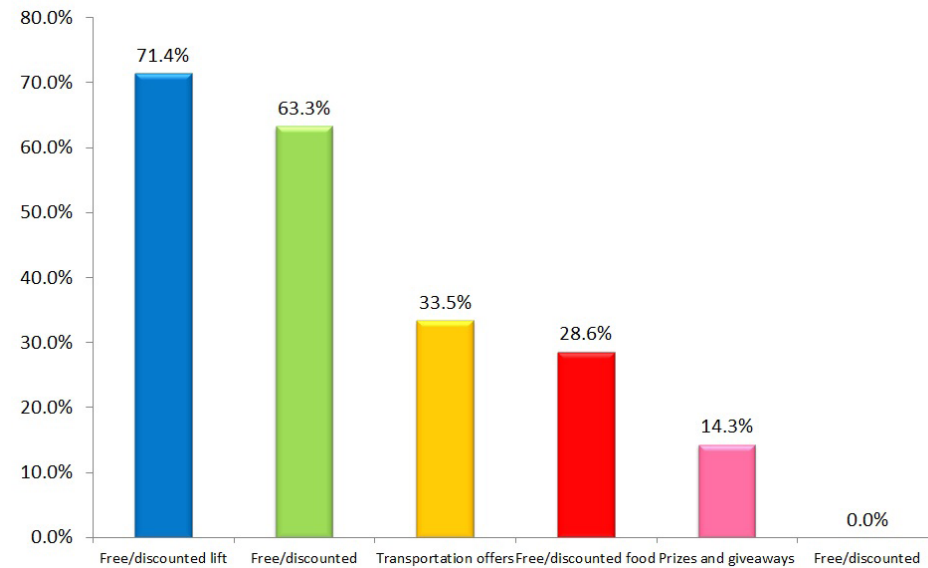
What interests you about World Snow Day?

'Activities on snow' remains a top of the interests about World Snow Day. This is a positive sign as World Snow Days primary aim is to introduce people to snow sports.



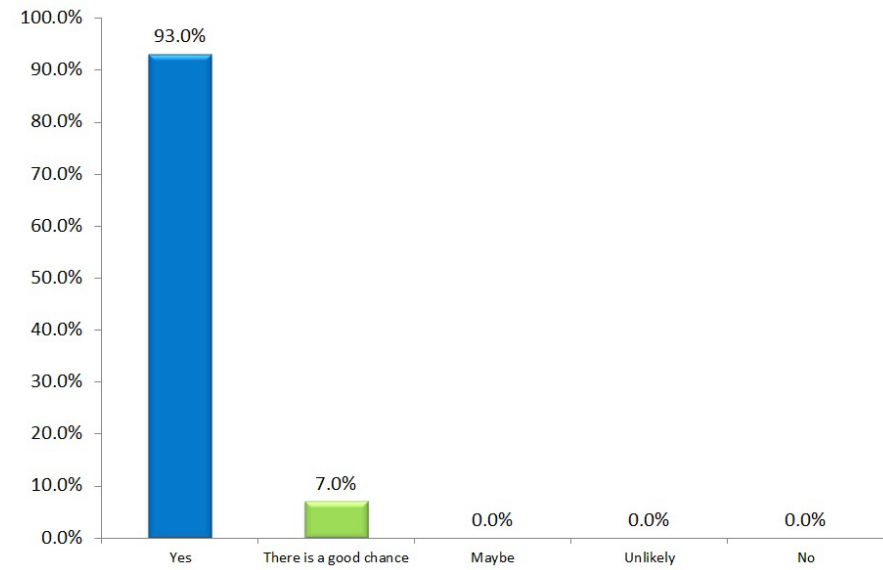
Which special offers attracted you to the events?

71.4% of participants stated promotions on lift passes is the primary attraction to events. This is followed by promotions on lessons with 63.3% and transportation offers at 33.5%.



Do you plan to participate in the next edition of World Snow Day (15th January 2017)?

A record 93% of respondents said they will participate in World Snow Day 2017. This is up 7% on the previous year.

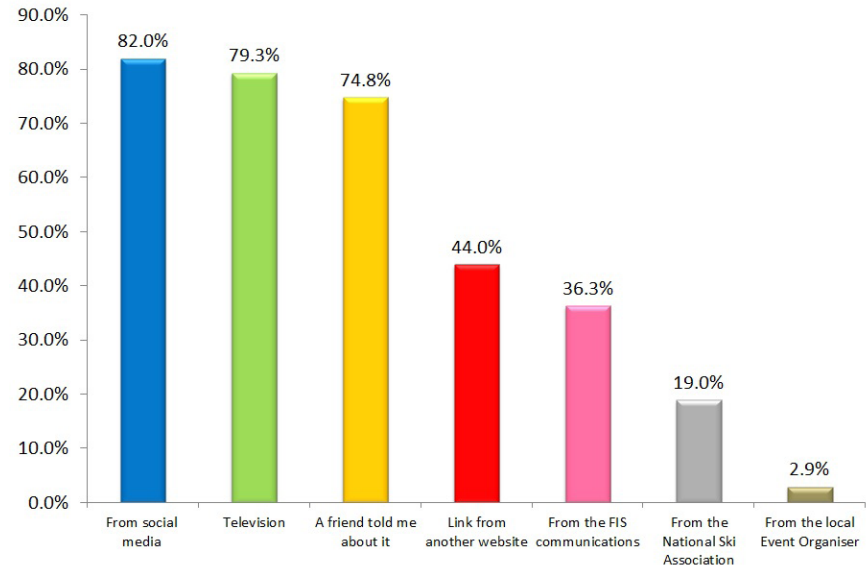




Feedback from Non-Participants

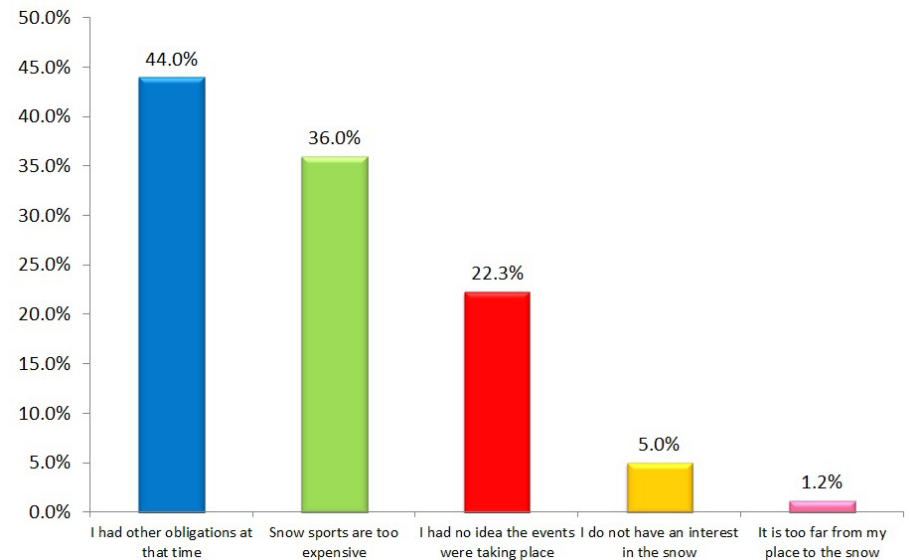
How did you hear about World Snow Day?

A considerable number of non-participants received information on World Snow Day through social media, television and from friends. Whilst receiving the information it is understood they did not act upon the information as it was received too late. This is supported by the following graph.



Why could you not participate in the 5th Edition of World Snow Day?

Once again the majority of non-participants, could not attend World Snow Day events due to other commitments. This supports the theory that communication of the event must be early.

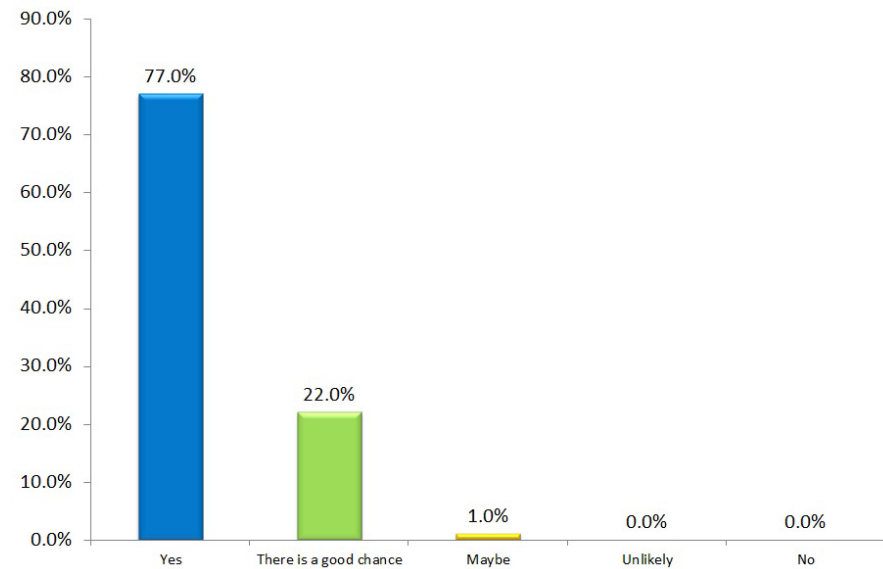
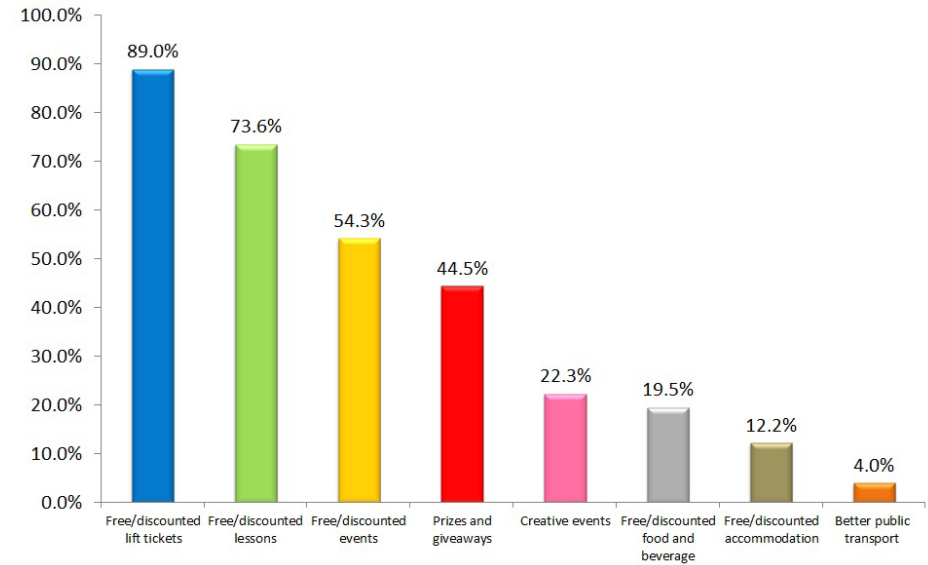


Which activities or promotions would help you to participate in snow sports more?

Like participants, non-participants stated that promotions on lift tickets and lessons motivate them more to participate. 54.3% of non-participants also stated that free/discounted events is a motivating factor.

Do you think you might participate in the next edition of World Snow Day (15th January 2017)?

In 2015, 73% of non-participants stated that they would participate in the World Snow Day. In 2016 this number increased to 77%.



Suggestions from the public

In addition to answering multiple choice questions those surveyed also had a chance to provide open feedback. Below are some of the responses from the over 2000 respondents

“ So happy this event exists ”

“ Thank you for looking after the next generation ”

“ Apen Bakke!! ”

“ More events, more kids,
more snow sports ”

“ BRING ON
WORLD SNOW DAY 2017 ”

“ WHEN CAN WE SEE MORE EVENTS IN
THE USA? ”

“ Keep up the good work FIS, even if you receive bad press ”

“ Germany for World Snow Day! ” “ Loved it. Thank you ”

“ Please communicate your events earlier so we can come ”

“ More information to the industry such
as magazines and social media channels ”



World Snow Day Sierra Nevada (SPA), perfect.



Suggestions for 2016 Event Organisers





Based on information and feedback, FIS has compiled a list of suggestions for future World Snow Day Organisers.

Local Communication is key

For the 2017 edition of World Snow Day Organisers are encouraged to focus their efforts on local communication. Based on survey feedback both participants and non-participants stated most of their information on the events comes from the local Organisers. This presents an excellent opportunity for what FIS has ultimately set out to do and that is connect participants with the events.

To make local communication easier, Organisers have access to the World Snow Day Digital Toolkit. Here Organisers will find free templates which can be, downloaded, modified to include event information, produced and then distributed locally.

Hint: [Click here](#) to access the World Snow Day Toolkit for all your local communication needs.

Utilize social media

The majority of social media platforms are free to use and can have large reach. World Snow Day recommends a good starting point to be Facebook, Twitter and Youtube. It is important that if you use these platforms to make regular updates.

Hint: A Facebook event page for an Organisers World Snow Day is a great idea.



Maximize World Snow Day partnerships

From international communication to onsite materials the World Snow Day partners are all there to help with events. Of most use to event Organisers will be the Preferred Suppliers. These suppliers have been hand-picked by FIS for their top quality service, excellent products and most importantly good price. All agreements between the Organiser and suppliers will remain between the two parties. FIS will never intervene.

Hint: To see the World Snow Day partners [click here](#). To contact the Preferred Suppliers [click here](#).

Concluding Remarks



It is clear from the information there is a definite interest in World Snow Day and participation in snow sports. The trick to converting this interest into activation is communication.

With statistics such as 1.5 million people reached weekly on social media and dedicated media partners, FIS's efforts in communicating World Snow Day internationally are gaining a lot of traction. However as with all communication, international must be coupled with local communication. This was evident in the surveys conducted where both event participants and non-participants said they heard most about World Snow Day events from local Organisers .

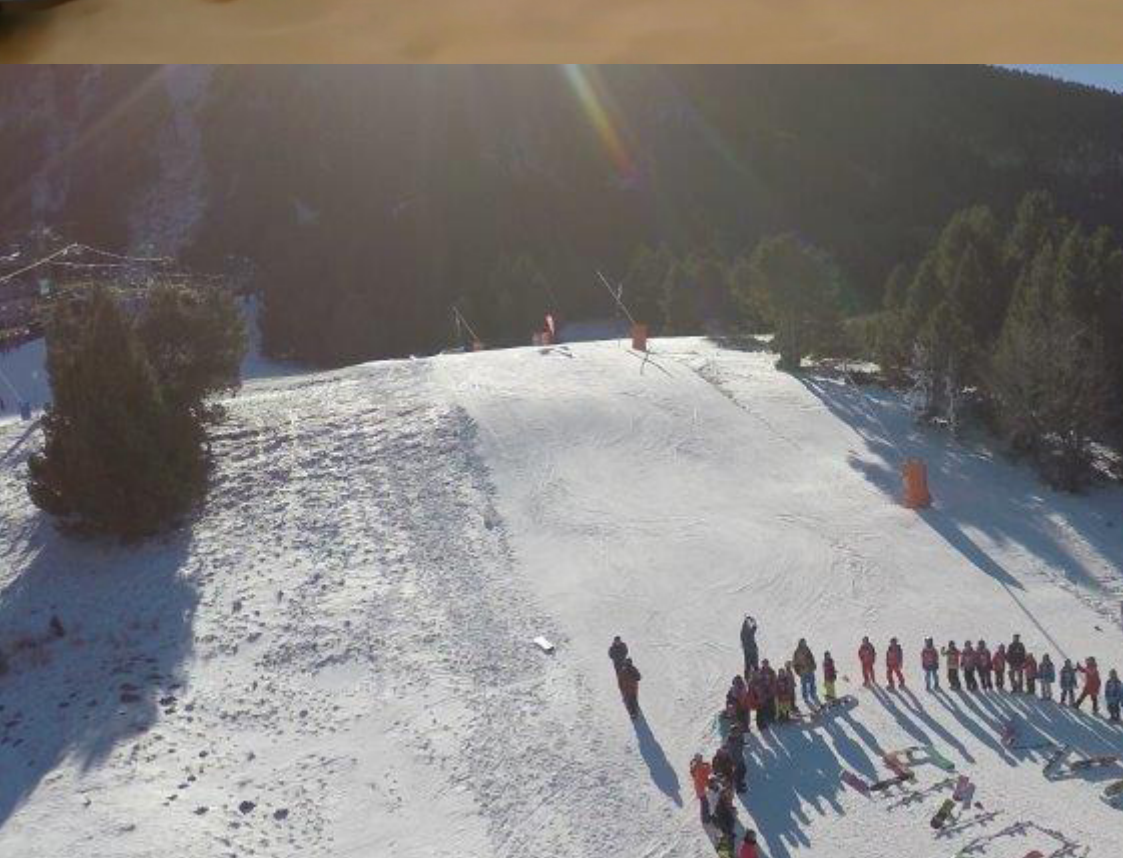
Looking ahead FIS will be making a big push with Organisers to communicate their events locally. FIS will help the local communication with the Digital Toolkit and suggestions of places where Organisers can distribute their communication material. This will be paired with an updated Event Ideas Guide and best practices from other Organisers.

See you for the 6th Edition of World Snow Day on 15th January 2017!



See you for World Snow Day 2017 from Atholville (CAN).







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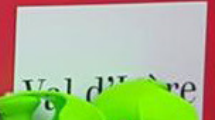
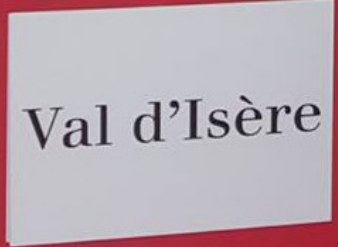
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