

- Is Mountain a key concept of value that the campaign focuses on? Or is it fun? Seasons? Snow ?
- Project in a box / modules with checklists
- Cookbook of 30-40 activities
- Internationally branded campaign to be rolled out by different national ski associations with both communications elements and activities?
- Communications campaign is important as short term basis and activities are likely to develop as experiences are collected (as long term project)
- Advertising campaigns almost a must....
- Infront / contracts / FIS incentive for distribution partner
- Role of women as targets – behavioral change
- Connection to racing ? different models for moving children from recreational to racing
- Bringing children to snow is about all disciplines
- Interdisciplinary approach nature activity social culture
- Communication campaign to promote an international concept in a common way
- Time is money; It's snowtime! Snow is fun! Snow is fantastic! Snow is cool!
- Association with winter / snow / fun
- Images / emotions are more important than text
- Campaign target is to create a pool of skiers among small children 4-14
- Teen target group 14-19 is also key for FIS's future (different associations and topics are of interest and we must react)
- Not only the snow but also the other activities that are associated with the snow experience
- Target groups are different kids, teenagers, families
- Families (parents) should be the main target! (through them schools)
- Schools are an important target – ski weeks, classes, school competitions offer direct link
- Kids can convince parents but parents can only convince very young kids
- Avoid alienating the older children who think family activities are not cool any more
- An electronic FIS Forum?
- Local implementation will always be somewhat different
- Events / activities can have similarities
- Local activities will remain a key
- Different challenges in different ski nations: big ski nations vs. small ski nations
- Packages for school teachers - checklist
- Website for campaign that provides contents for nations to use as you wish
- Incorporate obligation for promotion of Bring Children to Snow to organization of World Cups

- FIS produced materials / templates for use in local advertising
- Especially images for free use as part of a marketing communications database
- A Snowtime video game
- "Fantasy skiing"
- Brand needs to be strong and might be the red thread that brings it all together
- Competition nice and all but must have a valuable prize
- Networking library of contacts (FIS as catalyst)
- Ski industry's role / beneficiaries
- COMMERCIAL SPOT 30' WITH 5' CUSTOMIZABLE

GROUP I

Activating:

- 1) Who is the partner in which country ? different structural
- 2) Parents main target, followed by teachers
- 3) Message should be communicated at all discipline World Cup and other events:
Banners, signage, web site – one international message
- 4) Communicating to the target group children: 1) web (Facebook/UTube) – FISbook ; alliance with Facebook (communication sharing)
- 5) All disciplines bringing their events closer to the people rather than people going to the snow

Enabling:

- 1) Even more important to identify who the partner is for 'enabling'

Sharing:

- 1) Need to get the recreational side contacts (not competition side) that are in charge of recruitment
- 2) Sub-Committees may not be the right groups to be involved in the project since they have limited experience

GROUP II

- 1) What is the main focus: bringing children up to 12 years to snow or keeping kids over 12 on snow?
- 2) Over-disciplinary approach to snow activities
- 3) How can the World Cup races be used to support the campaign, TV, communication (for big public) and through the National Ski Associations activities related
- 4) Big events in cities are effective as promotion (NYC and Portugal) must share the experiences
- 5) What about enabling - equipment is a big part needs a better solution

GROUP III

- 1) Strong brand is a must
- 2) International communications campaign with a commercial 30" / 5" customizable part to be associated the World Cup
- 3) Toolbox of activities (cookbook) and things on a branded campaign web site (Snow Monsters)
- 4) Campaign is about creating a pool of lifetime skiers (not competitors)
- 5) Main target: Kids and their families

GROUP IV

- 1) Parents, resorts, industry all need to be convinced
- 2) FIS to produce templates / frameworks to be implemented by NSAs is the most usable
- 3) Campaign information can be on a simplistic web site / kids' website must be interactive with athletes (or others) as ambassadors
- 4) Cost may not be the real issue – more important to show skiing is valuable
- 5) Solidarity funds require better communication
- 6) Involving the governments may reduce costs also as VIK (Tomba)
- 7) Melita's book
- 8) Stars
- 9) FIS iconic role