

# Russian Association: what we do to promote and develop snowsports in Russia



Member of  
the International  
Ski Instructors  
Association

# Overview 2012-2014

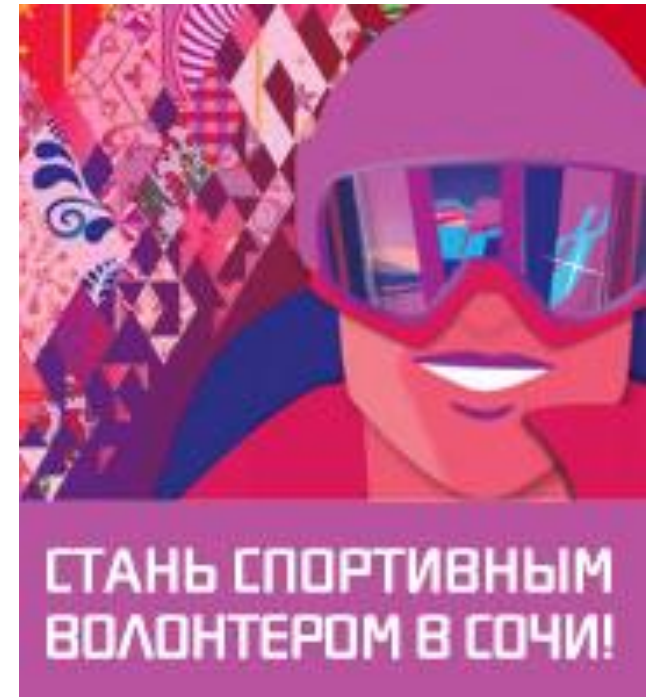
- 2 seasons: 2012-2013, 2013-2014
- 5 projects
- about 12'000 'live' participants  
about 30'000 'virtual' visitors

# Olympic Games Sochi 2014

## Sports Volunteers and NTO training & selection for OWG in Sochi 2014

### Actions:

- Cooperation agreement with LOCOG and Sports Ministry
- Newsletters, website banners, new media (facebook, vk, etc.), extra website section
- Info at events, instructor courses, etc.





# Olympic Games Sochi 2014



Новости

Календарь курсов



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INSTRUCTORS

## НАЦИОНАЛЬНАЯ ЛИГА ИНСТРУКТОРОВ по горнолыжному спорту и сноуборду



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Association

Лига

Стать инструктором

Горнолыжным центрам

Совершенствование  
техники

Инструктору

Соревнования



ВМЕСТЕ МЫ МОЖЕМ БОЛЬШЕ

Новости

Календарь курсов

16.07.2012

### Чемпионат и Первенство России по вейкборду впервые пройдут в Челябинской области

С 8 по 12 августа 2012 года, впервые в Челябинской области, состоится 14-ый ежегодный Чемпионат и Первенство России по вейкборду. Событие, которое соберет лучших звезд Российского вейкбординга.

По решению Федерации воднолыжного спорта России, в этом году с 8 по 12 августа 2012 года, 14-ый Чемпионат и Первенство России в дисциплине вейкборд-катер, впервые пройдут на территории Челябинской области в городе Миассе на озере Инышко, вейк-клуб «Мастер» (близ озера Тургояк).

### Экспонатов в Сочи!

играм в г. Сочи. В  
о принимает участие  
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енируются и оттачивают  
ал и проводят тестовые  
подключились к



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УПРАВЛЕНИЕ  
**СПОРТ**  
МЕРОПРИЯТИЙ



ФЕДЕРАЦИЯ  
ФРИСТАЙЛА  
РОССИИ



ичестве с  
олимпийских объектах г.  
Министерства спорта  
ациональной  
дидатов в состав  
вке и проведении  
т. и Олимпийских

Тестовых мероприятий, XXII Олимпийских  
их зимних Игр 2014 года в Сочи



СТАНЬ СПОРТИВНЫМ  
ВОЛОНТЕРОМ В СОЧИ!



Национальная Л...



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# Olympic Games Sochi 2014

## Outcomes:

Up to 500 NRLI instructors joined OWG Sports Team

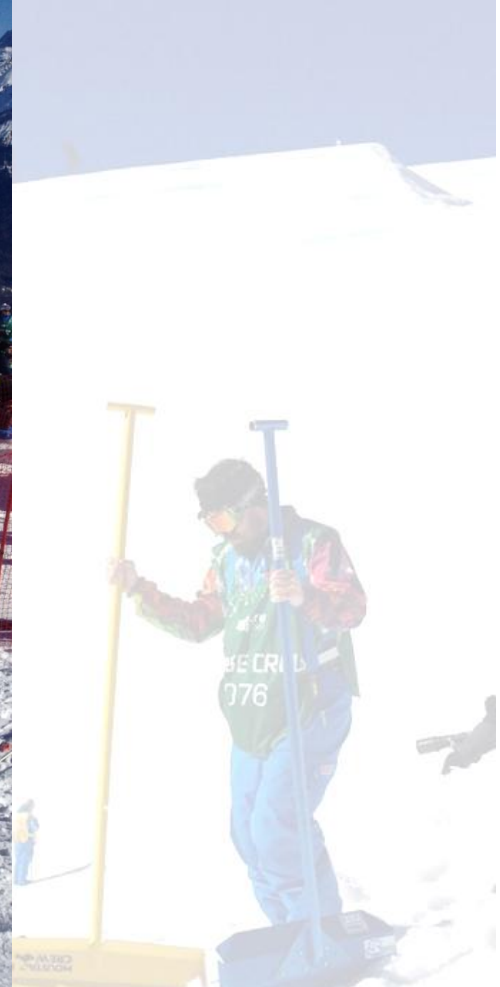
- sharing the spirit
- spreading the knowledge

## Our gains:

- ✓ 18'000 clicks
- ✓ increased amount of calls and e-mails with direct references before, during and after the Games
- ✓ triple amount of unique website visitors during and after the Games



# Olympic Games Sochi 2014



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# Kids & sports schools



# Kids & sports schools

## Collaboration & support

Fun -> interest -> love

- young skiers
- parents / families & friends

Pilot project 2012-2013:

- several test events for kids + guests at ski areas
- test program for young athletes at sports schools – 250 kids aged 8-14 participated in condition (sport specific) and technique tests to win a seasonal contract with a partner equipment supplier



# Kids & sports schools

## Simultaneously:

- ✓ Ski lessons for complete beginners and ski/ snowboard technique workshops for parents, family members and friends
- ✓ “Profession of a Snowsports Instructor” presentation for all visitors
- ✓ “World of Snowsports” presentation



# Kids & sports schools

## Outcomes:

- Live interaction with participants
- Direct feedback from participants, ski areas, trainers, etc. (= data to work with)
- Post event interest – requests from sports schools/ clubs/ ski areas
- Media feedback



# Kids & sports schools

## Follow up 2013-2014:

- 2 new alpine centers approached NRLI to organize similar events and competitions for 400 young athletes
- Additional 1000 spectators visited the events
- TV, printed and new media announcements and post event reports
- More interest for future events recorded (sports schools/ clubs/ ski areas, etc.)



# Kids & sports schools



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# Cooperation with ski resorts

## NRLI Presence 2014

27 ski resorts

20 regions of Russia



# Cooperation with ski resorts

## Cooperation vs. support to ski resorts

### NRLI expertise:

- Ski school set up/ optimization/ planning
- Staff selection and training (instructors, ski school managers, receptionists, etc.)
- New services, marketing, promotion, events (considering local specifics)



# Cooperation with ski resorts

## Outcomes:

- ✓ better management ->
- ✓ happier guests ->
- ✓ positive image ->
- ✓ more new customers ->
- ✓ more requests for ski classes/ instructors

# Cooperation with ski resorts



# Cooperation with schools, colleges, universities





# Cooperation with schools, colleges, universities

## Sports lessons at schools

'Extra Class': 1 additional sports lesson per week –  
alpine skiing/ snowboarding

Start: 2008

Partners: schools + ski resorts + NRLI



# Cooperation with schools, colleges, universities

## Actions:

- active promotion at all events
- experience sharing
- showcasing
- info leaflets
- workshops
- involvement of local administration

# Cooperation with schools, colleges, universities

## Outcomes:

✓ 8000 kids =  
‘new’ / ‘unique’  
skiers &  
snowboarders



- «Sun Valley», Urals – from 2008
- «Zayachya Gora», Central Russia – from 2013
- «Gora Sobolinaya», Siberia – from 2013



# Cooperation with schools, colleges, universities



# Market research for planning future activities

**How do we keep up with the fast changing environment?**

- Study the end user and adapt the product!**

Action: 18 special camps (clinics) in 2012-2014 for “end users” – nonprofessional skiers and snowboarders

Goal: getting direct immediate feedback and monitor the market



# Market research for planning future activities

Concept: 1 topic per camp

- Freestyle
- Freeride
- Telemark
- Skiing + foreign language practice
- 'Ladies only'
- Race camps
- etc.



# Market research for planning future activities

## Outcomes:

- Valuable info = food for thought (instructor courses, ski resorts)
- “Test drives” for new ideas/ projects/ technologies before offered to public
- Inspired participants happy to pass the word further





# Market research for planning future activities





# Summary



# Summary

**Why doing it?**

**To stay aswim – for us  
promotion of snowsports  
is a matter of survival**





# Summary

## Areas in 2012-2014

- Olympic Games Sochi 2014 – volunteers & NTOs
- Sports for children/ sports schools support
- Cooperation with ski resorts for general market development – new products, new services, new technologies, better organization = more skiers
- “Extra Class” – schools, colleges, universities
- Market research for planning future activities

# National Russian League of Instructors

**Questions?  
Welcome!**

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# National Russian League of Instructors



**Thank you for your attention!**