The Challenges of INTERSKI in a Global Communication Society

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Historical Dates :

The PR-committee was founded at the General Assembly in Beitostølen, Norway in April 1999.

The task for the PR-committee was determined by the Executive Board during its meeting in June 1999 in Crans Montana, as follows:

"It will be the task of the public relations committee to "bring Interski among the people". The group should develop a concept and propose to the presidium and to the Genereal Assembly 2001 its ideas laid out in a P.R. plan. We must "sell" the products Interski and Crans Montana for 2003 on an equal basis. Hence the committee will occupy itself also with the appearance of Interski to the outside world. In this context the Internet takes priority. The committee must also think about the Interski logo, as well as about the creation of something like an honorary medal or gift, which can be handed over at special occasions on behalf of Interski".

INTERSKI
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INTERNATIONAL

? ? ? ?

Who am I..

•since 1987 - National Ski Instructor's Examiner, and author of several articles concerning ski accidents and safety on the slope , sworn court expert in that area,
•since 1976 – Polish Ski Federation Sport Judge – Technical Delegate in CC
•1994 –2002 – Member of a Polish Governmental Advisory Council for Sport Investments,
•1999,2001,2003 - participant and panelist during Snow Tourism Congresses organized by The World Tourism Organization in Andorra.
•1992-2000 – Secretary General of the Skilex International (FIS Rules)
•2000-2002 - President of the Polish Ski Instructors Association (SITN PZN)
•2000-2005 - President of the Skilex International (reelected twice),
•since 2005 - Arbitrator in the Polish National Sports Tribunal.

Population 38 million

Skiers 3 million

1000 km mountain line

>120 ski resorts with 1 mln beds

The winter capital of Poland – Zakopane offers over 140 000 beds

SITN PZN

INSTRUCTORS' ASSOCIATION OF THE POLISH SKI FEDERATION

- SITN PZN today is a non governmental , non profit entity with 4.500 skiinstructors as ordinary members.
- About 1200 members has long term contracts with 87 licensed ski schools i.e. work as professionals.
- SITN grants every year ca 160 new national ski instructors certificates.
- SITN is the only state independent national ski academy in Poland.

Prof. Karl Gamma and Kazimir Maslowski, 2003

Kjell Rudel as acting Interski President, 2001

Preparation to a ski season

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III Conclusion

So, there will be no conclusion.

Instead of that I propose the newly elected INTERSKI Executive Board to launch internet questionnaire to be distributed among member countries (asking each for 5 replies) putting among others following questions :

<u>What actions do you want INTERSKI to take?</u>

Is the Interski goal to create a more favorable image among member nations?

Who is the target audience of INTERSKI in your country?

What is unique and interesting about Interski in eyes of the target audience?”

Who and what competes with Interski for members’ time and attention?

Complete the list … - the Board must be waiting for your proposals.

THANK YOU FOR YOUR ATTENTION