# How Sweden attract teenagers to Snowsport!

**Disposition (work shop)**

1. Will – Skill – Hill
2. As is
3. Attract
4. Keep and develop
5. Ambassadors
6. Case
7. Conclusion

**1 Will – Skill – Hill**

1.1 Explain the modell for the participents

1.2 We are working with a focus on the basis of "**Will"** and create the right conditions in "**Hill"**. If done right, the "**skill"** comes naturally, and the group will be "self learning"

1.3 Work with "will", "hill" and "skill" will be developed

**2 As is (Background / History)**

2.1.1 Describe the ski school industry in Sweden with emphasis on:

2.1.2 Sweden has smal mountains

2.1.3 We're good at ski school for kids

2.1.4 80 % of the skischool students are under 12 years

2.1.5 What´s the percentege for tennagers?

2.1.6 We're good at building funparks

2.1.7 We're having mountains close to big cities

**3 Attract**

3.1 Kommunicate with the participents, inform the parents

3.2 Communication shall take place between ambassadors and participants

3.3 Dare to step away from everything related to ski school. (Booking, clothes…)

3.4 School ***holidays*** do not want to go to ski ***school***

3.5 Skiing/riding with idols / role models

3.6 Blogs, youtube, facebook, just make sure the teenagers helps to spread the word. Let the ambassadors use their contacts

**4 Keep and develop**

4.1 We as adults / operators must dare to step aside

4.2 Key to success; participation, identity, belonging, hapiness, lifstyle, passion, respect

4.3 Consistent

4.4 Create learning without instructors involvement, let them coach each other

4.5 Everything around is important, videogames, internet access, computers, Slakline, lifstyle, sense of belonging
4.6 Involvement leads to passion

4.7 3 levels: Responsible, Ambassadors and Delegates. Definition of the three levels (which features, functions and qualities are important)

4.7.1 Responsible:
4.7.1.1 Contacts with authorities
4.7.1.2 Gather input of ambassadors, huh perceptive and inspiring and supportive
4.7.1.3 Let the ambassadors be part of the decision process, they must feel that their opinion matters and are important
4.7.2 Ambassador:
4.7.2.1 Contcts
4.7.2.2 They invite to camps
4.7.2.3 Must be able to be among young people naturally, one of the gang. Get acceptance from teenagers

4.7.3 Delegates:
4.7.3.1 Tennagers (13-19)
4.7.3.2 Ski interest
4.7.3.3 Group Affiliation is very important
4.7.3.4 They want to belong but still be individualists
4.7.3.5 Lots of passion, but it requires a new way to attract them
4.7.3.6 Playing football and other sports with the leaders, but do not go skiing with instructors ...

## 5 Case

5.1 **Make It Happen** (http://www.freeride.se/makeithappen)
Make It Happen tour started in Orsa, in the middle of Sweden, by an ice-hall on some old rails four years ago. Now it tours around Sweden during the autum. It contains competitions on rails, in video etc

5.2 **Snowcamp** (http://www.snowcamp.se)
Summer camps in Orsa. Weekly camps with a focus on new shool skiing. Have the last few years been fully booked with long waiting list. Activities include: Water Jump, Trampoline, slaaklinor, climbing wall, rail arena mm

5.3 **Snösäker** (www.snosaker.com)
The adventure in center. Snösäker turns to highschoolstudents, we bring them to the mountains for three days of guided skiing regardless of level in skiing

5.4 **Freeskiers** (www.freeskiers.se/)
High performance race-kids that has stopped competing.
Focus on high performance skiing in park, moguls, off-piste.

## 6 Example of passion!

6.1 200 young people who came to a rainy parking lot in october so they could rail on a plastic pipe (make it happen tour)

6.2 Snowcamp, all weeks are fully booked. 250 teenager

6.3 A cue to participate at Freeskier

6.4 30 000 clic in Youtube when a teenager rails on a plastic pipe

6.5 Winter Jam

## 7 Conclusion

7.1 Find ambassadors

7.2 Create participation

7.3 Construct the arena (Activities, environment / lifestyle ...)

7.4 Let the ambassadors contact the teenagers

7.5 We have done this, and it works (Snow Camp, Freeskiers et al.)

7.6 It’s good business!

**It´s all about passion**