



FÉDÉRATION INTERNATIONALE DE SKI  
INTERNATIONAL SKI FEDERATION  
INTERNATIONALER SKI VERBAND

# 7<sup>th</sup> FIS Youth and Children's Seminar



## *Financing of youth sports through Sponsoring*

Zurich, Hotel Hilton Airport  
23<sup>rd</sup> September 2009



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## *Financing of youth sports through Sponsoring*

### Programme

**Tuesday, 22<sup>nd</sup> September 2009**

Arrival

19.00                      *Networking Evening* - Salon La Place A  
*Welcome* by Ken Read, Chair FIS Coordination Group Youth & Children  
Opening cocktail with finger food

**Wednesday, 23<sup>rd</sup> September 2009**

Please note that the seminar will be conducted in English only.

Panorama C

09:00 – 09:15              *Introduction by Dr. Josef Zenhäusern*

09:15 – 10:00              *Key speaker: Sponsoring, miracle instrument to finance ski sport for children and youngsters?*  
Jean-Baptiste Felten, CEO felten&cie communications, Switzerland-Germany

10:00 – 10:30              *Target group youth and children for Sponsors Migros and Rivella*  
Roman Rogenmoser/Tanja Uhlmann, Project Managers Swiss-Ski  
Manuela Peter, Project Manager Sports/Event, Rivella AG

10:30 – 10:45              Coffee break

10:45 – 12:15              Case studies and models: How we retain our children and athletes on snow?

- *The role of the ski school*  
Lotte Nogler, Head of ski school St. Ulrich, South Tyrol/ITA
- *The efforts of the Swiss cable cars*  
Fulvio Sartori, Vice-Director Cable cars Switzerland
- *How we retain our athletes on snow – the Canadian model*  
Colin Chedore, President of the Canadian Ski Council
- *How does the ski industry contribute to youth advancement?*  
Stephane Cattin, Racing director, Stöckli

12:15 – 12:30              *Update "Bring Children to the Snow"*  
Riikka Rakic, FIS Communications Manager

12:30 – 14:00              Lunch

14:00 – 15:30              *Working Group Sessions* (3 groups)

Group 1: Sponsoring, led by Felten/Zenhäusern  
room Panorama C

Group 2: Competition (canadian experiences), led by Colin Chedore  
room Zurich A

Group 3: Resorts (lift ticketing, ski schools, etc.), led by Nogler/Sartori  
room Zurich B

15:30 – 16:00              Coffee break

16:00 – 17:00              Working group reports, podium discussion, questions

17:00                          *Conclusions*, Ken Read

**Participation**

Every National Ski Association is welcome to distribute information on what has been implemented in their countries. We welcome active participation by every participant.

**Costs**

- The costs for one person per National Ski Association for the seminar will be covered by FIS for the night 22<sup>nd</sup> - 23<sup>rd</sup> September 2009.
- In addition, the costs for flights (up to 500 CHF) are taken in charge by FIS for National Ski Associations within the Aid&Promotion Programme (1 person per Nation). In order to reimburse, we kindly ask you to bring the relevant receipts to the seminar, the amount will then be credited to the National Ski Associations' account within FIS.

**Organisation**

- Ken Read, Chairman of the Coordination group Youth & Children
- Josef Zenhäusern, Aid & Promotion Consultant
- Sarah Fussek, Assistant to the Secretary General, +41 33 244 61 24, [fussek@fisski.com](mailto:fussek@fisski.com)