



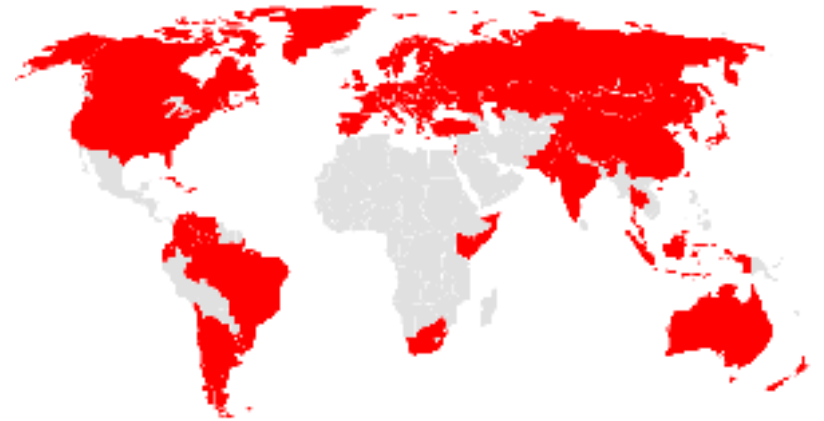
Ski Orienteering Strategy

Ski Orienteering Commission
International Orienteering Federation
September 1, 2007



In our vision, Ski Orienteering has

- 30-40 nations participating in the WOC, whereas at least 10-15 nations have athletes seriously competing on positions among top 10.
- Asia and North America complete Europe as ski orienteering regions.
- top quality events organised globally and attracting interest from media and spectators
- new athletes, organizers, sponsors joining the sport thanks to positive image of the sport and effective recruitment
- competition formats that are interesting to the athletes and spectators, easier to organize and take into consideration different climate and terrain conditions.
- an effective collaboration and exchange of experience between the national federations.



Inclusion to Olympics 2018

- The overarching goal for Ski Orienteering is to be included into the Olympic Winter Games in 2018
- This enables Ski Orienteering to:
 - Get recognition to the ski orienteers as world-class athletes (today top ski orienteers train 600-800 hrs/year and are physically and mentally top athletes by any comparison)
 - Be attractive and rewarding sport for children and youth to get interested in.
 - Encourage the further development of the quality and attractiveness of the sport (events, athletes, training, media, sponsors).

The orienteering community needs to take action now to ensure positive decision in 2011!







Regional/National Development

- National Ski-Orienteering contact
 - All national federations to have a formal ski-orienteeing contact to enable effective collaboration with IOF Ski-O Committee
- National Ski-Orienteering Development Plan
 - Long-term plan with concrete actions to increase the number of Ski-O events and participants and develop the sport locally
- Regional development by exchanging knowledge and experience:
 - Tools, templates and other documents for Ski-O organisers, trainers, athletes
 - Ski-O exchange students
 - Ski-O Academy
 - “Missionaries” to support start-up events and training
 - Hired competence, i.e. development of professional Ski-O organizers and competences that clubs can use to support their events





Quality Events

- Rules and guidelines
 - Foundation to fair and equal events, where the best athletes win
- Map specifications
 - Standards that ensure fair and equal competition and high legibility
- IT (time keeping, punching, tracking systems development)
 - Develop the technology to make the events easier to organise and open ski orienteering to spectators
- Organizer's Handbook
 - Improve the quality of the events and enable new organisers to join
- Event Advisors + Jury
 - Ensure high standards on events and effective feedback to develop the sport
- Hired Competence
 - Assist new organisers with key competences to make the organising of events easier, i.e. development of professional Ski-O organizers and competences that clubs can use to support their events





Recruitment to Ski-Orienteering

- New athletes
 - Special focus on introducing the Ski-orienteeing as a fun and exciting sport to children and youth (systematic and organized activity programmes for children in different age groups)
- New organizers
 - By lowering the competence thresholds and financial risks for organizers
- New trainers
 - Spread knowledge, tools, materials and experiences to create a sufficient number of trainers and ski-orienteeing training activities especially on Club-level and with Children and Youth.





International Event Calendar

- Main events calendar plan (2008-2018) – to give predictability to the athletes, organizers and sponsors
- Synchronisation of the international event calendar
 - collaboration between neighbouring countries and federations to ensure higher number of WRE events
 - considering main events on Nordic/Alpine skiing and Biathlon to ensure adequate “media attention slot” for Ski-O
 - longer international season (November – April)
- Ski-O Tour – new major event on WOC years
 - 2nd week of January in Central Europe
 - 3 countries, 6 events in 9 days (incl. eventually WMOC)
 - to be organised on every WOC year
- Main event application process
 - Simplified event application process clearly visible on the IOF website.





Format Development

- Format development objectives:
 - Easier to organise
 - “Snow Secure”
 - Media/Spectator friendly
 - True to the sport
 - Find a perfect “Olympic format”
- Formats to be tested at World Cup 2008:
 - Mixed relay (men and women in the same team)
 - Sprint relay





Marketing and Media

- “Story to sell”
 - Ski orienteering is a great sport. Development of a “story” and tools to make wider audience knowledgeable of our fine sport and its qualities.
- Perfect TV show”
 - Instructions and guidelines on how to broadcast successfully a Ski-O event (live and newsflash TV and Internet)
 - Raise competence level to become a professional discussion partner to broadcasting companies
- WOC, WC and Ski-O Tour – marketable products
 - Development plan to make IOF main events attractive to athletes, organisers, media and sponsors“
- Sponsor recruitment
 - Tools and training for recruitment of international and national sponsors to Ski Orienteering
- Arena production
 - Guidelines for organiser to make Ski-O event more spectator friendly
- “Big in Internet”
 - Create a network that connects all ski orienteers of the world
 - Utilise internet technology to increase the overall awareness of the sport, share experiences, materials and best practices, develop and disseminate new ideas and recruit new people into the sport
 - Develop internet to a main broadcasting means for Ski-O





Olympic Project

- Plan, timing and resources
 - Application process
 - Awareness
 - Case and Presentation
 - Demonstration and proof
 - Communication and marketing
- Build contacts and supporting network with:
 - International Olympic Committee
 - National Olympic Committees
 - Organizer candidates for Winter Olympic Games 2018
 - Sponsors



