

# Advanced Ski Clinic for Adults

Pamporovo, 18th March 2019

# Lecture Content

- Situation clients
- Situation in the Swiss Snowsports Education
- Process
- Future targets
- Group discussions



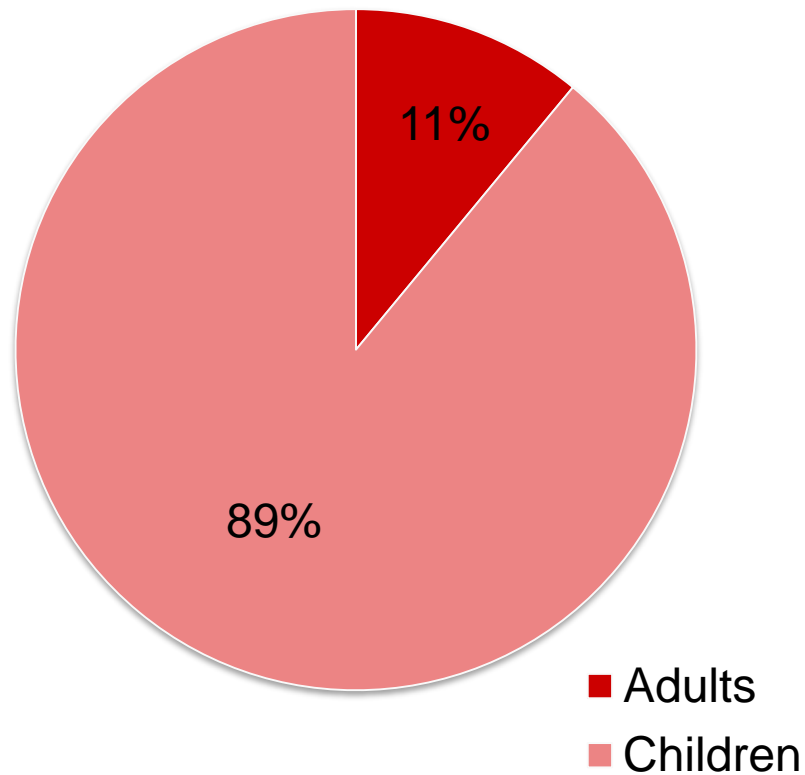
# Situation with Clients

## Nationwide products

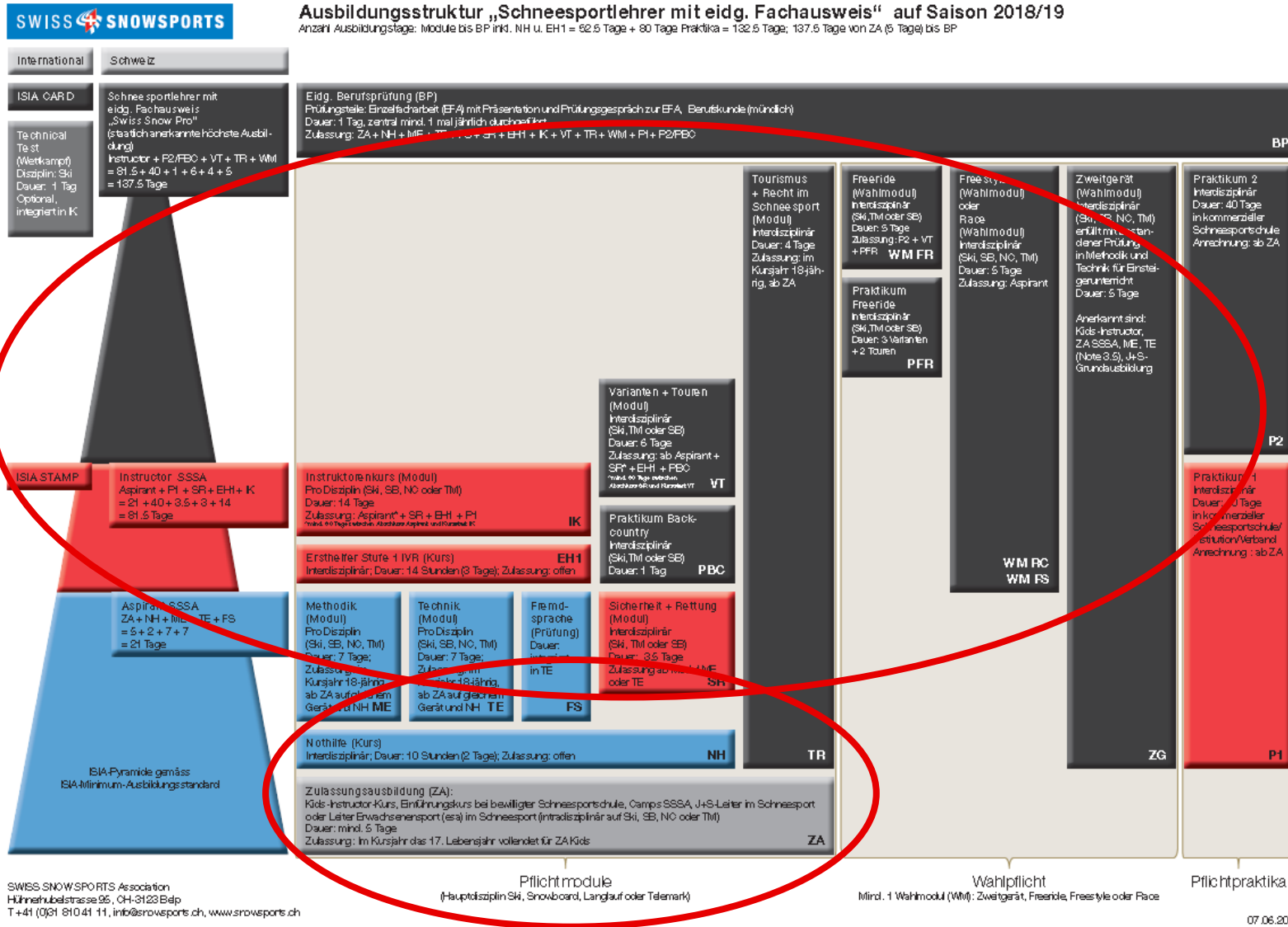
- Children:  
Product: [Swiss Snow League](#)
- Teenager:  
Product: [Swiss Snow Academy](#)
- Adult Beginner:  
Product: [Learn to Ski in 3 days](#)

# Situation with Clients

Lessons sold 17/18



# Swiss Snowsports Education

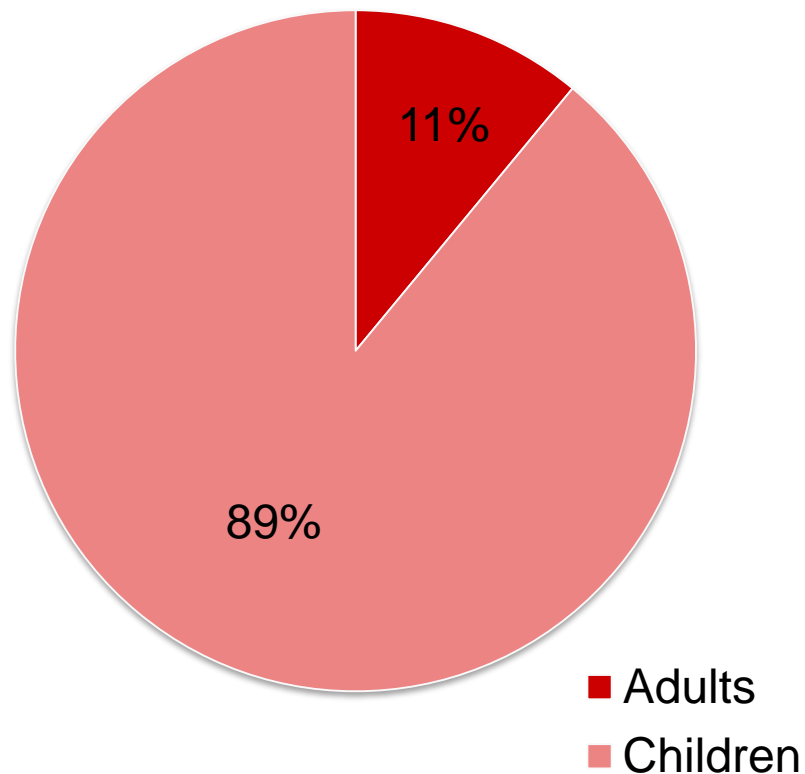


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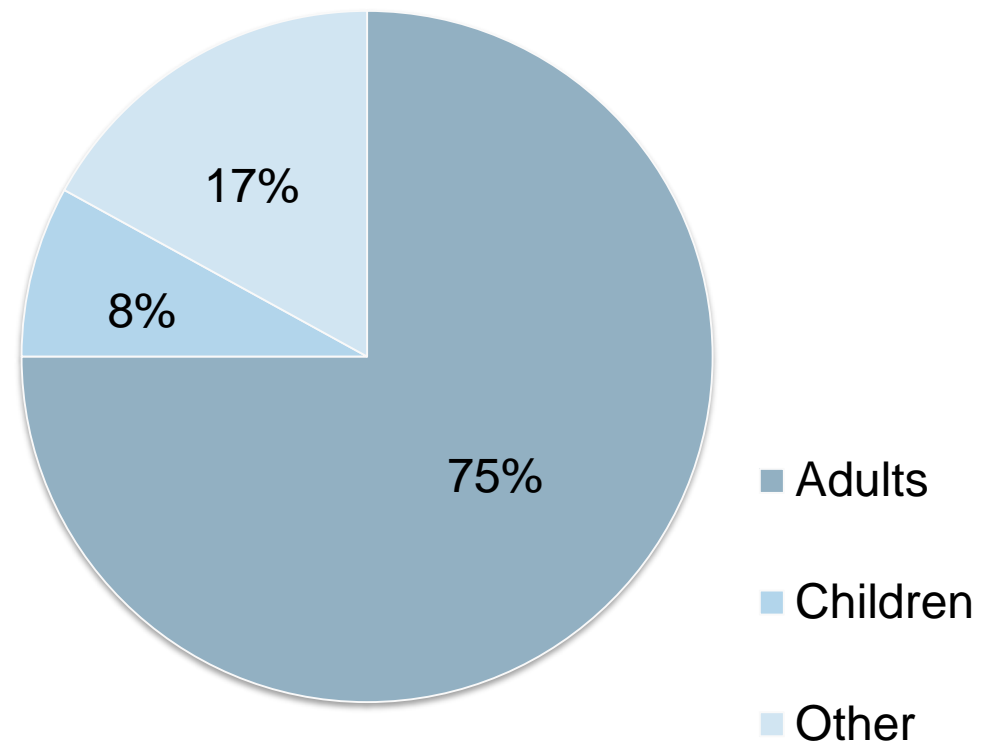
07.06.2018

# Comparison: Lessons sold vs. education days of future Snow Sports Instructors

Lessons sold




Education days of future snow sports instructors



# Conclusion

## Ski instructor



What my friends think I do.

What my mom thinks I do.

What I think I do.

What society thinks I do.

What I really do.

# Process





# Process

## Product definition

- Carving - *Performance*
- Improve your ski technique - *Enjoy*
- Backcountry Explorer - *Performance and Enjoy*



# Process

## Structure of the Lesson



Know-How Questions



Content of the Lesson



Challenges



Measurements

# Process

## Manual for the Swiss Ski Schools

All Swiss Ski Schools have received brochures, descriptions for their advertising as well as Videos and detailed program for the instructor.

# Future Targets

- More Clients on advanced and expert level for the Swiss Ski School
- Measurement System in the Ski areas
- National Grading System for adults
- QR Codes

# Group Discussions

Get together with our Demo Team Members and discuss **products, credit or measurement** systems which work in your country for Adults at the technical level advanced & expert.

**Thank you and see you  
tomorrow in our Workshop  
at 10.30 or 13.30**