

MODERN COMMUNICATION STRATEGIES FOR SKI CLUBS

Magi Scallion

May 4, 2013

Agenda

- ▣ Strategy
- ▣ Messages
- ▣ Market
- ▣ Mediums



Strategy



- ▣ Why (impact, value)
- ▣ Who (to)
- ▣ What (message)
- ▣ How (medium)
- ▣ When (frequency, time)



We're a SKI club... not a COMMUNICATIONS club

Why are you Communicating?

- ▣ Raise the profile of the sport
- ▣ Encourage excellence
- ▣ Increase private funding
- ▣ Improve emergency response
- ▣ Send key messages

Value: What will the impact of sending your message be on the club? Will it improve the club's membership or public perception... or will it have a negligible or negative impact?

Who is Your Audience?

- ▣ Current
- ▣ Desired
- ▣ Unintended

- ▣ Tangible Image

Get Scientific: Use Google analytics or do some research to find out who your audience currently is... you may be surprised!

What is your Message?

- ▣ What do you **need** to communicate?
- ▣ What do you **want** to communicate?

- ▣ Seasonality
- ▣ Consistency

Saturation: You can have too many “key messages.” This will dilute the impact of any one message and result in audience confusion.

How... and When

- ▣ Traditional Media
- ▣ Website
- ▣ Social Media
- ▣ Other Promotions

Frequency and Timing: Each communication medium will have different ideal frequencies and timings. More is not always better!

Traditional Media

- ▣ Paid Media
- ▣ Earned Media

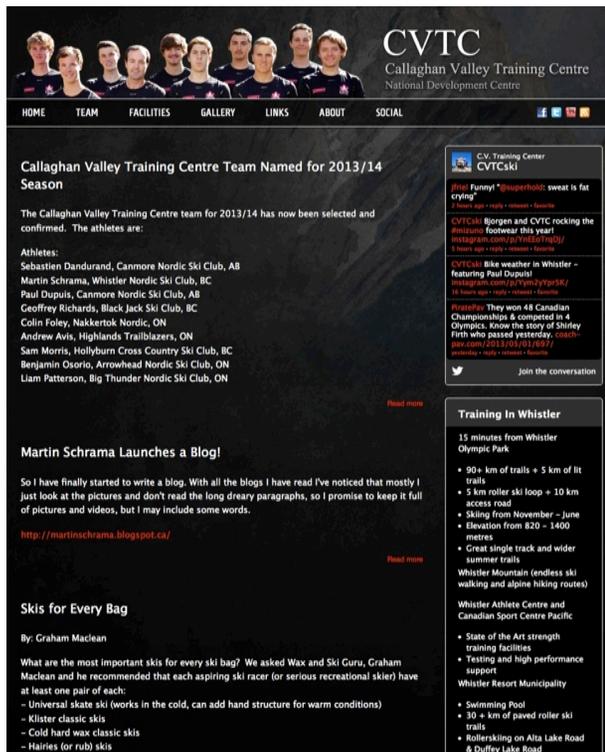


Website

- Design
- Analytics
- New Uses
- E-newsletters

The screenshot displays the Teck website interface. On the left is a vertical navigation menu with the following items: Home, About CCBC, Club Directory, Membership Registration, CCBC Shop, Athlete Development, Club Development, Coaching Development, Competitions, Officials Development, Callaghan Valley Training Centre, Race & Loppet Results, Articles, Our History, Backcountry Skiing, and Important Links. The main content area is titled "Teck" and is divided into three columns. The first column, "Latest News", lists several articles with their titles and dates, such as "The cross-country skiing community mourns passing of Shirley Firth" (Wednesday, May 1) and "Teck Regional Snow Camp (Coast - Vancouver Island)" (Thursday, April 25). The second column, "Notice Board", lists various notices and schedules, including "Preliminary 2013-14 Officials Course Schedule" and "2013-2014 (DRAFT) NCCP Coaching Schedule". The third column, "Archive", lists months from May to June, with a "More..." link at the bottom.

Design



CVTC
Callaghan Valley Training Centre
National Development Centre

HOME TEAM FACILITIES GALLERY LINKS ABOUT SOCIAL

Callaghan Valley Training Centre Team Named for 2013/14 Season

The Callaghan Valley Training Centre team for 2013/14 has now been selected and confirmed. The athletes are:

Athletes:
Sebastien Dandurand, Canmore Nordic Ski Club, AB
Martin Schrama, Whistler Nordic Ski Club, BC
Paul Dupuis, Canmore Nordic Ski Club, AB
Geoffrey Richards, Black Jack Ski Club, BC
Colin Foley, Nakkertok Nordic, ON
Andrew Avis, Highlands Trailblazers, ON
Sam Morris, Hollyburn Cross Country Ski Club, BC
Benjamin Osorio, Arrowhead Nordic Ski Club, ON
Liam Patterson, Big Thunder Nordic Ski Club, ON

[Read more](#)

Martin Schrama Launches a Blog!

So I have finally started to write a blog. With all the blogs I have read I've noticed that mostly I just look at the pictures and don't read the long dreary paragraphs, so I promise to keep it full of pictures and videos, but I may include some words.

<http://martinschrama.blogspot.ca/>

[Read more](#)

Skis for Every Bag

By: Graham Maclean

What are the most important skis for every ski bag? We asked Wax and Ski Guru, Graham Maclean and he recommended that each aspiring ski racer (or serious recreational skier) have at least one pair of each:

- Universal skate ski (works in the cold, can add hand structure for warm conditions)
- Klister classic skis
- Cold hard wax classic skis
- Hairies (or rub) skis

CVTC Ski

Funny! @superholib: sweat is fat trying!
7 hours ago · reply · retweet · favorite

CVTC Ski Bjorgen and CVTC rocking the #Whistler Footwear #Big year!
[Instagram.com/p/1Y601AG0/](https://www.instagram.com/p/1Y601AG0/)
3 hours ago · reply · retweet · favorite

CVTC Ski Big weather in Whistler - featuring Paul Dupuis!
[Instagram.com/p/1Ym2y7p9sk/](https://www.instagram.com/p/1Ym2y7p9sk/)
13 hours ago · reply · retweet · favorite

Protein! They won 48 Canadian Championships & competed in 4 Olympics. Know the story of Shirley Firth who passed yesterday. civichip.com/2013/09/01/09/
[Instagram.com/p/1Ym2y7p9sk/](https://www.instagram.com/p/1Ym2y7p9sk/)

[Join the conversation](#)

Training in Whistler

15 minutes from Whistler Olympic Park

- 90+ km of trails + 5 km of fit trails
- 5 km roller ski loop + 10 km access road
- Skiing from November - June
- Elevation from 820 - 1400 metres
- Great single track and wider summer trails

Whistler Mountain (endless ski walking and alpine hiking routes)

Whistler Athlete Centre and Canadian Sport Centre Pacific

- State of the Art strength training facilities
- Fastest and high performance support

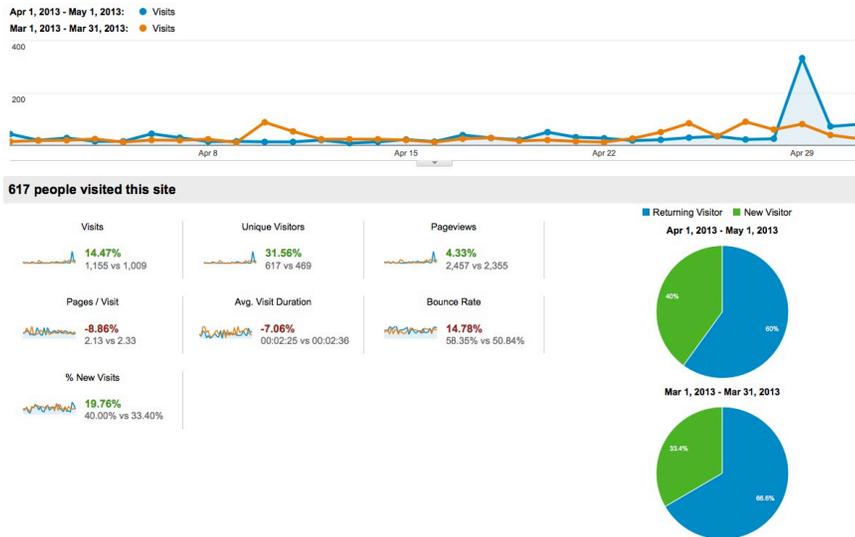
Whistler Resort Municipality

- Swimming Pool
- 30 + km of paved roller ski trails
- Rollerskiing on Alta Lake Road & Duffey Lake Road

□ Informational

□ Simple

Analytics



- Where does your traffic come from?
- How long do they stay on your site?
- What do they look at?
- Are you meeting their needs?

E-Newsletters



CVTC
Callaghan Valley Training Centre
National Development Centre

April 17, 2013

Dear Magi,

As spring tries to show it's colours across Canada, in what seems like a never-ending battle with winter, CVTC athletes are enjoying a final few kilometers of skiing and some time off.

April signals the end of the season for the athletes, but it's not without stress as selections for the 2013/14 team are underway. Next year's team will be announced in early May, likely with some new faces as other athletes return to their clubs, other training centres or maybe school.

Enjoy the cross training and stay tuned for a team announcement in early May.

Racing Round-Up

Canadian Championships (Whistler, BC)
The Canadian Championships were the culmination of a successful season for the CVTC athletes. Racing on "home" courses proved to be an advantage and all the athletes enjoyed showing off Whistler to fellow skiers, friends and family visiting from across the country.

The team won three bronze medals, all by Sebastian Dandurand, with a number of top 5 and top 10 finishes. Most importantly, the end of season showed improvements by all CVTC athletes in their national ranking.

Race reports for each of the 8 days of nationals (race and rest days) can be found at www.cvtc.ca

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- By Graham Maclean

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... and don't forget rock skis for early or late season training - one pair each for classic and skate.

Talk to your coach or local ski shop about filling up your ski bag appropriately.

In This Issue

- [Racing Round-Up](#)
- [Skis for Every Bag](#)
- [Upcoming Trips](#)

Sponsors



□ Frequency

□ Content

□ Analytics

Social Media

- ▣ Effective Content
- ▣ Mobile Revolution
- ▣ Strategy



Facebook



- Fan Page vs. Group vs. Profile

Twitter



- ▣ Primarily text
- ▣ Images and video are provided by link

Instagram



- ▣ Images, limited text

Other...

- ▣ Pinterest
- ▣ Google+
- ▣ You Tube
- ▣ Linked In



Questions?

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