



BEST SNOWSPORTS SCHOOL

PRESENTED BY
THE TELEGRAPH SKI AND SNOWBOARD

Warren Smith Ski Academy

The Academy has been in operation since 1996 and we have become a market leader for British skiers in the ski coaching world running a full 12 month program which is unusual for many schools based in the alps.

1. We have helped several Team GB athletes who went to Sochi and who are heading to the 2018 Olympics.
2. We have coached over 500 British skiers to become ski instructors and many of which are active with work placements strategically worked out between work in the alps and in the UK slopes.
3. We have helped many UK skiers who have suffered injury with our specific 'Return from Injury Clinic' which has been developed with Wimbledon Clinics.
4. We have in 2015/16 released all our DVD and Itunes app content FREE for general consumption and benefit.
5. We have opened out our products from the Swiss alps to also Italy and Austria to give UK skiers the chance to use the Eurozone and access our products.
6. We have helped promote UK ski tuition through high profile media as the Ski Coaching experts for Channel 4 on The Jump, this will continue into 2017 with series 4.
7. We have pushed a concept of the '3 Way Lineage' to the general public giving what would normally be national team benefits to recreational skiers combining Ski Technique, Ski Biomechanics and Ski Equipment Precision bringing the retailers closer to ski lessons and the general public.

- How have the skiing or snowboarding public benefited from your activity:

1. Our '3 way lineage' concept has now been built into a UK national tour at indoor ski venues, ski shops and clubs. Here we will discuss the bond between Ski Technique, Ski Biomechanics and Ski Equipment and use the 3 way foundation tests to get hands on with the audience to help educate them on how to help achieve greater ski performance in their home environment. This a free of charge lecture that will empower the British skiing public to become better skiing whilst greatly reducing the risk of injury. It develops a skiers technique whether they are into ski lessons or not which is a good thing considering the percentage of skiers that actually take lessons.
2. The all new Academy website now makes it easier than ever to find the product or information you are looking for. It has a fully responsive design which makes it just as easy to navigate through smart phones and ipads at it is on computer web pages.
3. All Academy members and course attendees now receive a client debrief form which is all logged through our new customer profiling files. Each skier will be observed through the week and scored on their success with particular drills/skills/tasks making it easier to determine their Academy skier level and monitor their progress on future courses. This profiling is now used to give a direct link with the ski shop and the Academy coach
4. Our UK one day indoor courses have doubled in their popularity this year and in response we've increased the number of courses we run in the UK to match the customer's needs . In previous years we have only delivered courses through the month of May and October. 2016 has seen a huge increase with UK dates as we now run sessions through April, May, June, August, September, October and November at locations around the country.
5. The Academy continues to add new products to the schedule to supply demand. 2015/16 saw the addition of Champoluc Italy to our list of locations. This off piste mecca was a great addition and will be part of next years program also. We also added Spring in Cervinia.
6. After each course all clients/customers of the Academy receive a full feedback form. Here they get the chance to discuss their experience and have the ability to provide constructive criticism. These result are listened to and acted upon to ensure that the products are delivered to the highest quality.
7. The Academy's social media platforms have grown hugely over the last 12 months and become a clear window into the daily activities of the team and our clients. As well as daily Facebook, Twitter and Instagram posts our weekly video blogs that are published on YouTube have gathered a very strong following from UK skiers who want a weekly slice of all things snow and mountains. This gives to skiers looking for tuition a much better flow of instant information and current snow conditions within the video blogs.
8. Our marketing and advertising for future courses and products is always produced way in advance. Next years flagship trips like our Heli-Ski trip to Canada with CMH has been 4 years in the making. It will be the first trip that will bridge the gap for less experienced skiers to experience the thrill of Heli skiing as well as experts and athletes. An Academy coach will work alongside the guides to ensure the experience is maximized for all who take part.