



Nicola Werdenigg

Winter sports industries – trendsetters or trend followers?

Trends and innovations figure among the most important issues of the World Winter Forum 2005, an expert congress focusing on the topic “winter sports” (October 12 to 14, 2005 at the Austria Center Vienna). They will be the subject of the “Future Labs” presented by Nicola Werdenigg, unconventional thinker and expert for winter sports trends. She will ask the participants for their ideas and contributions concerning future developments in winter sports.

“What will be the position of winter sports industries in the future with regard to the interplay between trendsetters and trend followers?” This will be the central question of the discussion presented by Nicola Werdenigg who successfully represented Austria in the world cup ski circuit in the 70ies and kept close ties to her former profession also after the end of her career as ski racer working as ski instructor and educationalist with the focus on sports for children and physically challenged persons, directing movement and awareness training courses, or editing and writing for various web sites (e.g. a regular column on [www.derstandard.at](http://www.derstandard.at)).

Nicola Werdenigg adopts a critical position towards the mechanisms of winter sports industries. “They jump on trends originating in the ranks of winter sports enthusiasts and the groovy winter sports scene. But then the industry interferes with and influences developments in a way that the final products do no longer meet the needs of the consumers.” One concrete example for this procedure is the phenomenon “ski carving”. “Originally the concept was developed to make skiing easier for everyone. However, the ski industries then used the trend to push their sales figures. In fact, 90 percent of the skiers who use carving skis do not take advantage of the full potential offered by the material”, says Nicola Werdenigg blaming a lack of information and training for this circumstance. “Therefore also the carving industry is now getting into difficulties”.

The winter sports industries have to get more in touch with the basic needs and expectations of the consumers if only for their own good. Werdenigg hopes that during the congress there will be a fruitful cooperation and discussion of the persons in charge: “It would be wonderful if the ‘Future Labs’ could provide the winter sports industries with incentives to change their course of action and to find out about the real needs of the consumers”.

The World Winter Forum 2005

Experts from the worlds of science, business and sports will

discuss the topic "winter" in all its facets within the framework of a two-day congress themed: "Winter – Cult & Forms of Presentation in Sports and Tourism". The event, which will take place for the first time this year, will provide a forum for prominent figures of various walks of life who will present their thoughts and ideas on the topic winter. Below you will find a list of some of the speakers who will feature at the congress:

Bode Miller, US ski star

James Skone, professor at the University for Applied Arts in Vienna

Hannes Jagerhofer, event organizer

Leonid Tyagachev, president of the Russian Olympic Committee, president of the Russian Ski and Snowboard Federation

Eike Wenzel, editor-in-chief of the German Future Institute

Gernot Patzelt, glacier researcher

Martin Freinadamez, former snowboard world champion now running a tourism agency in Rumania

The congress will be divided into four thematic fields:

- Cult and forms of presentation in winter sports and tourism
- Future developments of climate
- The opportunities of new markets (especially in Eastern Europe)
- Future Lab: trends and innovations, media and forms of presentation, design and technology.

[Additional information on the congress program as well as pictures free of rights can be downloaded here...](#)

### **EARLY BIRD REGISTRATION**

Registrations up to July 31st and full payment within 8 days after receipt of the invoice will secure you an early bird discount of minus 10% on all packages.

Additional advantage: Special fares for all participants traveling with "Austrian Airlines"!



### **Expert Congress:**

"WINTER – Cult & forms of presentation in sports & tourism"  
October 12 – 14, 2005, Austria Center Vienna.

### **World Winter Exhibition:**

"WINTER – Survival - Recreation - Spectacle"  
October 12 – December 18, 2005 Vienna Art Center,  
1010 Wien, Freyung 6.  
Open from Wednesday to Sunday

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