



PRESENTED BY **ISU**

# WORLD ICE SKATING DAY

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# Introduction

World Ice Skating Day presented by the International Skating Union is the global festival all Ice Skating lovers have been waiting for. This is one day dedicated to Ice Skating - a global festival with simultaneous activities occurring all around the world. The key objectives are to introduce Ice Skating to first timers and beginners by creating a memorable experience and to celebrate the spirit of Ice Skating by and for all - amateur skaters, recreational skaters, retired competitive skaters – in other words, for the entire Skating family!

For more information on the WISD please visit [worldiceskatingday.com](https://worldiceskatingday.com). We have put together some ideas for event organizers to help you to plan and design your own WISD events. These are just few examples to consider, however, and organizers are not obliged to follow only these formats. The ISU encourages you to be creative in designing and planning your events. Remember, you have creative control over your event. The only thing that organizers must keep in mind is that the look and feel of their event must be in line with the toolkit provided in the World Ice Skating Day Branding Toolkit. The goal is to create a festive environment so that children, families, and everyone who loves Ice Skating has a great day out on the ice and that they know how they can continue to skate or be connected with the sport as a fan.



# Checklist

Firstly, we start with a “Checklist” that includes certain housekeeping items to remember that will help you plan your WISD event well.

## **a. Planning**

Proper advance planning is the first and most important step for organizing an effective World Ice Skating Day. It is essential to identify your strengths and resources in order to estimate the size and scale of your own World Ice Skating Day event.

## **b. WISD for all**

The main goal of the World Ice Skating Day is to be inclusive, bring more people onto the ice and ensure that they have a great experience, a memorable day out skating and know how to keep skating, join a club or become a fan, if they want to.





With beginners and first-time skaters being the focus, your event can also include challenges and mini-competitions for all levels. A small prize like a World Ice Skating Day certificate or medal (designs and artwork files provided in the World Ice Skating Day Branding Toolkit) is not expensive to produce and goes a long way towards creating memories for the kids.

### **c. Coaches & Trainers**

Coaches and trainers are going to be an essential aspect of your event to provide free initiation and start-up training for beginners and first-time skaters. The coaches and trainers can also provide appropriate sessions for basic and intermediate level skaters. It all depends on how the Organizer and the coaches/trainers would like to add value to their event. It is very important to inform and book the coaches / trainers in advance so that their schedule is clear, and they can provide time for your World Ice Skating Day.



#### **d. Staffing & Security**

**It's essential to ensure that all volunteers are cleared to work with children.**

It is important to have sufficient volunteers to cover the event and assist the coaches in conducting initiation sessions for kids. The volunteers can also supervise the entries, help with the logistics, provide support in selling merchandise/skates/equipment etc. (if there are such provisions), manage the food and beverages counter, DJ/music management, take photographs and video recordings/ reels of the activities to post on social media.

As this is a child-focused event, security is of the utmost importance. Please ensure that there are adequate security/volunteers to deal with potential unexpected situations or inappropriate behavior.



### **e. Public Transport Benefits & Parking**

To ensure that the maximum number of people participate in the World Ice Skating Day and to maximize sustainability, it would be great if you could contact your local or regional transport authorities to discuss providing some kind of 'discounted fare/ World Ice Skating Day package' for the World Ice Skating Day participants. As it is a Sunday, when people usually don't travel so much, it could be a viable opportunity for public transport to get more passengers as compared to an otherwise 'quiet' Sunday.

Try to arrange easy parking near the rink for participants coming in private vehicles.



## **f. Skates & Equipment**

Skates are a basic element for skating! Most World Ice Skating Day participants will not already own a pair of skates, so it is of the utmost importance that proper skates are available for the use of the participants.

Venues with skate hire can be encouraged to do for free for children. If the venue does not have skate hire, a solution could be to partner with local skating goods stores or suppliers. In addition to skates, skating gear/helmets suppliers can also be partnered with. Allowing them to set up a pop-up store and provide skates/equipment to rent for free or for a nominal fee would be ideal. It would also be great if they could provide free skate rental for children.





## **g. Promotion**

A great World Ice Skating Day is directly proportional to the promotional activities leading up to it from the event organizers. The organizers need to identify their primary target group, keeping in mind the location and their organization. The next logical step is to identify people, places and potential organizations/partners that will have the biggest reach to your primary target group.

The ISU will promote the World Ice Skating Day on a global scale. The clubs, rinks, and organizations participating, and the ISU Members need to collaborate and do their best to contact media outlets to promote the World Ice Skating Day .

Local promotion of the World Ice Skating Day needs to be solid. Contacting radio stations, newspapers / sports bloggers,



and television stations for partner opportunities would result in great promotional tools. There are several flyer poster templates for both online and print promotions in the Branding toolkit available to event organizers.

Social media is an effective tool for promotions. It would be great to hype up your World Ice Skating Day on your websites and social media platforms. Partnering with local influencers/ sports bloggers would also be useful in creating a 'buzz'. The use of local well-known Ice skaters to promote your World Ice Skating Day can add some star power to attract crowds. If the skaters are busy on that day, you can have them pre-record video messages to promote your World Ice Skating Day in advance.

Promotion needs to begin early and has to be included during your planning and strategizing phase.



## h. Safety

Safety is an essential factor and is of utmost importance for your World Ice Skating Day. Since World Ice Skating Day is focused on children, it is imperative that your World Ice Skating Day has proper supervision and appropriate safety protocols, and procedures are in place for the attendees. **You must ensure that all volunteers are cleared to work with children.**

Legally, please ensure that your World Ice Skating Day has obtained any necessary permits and adheres to local safety laws and regulations. For people holding product demos, ensure that liability and responsibility waivers have been organized.

The basic safety essentials - water bottles, first aid kits, sanitizers, glucose drinks, etc. - should always be available.





## i. Registration

- ◆ **Event organizer** - The registration to be an event organizer is free! All you have to do is go on the World Ice Skating Day website and complete the registration form. It is preferable to inform the ISU Member in your country that you want to organize a World Ice Skating Day event.
- ◆ **Participants** – it could be helpful if you also ask for pre-registrations for potential participants so you can anticipate the number of attendees, which can help you plan well in advance. If you are planning a little competition like a 'Race' or 'Skills competition' then registrations would help you monitor the level of participation to prepare the certificates/prizes to be awarded or presented.





## **j. Schools x WISD**

The main focus group of the World Ice Skating Day is children and schools area wonderful place to focus your marketing efforts. You could offer participating schools a reward/ discount packages to the ice rink.

- ◆ **For Schools** - If you are a school and would like to participate, contact your local ice rink/ ice skating club or nearest event to arrange a group participation. You can also reach out to the ISU Member/ National Ice-Skating Association of your country to enquire about the World Ice Skating Day events happening in your area.

## **k. Event Approval**

Irrespective of the scale of your World Ice Skating Day , it is essential to obtain the necessary approvals/ permits / permissions from local authorities. It is important



that the local authorities are informed about the event occurring in advance so as to facilitate appropriate response in case of emergencies.

## **I. Partners**

Having the right strategic partners is a key asset for the success of your World Ice Skating Day. Local skating goods stores or suppliers would be perfect partners to provide skates for rent, preferably free for the kids. In addition to skates, skating gear / skins / wearables / costumes / helmet suppliers can also be great partners. Since it's an event for the entire family, having food trucks and beverages stands would be another opportunity to engage the community.



- ◆ **Music** - Great events are always accompanied by great music. Hiring a local DJ who is just starting out would be an opportunity to add some magical moments on the ice. Some peppy tunes always add flavor especially during free skating sessions. It would also provide great opportunities to create 'Instagrammable' moments.
- ◆ **Buzz creators** - Having well-known or retired skaters, and social media influencers, to promote the event prior to World Ice Skating Day would generate the necessary buzz. Having them in person at your World Ice Skating Day would also be great, especially if they showcase their skating skills and abilities which would serve a great source of inspiration for the next generation of skaters.
- ◆ **Local partners** - Local newspapers, radio stations, bloggers, etc. would also be great partners to inform locals about the World Ice Skating Day in their areas!



- ◆ **Photos / Videos** – You are required to have a designated World Ice Skating Day photographer. This does not need to be a professional, but they must agree to send the photos they take to the ISU immediately after World Ice Skating Day . You could consider providing opportunities to budding photographers, content creators to cover your WISD.

### **m. Photo approval**

Before publishing any photo or video, and before sending to the ISU, please ensure that you have the approval not only from the photographer /videographer but also from the participants in the photo/video. A clause can be added to the entry pass conditions.

### **n. Waivers**

Check to see if you need a liability waiver for the activities planned for your World Ice Skating Day. This ensures the event will not be held accountable if there is an accident.





# Event Ideas Menu

Below are some ideas to be considered for your World Ice Skating Day event that can be incorporated as per your strengths and capacity. You could choose one, several or all idea options to curate your World Ice Skating Day to suit your planning capability and style. You have creative control of your event's production and execution and are free to execute your ideas for the perfect World Ice Skating Day, as long as they are in line with the World Ice Skating Day Branding Toolkit.

## **a. Beginners Initiation / Coaching**

We urge our event organizers to provide free initiation and coaching for first time skaters and beginners. Please remember that it is important that these kids learn about skating and enjoy their time on the ice as this will ensure they come back for more!



### **b. Intermediate level coaching**

For amateur/recreational skaters, some sessions on skills development, choreography, and fitness, etc. would also be a great initiative. This can be a great motivator for the young skaters to aspire to improve and become competitive skaters.

### **c. Coaching by Professionals/ Ex- Skaters**

If any locally based active/competitive skaters or retired skaters would like to showcase their skills and provide some guidance to young skaters in their area, it could be a wonderful addition to have these Skating stars interact with local kids.

### **d. Free Skating & Music**

Who doesn't like some nice time on the ice with great music in the background? A free skating for all would be



for the entire family to enjoy and celebrate together on the ice. If hiring professional DJs is too expensive, you could appoint local amateur DJs/volunteers. It could be a great opportunity for them and provide your World Ice Skating Day event with some great music.

#### e. Shops/ Pop-up Stores/ Stalls/ Partner Zones

Pop-up stores, shops and stalls selling/renting skating products would be a great idea for engagement and also a source of revenue for the Event organizers. It would be great if they could provide skates for free or for a nominal amount to beginner skaters and first-time kids. Pop-up stores providing other merchandise, skating gear, etc. would also be a great idea. Gift shops selling locally made and artisanal products/commodities would also be a great idea to engage the locals.



#### f. Food & Beverages Truck

Food trucks selling local delicacies, snacks and refreshments are always a popular option. You can always have popular food and beverages chains setting up a food truck near your World Ice Skating Day venue.

#### g. Fun Race

Having short, fun race for kids would be a great idea to bring out a competitive spirit at your World Ice Skating Day. Providing World Ice Skating Day certificates and medals for both winners and participants is an excellent idea to create great souvenirs for the kids. Offering some more incentive-based vouchers/prizes like discounts for coaching, discounts for skating club memberships, etc. can also be an idea to promote your clubs and rinks.





You can find design ideas for World Ice Skating Day certificates and medals on the toolkits provided in the Branding Toolkit once you register your Event on the World Ice Skating Day website.

### **h. Skills / Tricks Competition**

Having a fun Skills/Tricks competition for budding/amateur Figure and Synchro Skaters would also be a great idea to bring out a competitive spirit at your World Ice Skating Day . You can select a panel of judges or the coaches can judge their skills/tricks. Providing certificates and medals for both winners and participants is an excellent idea to create great souvenirs for the kids. Offering some more incentive-based vouchers/prizes like discounts for coaching, discounts for skating club memberships, etc. can also be an idea to promote your clubs and rinks. You can find the design



ideas for World Ice Skating Day certificates and medals on the toolkits provided in the World Ice Skating Day Branding Toolkit once you register your Event on the World Ice Skating Day website

### i. Instagram Reels/ TikTok competition

TikTok/ Instagram are popular among young and old so it would also be a fun element to add Instagram/TikTok competitions to make the best videos of skaters' skills, moves, talents, tricks, speed, dance, synchronization & choreography. The best reels could be posted to your social media. Don't forget to tag the World Ice Skating Day and ISU to be featured using the hashtags

#WorldIceSkatingDay, #WISD2025,

#WorldIceSkatingDay2025.



### **j. Meet & Greet**

World Ice Skating Day would be a great opportunity to have well-known skaters stop by and interact with fans and participants if their schedule permits. You can also invite retired competitive skaters to come by and do a meet and greet with the audience. Promoting the appearances of these star skaters through social media, print media would guarantee a larger participation.

### **k. Gala Night**

For Figure and Synchro focused rinks, your World Ice Skating Day could potentially end with a gala or exhibition of some professional/amateur skaters showcasing their skills and abilities on the ice.





It would be great to also include the young skaters to be part of this exhibition to understand how it feels to perform like a professional. For Short Track and Speed Skating rinks, your day could conclude with a fun race with music and end with everyone dancing on the ice to some great music.





The background features several concentric arcs and small dots in red, teal, and yellow, creating a dynamic, circular pattern around the central text.

**ENJOY  
WORLD ICE  
SKATING  
DAY!**