



PRESENTED BY



WORLD ICE SKATING DAY

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Introduction

The World Ice Skating Day presented by the International Skating Union is the global festival all Ice Skating lovers have been waiting for. The first 2 editions of the WISD was held on December 4, 2022 and December 3, 2023 respectively. This will be 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 family!

For more information on the WISD please visit worldiceskatingday.com. We have curated several ideas for event organizers to help you to plan and design your own WISD events. These are just few examples to consider, however, and the organizers are not obliged or compelled to follow only these formats. The ISU encourages you to be creative in designing and planning your events. Remember, you have complete creative control over your event. The only thing that the organizers must keep in mind is that the look and feel of their event must be in line with the toolkit provided in the WISD Brandbook. The key idea is to create a festive environment for children, their families, and all Ice-Skating lovers to enjoy and have a great day out on the ice.



Checklist

Firstly, we start with a “Checklist” that includes certain housekeeping items/ things 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 WISD event.

b. WISD for all

The main goal of the World Ice Skating Day is to be inclusive, bring more children onto the ice and ensure that they have a great experience and a memorable day out skating for the first time.



With beginners and first-time skaters being the focus, the Event can also include mini-competitions for all levels. A small prize/goodie like the WISD certificate or medal (designs and artwork files provided in the WISD Brandbook toolkit) would be reasonable to produce and go 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 as the main vision of the WISD is 'to provide free initiation and start-up training for beginners and first-time skaters. The coaches and trainers can also provide various sessions on 'Skills Development', 'Injury Prevention', 'Safety on Ice' etc. to 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 already inform and book the coaches / trainers for December 14 so that their schedule



is clear, and they can provide time for your World Ice Skating Day.

d. Staffing & Security

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. Please also ensure that the volunteers are cleared to work with children.



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/ WISD package' for the WISD 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.

Parking for participants coming with private vehicles, it is important that there is easy access for parking near the rinks.



f. Skates & Equipment

Skates are a basic and key element for skating. Most WISD 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/ skins/wearables/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 WISD 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 WISD on a global scale. In addition, the ISU will also promote the events registered on the WISD website through its channels. The clubs, rinks, and organizations participating, and the ISU Members need to collaborate and do their best to contact media outlets to promote the WISD.

Local promotion of the WISD needs to be solid. Contacting radio stations, newspapers / sports bloggers,



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

Social media is an effective tool for promotions. It would be great to hype up your WISD 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 WISD 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 WISD in advance.

Promotion needs to begin early and has to be included during your planning and strategizing phase. Once you get your registration approved, put your skates on and start promoting!



h. Safety

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

Legally, please ensure that your WISD 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 handy.



i. Registration

- ◆ **Event organizer - The registration to be an event organizer is free! All you have to do is go on the WISD website, fill in the registration form, get the approval from your ISU Member and we will validate and grant you the rights to host the WISD. In case you have any difficulty in contacting or reaching out to the ISU Member (National Skating Federation/ Association) of your country**
- ◆ **Participants - We think it would be practical if you also provide 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

This is another excellent opportunity to directly target the main focus group of the WISD - children. Schools would be a wonderful place to focus your marketing efforts. You could offer the schools participating a reward/ discount packages to the ice rinks.

- ◆ **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 WISD events happening in your area.**

k. Event Approval

Irrespective of the scale of your WISD, it is essential to obtain the necessary approvals/ permits / permissions from local authorities. It is important that the local



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

I. Partners

As mentioned earlier, having the right strategic partners is a key asset for the success of your WISD. 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. Allowing them to set up a pop-up store would be ideal. Since it's an event for the entire family, several food and food chains and restaurants or even individuals who would like to present their culinary skills. 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 in music would be an opportunity to add some magical moments on the ice. Some peppy tunes always add flavor especially during free skating sessions for all. 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 the WISD would generate the necessary buzz. Having them in person at your WISD 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 and remind the locals about the WISD in their areas!**



- ◆ **Photos / Videos - Professional photographers and videographers would be great partners to cover your WISD. If the hiring costs are high, you could provide opportunities to budding photographers, content creators to cover your WISD.**

m. Waivers

Do check internally if you need a liability waiver given the activities planned for your WISD. This ensures the event will not be held accountable if there is an accident.

n. Photo approval

Before publishing photo or video, 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.



Event Ideas Menu

Below are some ideas to be considered for your WISD event that can be incorporated as per your strengths and capacity. You could choose one, several or all idea options to curate your WISD to suit your planning capability and style. You have complete creative control of your WISD production and execution. You are also free to execute your ideas for the perfect WISD as per your taste, as long as they are in line with the toolkit provided in the WISD Brandbook.

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 / casual skaters, some sessions on skills development, injury prevention, nutrition, and fitness, etc. would also be a great initiative, depending on the number of such skaters participating. 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/ tips to the young skaters of their area, it could be a wonderful addition to your WISD events having these Skating stars interact with the 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



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 WISD 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, gears, skating gears, 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 particularly considering the fact that many families could be out there. You can always have popular food and beverages chains setting up a food truck near your WISD venue. Encouraging local/ recreational cooks/chefs to sell their local produce/dishes will also go a long way to engage the whole community.

g. Fun Race

Having a fun race (Short Track or Speed Skating) for kids would be a great idea to bring out a competitive spirit at your WISD. Providing WISD 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 WISD certificates and medals on the toolkits provided in the WISD Brandbook once you register your Event on the WISD 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 WISD. You can select a panel of judges or the coaches can judge their skills/tricks. Providing WISD 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 WISD certificates and medals on the toolkits provided in the WISD Brandbook once you register your Event on the WISD website

i. Instagram Reels/ TikTok competition

Since TikTok/ Instagram reels are quite the rage among the youth, 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 would be featured on the WISD and ISU social media. Don't forget to tag the WISD and ISU to be featured using the hashtags #WorldIceSkatingDay, #WISD2024, #WorldIceSkatingDay2024.

j. Fun 2K/5K on the Ice!

A great initiative for the fitness and skating enthusiasts is to have a fun 2k/5K race on the ice, this



Will be a great marketing and promotional tool and can attract a lot of fitness and skating enthusiasts.

k. Meet & Greet

As mentioned earlier, it would be a great opportunity to have well-known skaters stop by the WISD and interact with the 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.

l. Gala Night

For Figure and Synchro focused rinks, your WISD 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 a decorative graphic consisting of two large, concentric, partial arcs in red and teal. A yellow arc is positioned at the bottom right, and a small yellow dot is located in the upper right quadrant. A teal dot is situated in the lower left quadrant. The text "THANK YOU!" is centered in a bold, dark blue font.

THANK YOU!