



Ice Parade of Nations



Overview

Dundrum on Ice in Dublin was the venue for the ISAI's World Ice Skating Day event. Participants in the ISAI's Emerald Skate Learn to Skate programme hail from almost 30 countries and an Ice Parade of Nations was held to highlight the diversity of ice skating as a sport both in Ireland and globally. Skaters carried national flags and performed a simple routine.

Laura Hegarty and Kevin Hegarty, Ireland's first ever ice dance team also skated an exhibition programme.

A total of 53 skaters participated in the Ice Parade of Nations with dozens of family, friends, supporters, members of the public and sporting bodies also in attendance.

Two pull-up banners and three feather banners with WISD branding were commissioned. WISD logos were printed on A4 paper and strategically placed around the rink.



Press release was issued to appropriate national media. Olympic Federation of Ireland media team attended the event and published ice skating related content on their social media channels.

Invitations were issued to national and local government representatives. Peter Sherrard, CEO, Olympic Federation of Ireland, attended.

Video of Emerald Skate coaches and participants performing the WISD dance was uploaded to ISAI social media accounts as well as a video message from national team members wishing everyone a Happy WISD.



The WISD dance Instagram reel achieved the highest engagement of 2022 content on the ISAI's account indicating a strong and growing interest in ice skating in Ireland.

There was a notable increase of 20% in the number of followers on Instagram on and in the days after WISD. Similarly, there was a 272% increase in accounts reached and a 72% increase in accounts engaged.

The ISAI media team created a highlights video of the WISD event which broadcast for free hourly from 5-12 December on a large advertising screen at the main entrance to Dundrum Town Centre, Ireland's largest shopping centre, during the busy pre-Christmas shopping period. This gained valuable extra exposure for WISD beyond the day itself and can be used as a promotional video again prior to 2023 WISD.

The event showed that despite limitations with facilities in Ireland there is huge enthusiasm for ice skating and plenty to build on for the next WISD!