



Best World Ice Skating Day Celebration Award

(With More than 500 guests)

A. Detailed Report of celebration

1. Overview of activities
2. Total number of attending participants - 679
3. Usage of the WISD Toolkit at the event
4. Promotional efforts undertaken
 - Advertisement and promotional activities through print media, social media, TV/Radio networks, collaboration with influencers / skaters / celebrities, etc.
5. Social media analytics/ insights
 - Digital reach, likes, impressions, retweets, engagement rate, etc.
6. Creativity
 - Use of out-of-the-box ideas to make your WISD stand out from the rest.
7. A video of the participants (skaters or general public) doing the #WISDance signature dance move
 - A short note on what made your WISD special.

B. Drive / Dropbox folder with content

C. Email ID: contact@worldiceskatingday.com

1. Overview

December 4th, 2022:

First World Ice Skating Day was a notable triumph at ISKATE By Roseate, India's largest all-weather indoor ice skating rink. ISKATE by Roseate is located on the 6th floor of one of the biggest malls in India - Ambience Mall, Gurugram, Haryana..The mall witnesses a footfall of over 80,000 guests per day.

The day started with complimentary ice skating training classes offered by coaches at ISKATE School and Ice Skating Association of India. We were thrilled to witness **over 600 guests** taking pleasure in 'learn to skate sessions'. Just like every other occasion, we did not stop there. We loved going the extra mile by offering ice skating sessions and fine delicacies from Roasted By Roseate, our in-house cafe & patisserie via our specially curated **World Ice Skating Day deals**. We were also delighted to offer **special discounts on new enrollments** at ISKATE School on this day. The overall event was a remarkable milestone in our journey to **promote ice skating** and **winter sports in India**. Several skaters had a blast **learning and performing** the Trending **#WISDance** at the event. With that, the business head of ISKATE By Roseate and the President of the Ice Skating Association of India added a touch of grandeur to the event by marking their gracious presence.





2. Total number of participants

- We witnessed a footfall of **over 650 guests** to celebrate the event.

3. Usage of WISD Toolkit at the event

- The WISD promo video was played digitally at various locations in the Ambience Mall
- The WISD promo video was also played at the entrance, reception area, as well as on the LED screens in the periphery of the ice skating rink
- Usage of the World Ice Skating Day Logos on our Facebook, Instagram and Twitter Profiles




4. Promotional efforts undertaken

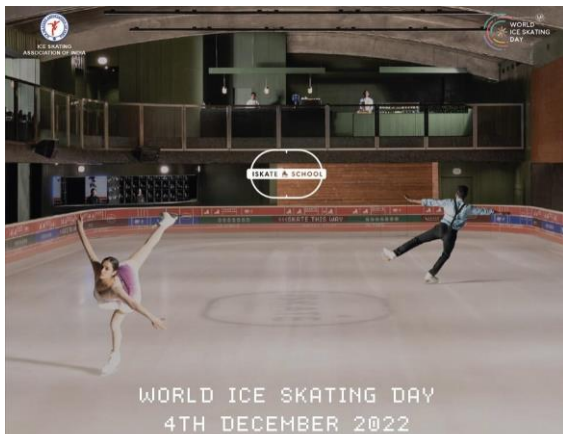
- Promotion of the event was done through our social media - Facebook, Instagram and Twitter handles.
- Various instagram influencers were hired for promotion of the event through their respective profiles.
- Promotion of the event was also done through Ice Skating Association of India.
- The event was also digitally promoted through the LED TV's at various locations in the mall as well as in the ISKATE premises.
- We also encouraged our guests to promote the event through their personal social media handles.



WORLD ICE SKATING DAY SPECIAL



skating session for 1 (Fri-Sun) | tater tots/pastry
 Price - INR 1100 | Offer price - INR 950 AI

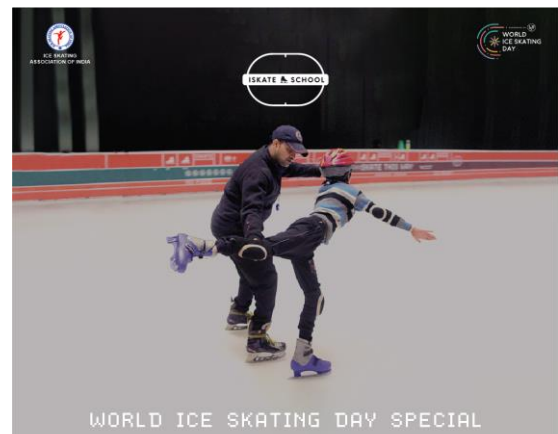
 #iloveiskate2  TEC APPLY



**WORLD ICE SKATING DAY
4TH DECEMBER 2022**



Learn ice skating under the guidance of experienced coaches at ISKATE School.
 On the occasion of World Ice Skating Day, sign up for a complimentary 'learn to skate' session.

 +91 124 4610606 | info@iskate.co.in | www.iskate.co.in 



WORLD ICE SKATING DAY SPECIAL

Learn ice skating under the guidance of accomplished and experienced coaches at ISKATE School.
 Enrol today and avail 10% off on ISKATE School packages.

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WORLD ICE SKATING DAY SPECIAL

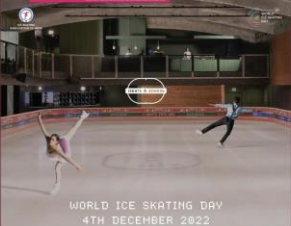
skating session for 2 (Fri-Sun) | Meal for 2 (1 vegetable panini sandwich | potato wedges | 2 soft drinks)
 Price - INR 2308 | Offer price - INR 1800 AI

 #iloveiskate2  TEC APPLY

authorkaran

On World Ice Skating Day @iskateindia is offering complimentary ice skating lesson. Here is the link to registration. [#LearnToSkate](#)

[BIT.LY](#)



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4TH DECEMBER 2022

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[@ISKATEINDIA](#)

lildelhidiva

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mommypuri



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Celebrate the first ever World Ice Skating Day at ISKATE by Roseate. Get a chance to learn ice skating under the guidance of accomplished coaches from ISKATE School and Ice Skating Association of India. Register for a complimentary ice skating lesson here [@iskateindia](#)


[REGISTER](#)

garimavverma

Get a complimentary ice skating session this Sunday

December 4 [@ISKATEINDIA](#)

[ANUPURNA MALL GURGAON HARYANA](#)



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[@iskateindia](#)

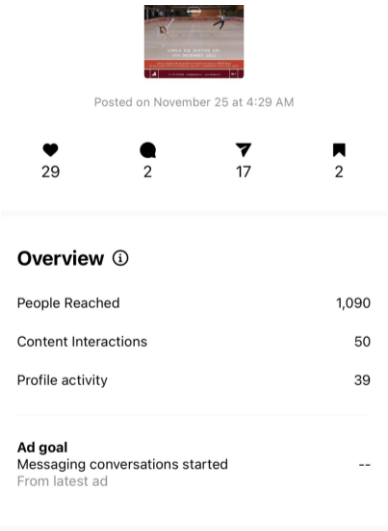
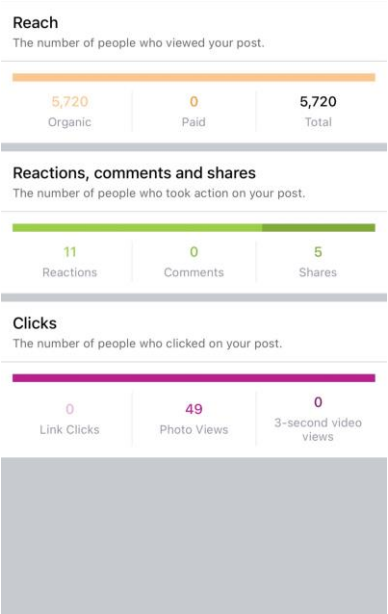


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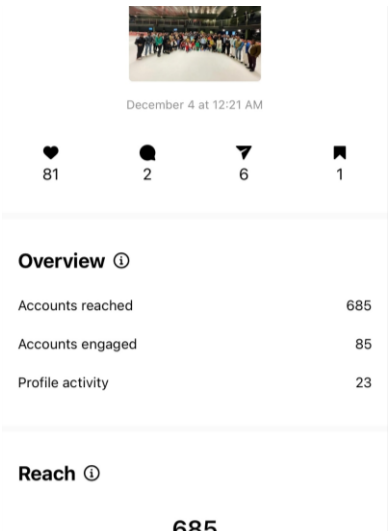
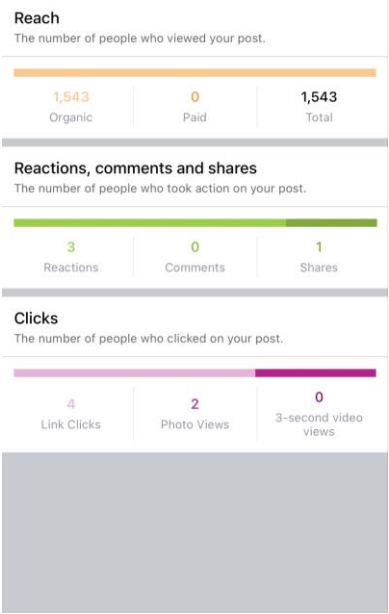
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5. Social media insights and Analytics



Reach ⓘ



Reach ⓘ

685
Accounts reached



National figure skaters doing the #WISDANCE on t...
🎧 Black Eyed Peas, Shakira, David Guetta - DON'T...
December 4 · Duration 0:52

▶ 915 ❤️ 70 💬 2 🔍 5 📌 2

Reach ⓘ



Just 3 best friends having fun on the occasion of...
🎧 Shankar Ehsaan Loy, Vasundhara Das, KK, Shaan...
December 6 · Duration 0:22

▶ 1090 ❤️ 44 💬 3 🔍 4 📌 0

Reach ⓘ




National figure skater, Aanya Singh showcasing h...
🎧 altego_music · WEDNESDAY ADDAMS X HUNG...
December 11 · Duration 0:07

▶ 1299 ❤️ 87 💬 2 🔍 10 📌 2

Reach ⓘ





Celebration of the first edition of @IceSkatingDay at ISKATE. We witnessed grace, artistry, speed and adrenaline all in one day! #iskatebyroseate #worldiceskatingday ...

❤️ 2

↻ 0

💬 1

Impressions ⓘ
139

Metric	Count
Engagements ⓘ	8
Detail expands ⓘ	0
New followers ⓘ	0
Profile visits ⓘ	2

Switch to professional

6. Creativity

- We offered special discounts on enrollments at ISKATE School that were made on this day
- On this occasion, Special deals including ice skating and food at Roasted By Roseate were curated.

7. #WISDance

- [Kindly click here to view the video on our Instagram page](#)

8. What made your World Ice Skating Day Special

- We were delighted to contribute to generations in families coming together, and bonding over ice skating to create unforgettable memories. The best compliment we received on World Ice Skating Day was from a grandfather who said “I really enjoyed ice skating with my grandson today. Thanks to him, I could experience something unique!”

9. Google Drive Folder

- [Click here to access the Google Drive Folder with all the content from the first ever World Ice Skating Day Celebrated at ISKATE By Roseate, India.](#)

10. About ISKATE by Roseate

Inaugurated in the year 2011, ISKATE by Roseate is spread over a sprawling 15,000 sq. feet. Over the years, it has evolved to be a popular lifestyle entertainment destination, which offers a unique experience of skating on real ice and can accommodate up to 150 skaters at any given point of time. In addition to an ice rink, the facility hosts a training school, the ISKATE School, the faculty of which includes All India National Coaches and athletes. The ISKATE School offers basic, intermediate

and advanced levels of training in winter sports like ice hockey and ice skating. Professional training for Olympic sports like figure skating, speed skating and ice hockey is also offered at the school. The School regularly hosts training sessions spearheaded by international coaches visiting from the USA, Canada, Russia, Korea and Germany. To promote and develop winter sports in India, national level ice skating and ice hockey championships are held annually at ISKATE by Roseate. ISKATE is the only sporting venue in India to host the All India National Figure and Speed Skating Championships for a decade

Our website: www.iskate.co.in

Facebook: <https://www.facebook.com/iskateIndia>

Instagram: <https://www.instagram.com/iskateindia/?hl=en>