

Best World Ice Skating Day 2022

Reporter: May Wu

Applicant: Chinese Taipei Skating Union

Executive Summary

The Chinese Taipei Skating Union was committed to making the first World Ice Skating Day in Taipei in 2022 a fun, inclusive, and educational experience. With the support of the International Skating Union, our goal was to attract new fans and keep existing ones engaged and interested in the sport. To achieve this, we employed several strategies:

1. Partnership with local ice rinks and ice sport organizations: We collaborated with the Iceland and the Chinese Taipei Ice Hockey Association to bring the WISD festival to life.
2. Utilization of technology and social media: We created a WISD-Taipei website and connected it to Google search keywords. Additionally, we used social media platforms such as Facebook, Instagram, Twitter, our union website, and YouTube to reach a wider audience and spread the word about the event.
3. Building a sense of community: Our WISD-Taipei Ambassadors represented their branches of ice sport and served as role models for youth and children. By inviting skaters to share their experiences and celebrate their achievements, we aimed to create a supportive and engaged community around the sport.
4. Creating a friendly atmosphere: Mascots such as Bravo-Taipei's black bear and Ice-Egg of the Iceland were on hand to offer a relaxed and supportive environment for participants.
5. Encouraging group participation: We made WISD a fun and social activity by encouraging participants to try ice skating as a group, especially for kids aged 6-10 who were grouped with appropriate tutors based on their skating level.
6. Inviting sponsors: Metro-Taipei, a company that manages and operates the Iceland, was our WISD sponsor. Their alignment with the values of ice skating and commitment to promoting the sport in Taipei was meaningful for both participants and the CTSU.

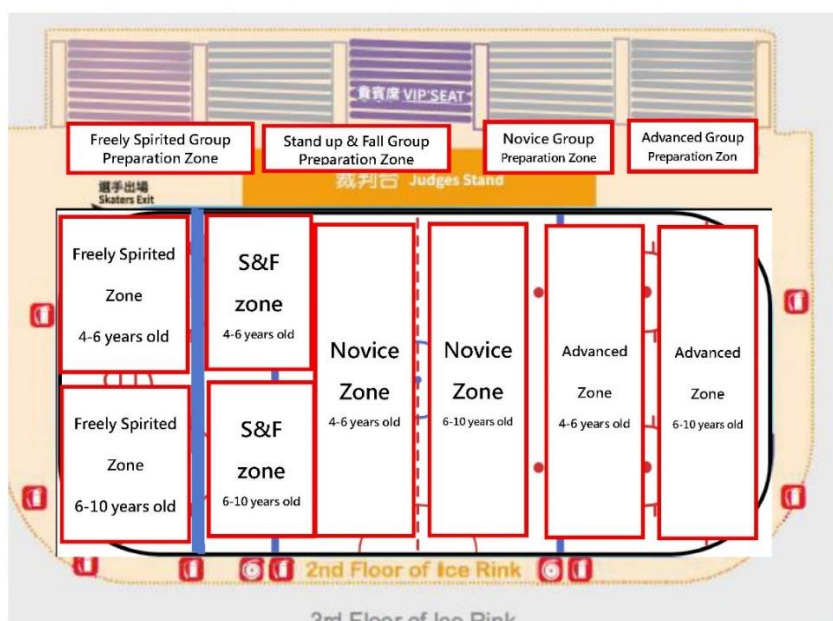
As a result of our efforts, we were thrilled to see around 120 kids and their families come together to celebrate and appreciate ice sports at the Iceland Taipei on December 4, 2022. The event received positive media coverage and all participants went home with WISD certificates and sponsor rewards, making it an even more memorable experience.

I. Overview:

- Date: December 4, 2022
- Location : IceLand, Taipei Arena, Taipei City, Chinese Taipei
- Organize: International Skating Union
- Co-Organizer: Chinese Taipei Skating Union
- Institutional partner: Chinese Taipei Ice Hockey Association
- Sponsor: Taipei Metro
- Registration: Open to the public and sign up online on the dedicated website.
- Total Number of Participants :
 - ◆ Coaches: 25
 - ◆ Participants: 120 (For safety reasons, attendance is restricted)
 - ◆ Spectators, family and friends: 300
 - ◆ Staff members of CTSU and the Iceland: 10
 - Total participants: 455
- Program:

Time	Agenda
08:30-09:00	Check In
09:00-09:10	Equipment introduction
09:10-09:30	Opening and agenda guidance – WISD Taipei
09:30-10:30	World Ice Skating Day – Taipei Program
10:30-10:35	Group Photo with Special Guests, Bravo Taipei & Ice-Egg
10:35-11:00	Certificate Award Ceremony
11:00-	Event closing

- Execution layout:



II. Usage of WISD Branding toolkit:

Following the instructions from the ISU, we created WISD-Taipei branding materials as following with ISU approval:

WISD-Taipei Logo	
Social Media	
Certificate	Hand Placards Design
Banner	
Identification Cards	

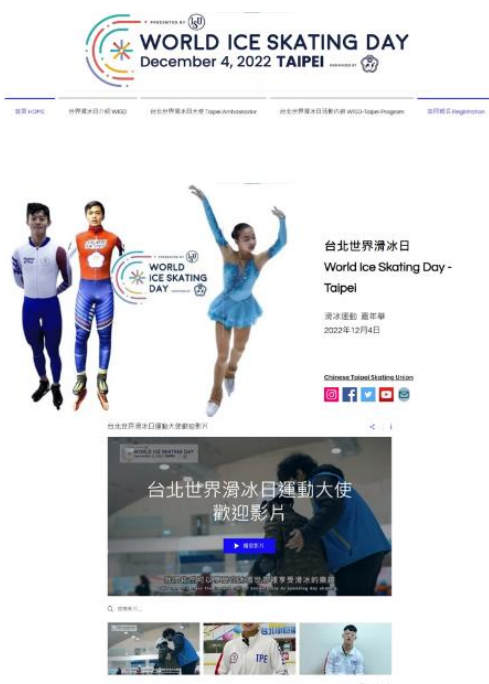
In-Site Instrction



III. Promotional efforts undertaken:

Official Website

We built an official website: <https://www.wisd-taipei.com/> to make the WISD-Taipei more accessible and reach a wider audience. This website provided a centralized source of information about the WISD, including ISU, CTSU, WISD schedules, Chinese Taipei skaters with three ice skating branches, videos and registration for event. It also served as a platform for promoting organizers, skaters and moreover for showcasing the achievements of skaters. From last December to until now, the Bounce Rate of Homepage is 44%.



Desktop



Mobile Devices


Print Media

自由體育 即時 棒球 籃球 網球 足球 休閒 電競 資訊 影音

滑冰》孩童冰上嘉年華 台北世界滑冰日小巨蛋熱鬧登場

2022/12/04 15:22

fb tw line



我國滑冰協會理事長洪錦雄（右）頒發證書給學員代表。（滑冰協會提供）

〔記者張偉銘／綜合報導〕從冰上跌倒，就從冰上站起來！「台北世界滑冰日」今於台北小巨蛋冰上樂園熱鬧登場，我國滑冰協會表示，雖然台灣地處亞熱帶，希望透過嘉年華方式，吸引更多小朋友參與接觸，讓民眾在沒有冰雪的地方，也能享受冬季運動樂趣。

民視新聞網 FTV FORMOSA NEWS 新聞 體育 生活 財經 社會 體育 寵物 旅遊 科技 汽車 貴賓放送 熱門網壇 全民論壇 數位專訊 時尚 美食 健康 兩岸

台北世界滑冰日小巨蛋登場！嘉年華方式享受冬季運動快樂

2022/12/04 12:58:57

fb tw line



中華民國滑冰協會理事長洪錦雄頒發證書給學員代表。（民視新聞攝）

體育中心／綜合報導

孩童在冰上跌倒了立刻站起來，或跟著滑冰教練練習轉圈，一步一步地往前滑，台北世界滑冰日今天上午在台北小巨蛋冰上樂園登場，雖然台灣處於亞熱帶，中華民國滑冰協會希望藉由透過嘉年華方式，讓沒有冰雪的地方，也能享受冬季運動的快樂。

yahoo! 新聞

孩童冰上樂園 世界滑冰日台北登場

記者廖淑儀/綜合報導
2022年12月5日



A 台北世界滑冰日，官方提供

台北世界滑冰日在台北小巨蛋冰上樂園登場，雖然台灣處於亞熱帶，中華民國滑冰協會希望藉由透過嘉年華方式，讓沒有冰雪的地方，也能享受冬季運動的快樂。

本次來參加台北世界滑冰日的孩童年齡從4歲至10歲，場地分為「完全初學」、「起立跌倒」、「基礎」、「進階」等體驗區，帶小孩來參加活動的家長張超豐表示，看到這麼多小孩來共襄盛舉，相當開心，由於自己的孩子孫文瀚已經有點滑冰基礎，所以參加進階組，在場內與其他孩子玩遊戲互動，「很開心，希望下次還有這樣的活動。」孫文瀚說。

壹新聞 下載APP

台北世界滑冰日熱鬧登場 孩童不怕摔不怕冷 體驗冬季運動樂趣

2022/12/04 16:00

【記者廖建忠／綜合報導】儘管近日天氣驟降，但「台北世界滑冰日」今天依舊在台北小巨蛋冰上樂園熱鬧登場，雖然台灣處於亞熱帶，中華民國滑冰協會希望藉由透過嘉年華方式，讓沒有冰雪的地方，也能享受冬季運動的快樂。



「台北世界滑冰日」今天依舊在台北小巨蛋冰上樂園熱鬧登場。滑冰協會提供

Social Media

We used our social media such as Facebook, Instagram, and Twitter to be an effective way to reach and engage a large, diverse audience. By using these platforms to share WISD information to help generate excitement and interest in it.

Through sharing inspiring testimonials from skaters to our fans, we created a positive and engaging social media presence to help build a strong community around ice skating and keep people interested and involved in the WISD and this sport.

The conversion rates on social media engagements are as follows:

Instagram: Conversion rate of Engagements is 5%~18%

	<p>tpeskating 台北世界滑冰日-報名開始</p> <p>World Ice Skating Day- Taipei. Registration Opens</p> <p>11月5日上午11點整開放報名，報名採先到先收，120人額滿之後歡迎再受理</p> <p>報名將於11月23日前電子郵件收到活動報到通知.....</p> <p>Registration will be opened at 11:00am on November 5th, 2022. First come, first served. Enrollments at all levels are 120. Notice of acceptance will be sent by email no later than November 23rd, 2022.</p> <p>報名網址 Registration Link: https://www.worldiceskatingday.com/registration</p> <p>#WISDTAIEI #WorldIceSkatingDay #WISD2022</p> <p>47個讚</p> <p>11月4, 2022</p>			<p>tpeskating 台北世界滑冰日</p> <p>你知道台北站只是ISU全球世界滑冰日其中一站嗎？我們很開心能夠與全球ISU的夥伴們一起在12月4日舉行滑冰活動嘉年華</p> <p>想要知道我們如何辦理活動，以及台北小巨蛋冰上樂園在滑冰運動中扮演什麼樣的角色嗎.....</p> <p>當年的滑冰小種子現在都是我們國際賽中的選手，也是我們的滑冰運動大使。讓我們一起到世界滑冰日首創，看看台北站與其他站的差別活動</p> <p>世界滑冰日台北站介紹 https://www.worldiceskatingday.com/media-internal/chinese-taipei-joins-in-to-celebrate-first-ever-world-ice-skating-day</p> <p>#WISD2022 #WISDTAIEI</p> <p>146個讚</p> <p>11月5, 2022</p>
	<p>tpeskating World Ice Skating Day - Taipei</p> <p>Very much look forward to seeing you all on 12/4 at the Iceland of Taipei Arena</p> <p>#WISD2022 #WISDTAIEI #WorldIceSkatingDay #FigureSkating #ShortTrackSpeedSkating #SpeedSkating</p> <p>11個讚</p> <p>11月4, 2022</p>	<p>tpeskating Let's go together</p> <p>11個讚</p> <p>11月7, 2022</p>		<p>tpeskating 台北世界滑冰日</p> <p>你知道什麼是世界滑冰日嗎？(WSD Dance)嗎？12/4全世界可能有好幾處地方同時在冰上歡慶開幕</p> <p>當晚你願意12/4上午來台北小巨蛋冰上樂園，當晚是4-10歲的 Kids 在冰上開學之外，我們也會歡迎經驗豐富的滑冰者也來參加，一起在滑冰日中找到屬於你的樂趣</p> <p>#世界滑冰日 #台北世界滑冰日 #WorldIceSkatingDay #WorldIceSkatingDayTaipei</p> <p>1個讚, 1個讚</p> <p>12月3, 2022</p>
	<p>tpeskating 台北世界滑冰日</p> <p>今天上午真是開心跟100多位小朋友一起度過一個愉快的週日上午時光</p> <p>神秘嘉賓重現與精進活力滿點是小朋友們的喜愛 感謝協辦單位 中華冰球協會 與 台北市捷運公司和 所有參加的教練，歡樂的時光總是太短，我們大家明年12/4日再見</p> <p>後續多活動照片將於下週臉書粉專繼續分享</p> <p>#世界滑冰日 #台北世界滑冰日 #中華民國冰球協會 #中華民圖冰球協會 #台北捷運公司 #台北小巨蛋冰上樂園 #滑冰運動團結你與我</p> <p>133個讚</p> <p>12月4, 2022</p>			

Facebook: Conversion rate of Engagements is 11%~30%

<p>Chinese Taipei Skating Union</p> <p>2022年11月4日 · 🌐</p> <p>台北世界滑冰日-報名開始</p> <p>World Ice Skating Day- Taipei. Registration Opens</p> <p>11月5日上午11點整開放報名，報名採先到先收，120人額滿之後歡迎再受理</p> <p>錄取者將於11月23日前電子郵件收到活動報到通知..... 顯示更多</p>	<p>Chinese Taipei Skating Union</p> <p>2022年11月5日 · 🌐</p> <p>台北世界滑冰日</p> <p>你知道台北站只是ISU全球世界滑冰日其中一站嗎？我們很開心能夠與全球ISU的夥伴們一起在12月4日舉行滑冰活動嘉年華</p> <p>想要知道我們如何辦理活動，以及台北小巨蛋冰上樂園在滑冰運動中扮演什麼樣的角色嗎..... 顯示更多</p> <p>WORLDICESKATINGDAY.COM</p> <p>World Ice Skating Day - Event By International Skating Union</p> <p>World Ice Skating Day - a global ice skating festival, arriving at an ice rink near you. Our disciplines include: Speed, Short Track, Figure &...</p> <p>查看洞察報告和廣告</p> <p>加強推廣貼文</p> <p>25</p> <p>1次分享</p>
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Chinese Taipei Skating Union 在慶祝特別日子。 2022年11月7日 · 🌐

World Ice Skating Day - Taipei

Very much look forward to seeing you all on 12/4 at the IceLand of Taipei Arena.

#WISD2022..... 顯示更多

翻譯年糕



PRESENTED BY ISU
WORLD ICE SKATING DAY
December 4, 2022
CHINESE TAIPEI
DECEMBER 4, 2022
The IceLand of Taipei Arena, Taipei City, Chinese Taipei

Chinese Taipei Skating Union 2022年12月3日 · 🌐

台北世界滑冰日

你知道什麼是世界滑冰日舞 (WISD Dance)嗎? 12/4全世界可能有好幾個地方同步在冰上翩翩起舞..... 顯示更多



business park

World Ice Skating Day 2022年11月30日 · 🌐

Are you ready to do the #WISDance on the 4th of December 🤖?

Chinese Taipei Skating Union 2022年12月4日 · 🌐

台北世界滑冰日

今天上午真是開心跟100多位小朋友一起度過一個愉快的週日上午時光
神秘嘉賓蛋蛋與熊讚活力滿點是小朋友們的最愛 感謝協辦單位 中華冰球協會 與 台北市捷運公司和所有參加的教練，歡樂的時光總是太短，我們大家明年12/4日再見 🥰🥰🥰
後..... 顯示更多



Chinese Taipei Skating Union @tpeskating · 2022年10月21日

World Ice Skating Day - Taipei

What's ice skating all about to you? In fact, it is so much fun and safe. Don't just watch it. Let's experience it together in Taipei on December 4 2022

#WISDTAIPEI #WorldIceSkatingDay #WISD2022 #FigureSkating #SpeedSkating #ShortTrackSkating



Chinese Taipei Skating Union @tpeskating · 2022年11月1日

台北世界滑冰日-World Ice Skating Day - Taipei

你知道什麼是世界滑冰日嗎?
ISU與我們希望打造一個全球滑冰嘉年華活動，歡迎來享受滑冰中充滿多樣性、融合、節慶歡樂的運動精神
想要了解世界滑冰日與台北世界滑冰日更多請到 wisd-taipei.com
#WISDTAIPEI #WorldIceSkatingDay #WISD2022



丁子通
花式滑冰選手

200 次觀看

Twitter: Conversion rate of Engagements is 5%~9%

CHINESE TAIPEI SKATING UNION @tpeskating · 2022年11月5日
World Ice Skating Day - Taipei

We are so delighted to join the World Ice Skating Day and WISD Taipei will be held at the IceLand of Taipei Arena.

For more info about WISD: worldiceskatingday.com/media-internal...

#WISDTAIPEI #WorldIceSkatingDay #WISD2022



CHINESE TAIPEI SKATING UNION @tpeskating · 2022年12月7日
World Ice Skating Day Taipei

#WISD #WISDTaipei #WorldIceSkatingDay
#seeyoueveryyear



WISD-Taipei Ambassadors/ Elite Skaters

For Taipei, inviting elite skaters to become ambassadors for WISD-Taipei was a fantastic way to show support for the International Skating Union (ISU) and the World Ice Skating Development (WISD). Elite skaters serve as role models and inspire younger skaters to pursue their dreams and work towards their goals.

By having elite skaters serve as ambassadors for WISD-Taipei, helped promote the sport and encourage youth and children to become involved in ice skating. We believe through their example, elite skaters can show that ice skating is a sport that requires dedication, hard work, and perseverance, and can help to create a positive and inclusive environment around the sport and build a stronger and more supportive community around ice skating.



Speed Skating 大道競速滑冰

Wei-Lin Tai 戴瑋麟

"Speed Skating takes me one step closer to my Olympic dream. It means you can compete with the bests and I never thought one day I could become an Olympian"



Figure Skating 花式滑冰

Tzu-Hang Ting 丁子涵

"The focus of world is on me when I am skating on ice. The moment arrives, you experience the greatest joy about figure skating"

Meet Our Ambassadors

World Ice Skating Day-Taipei Ambassadors
12月4日世界滑冰日-台北滑冰運動大使



Short Track Speed Skating 短道競速滑冰

Jun-Peng Su 蘇駿朋

"Short track speed skating came in my life, myself opened, my life opened. I predict that in years ahead, I will still be on the ice and skate with passion no matter my role as an athlete or coach"

Celebrities/ Mascots

Taipei successfully created a friendly and welcoming atmosphere by having Mascots such as Bravo-Taipei black bear and Ice-Egg of the Iceland to join our WISD welcome and certificate awarding ceremony that offered a relaxed and supportive environment can help make ice skating accessible and appealing to a wider audience.

Bravo-Taipei's official website: <https://bravo.travel.taipei/en>

Bravo-Taipei's Facebook: <https://www.facebook.com/bravotaipei/> (180,000 followers)



IV. Images and Videos :

Photos:

<https://drive.google.com/drive/folders/1Rz4WEpVon14zfkiv4yqJlnzXn8dBvibA?usp=sharing>

Promotional video:

<https://www.wisd-taipei.com/?wix-vod-video-id=099295b7e8e84ec79b07c9c00ca372f8&wix-vod-comp-id=comp-l9kyossv>

V. A short note on what made WISD-Taipei Special

The 2022 World Ice Skating Day in Taipei was a prime example of how to effectively promote the sport and engage fans. By leveraging key strategies such as strategic partnerships, cutting-edge technology, community-building initiatives, welcoming atmospheres, social activities, and responsible sponsorship, the WISD event

successfully attracted new fans and provided a meaningful experience for existing ones. The 120 kids and their families who participated in the December 4th celebration were a testament to the success of the CTSU's efforts. The event was not only an impressive showcase of the values and goals of the International Skating Union, but also a demonstration of the CTSU's commitment to promoting ice skating in a positive and impactful manner.