

World Ice Skating Day - Bangkok



Figure & speed Skating Association of Thailand

4 Dec 2022

Location:

IWIS International Training Center - ISU Center of Excellence

Overview of activities undertaken during your WISD event

Thailand celebrated World Ice Skating Day in a fun and lively way by organizing “Ice Skating Sports Day or Thailand Team Trophy” combining two sports - figure skating and short track. This event encouraged participation of all levels. This event was inspired by the ISU Team Trophy Events where the participants compete to collect points for their respective countries.

For the World Ice Skating Day event, we followed the format of the Sports Days where the participants were separated into three team colors. After dividing the skaters (short track and figure skaters) into colors, they competed in fun mini-events to collect points for their team colors.

After the event, free ice time was provided for the general public who are interested, especially first timers.

Activities during the event include:

1. Mini events for team point collection

- Strengthen friendship among skaters, who usually compete as individuals, by grouping them together to compete as a team
- Develop skaters’ skills by providing them the stage to compete and perform
- Encourage sportsmanship within young skaters



2. Relay special event

- Excite participants by relay events combining figure skaters, speed skaters and ice hockey players
- Allow skaters from different level and different sports to know each other and work together in warm and friendly environment



3. Cheerleaders contest

- Create activity for parents to join and have fun with their children while allow public audience to experience and be a part of the enjoyment and unity of the sports
- Build lively audience atmosphere



4. Livestream during the event

- Promote the event and sports by reaching wider audience online



5. Free ice session for public

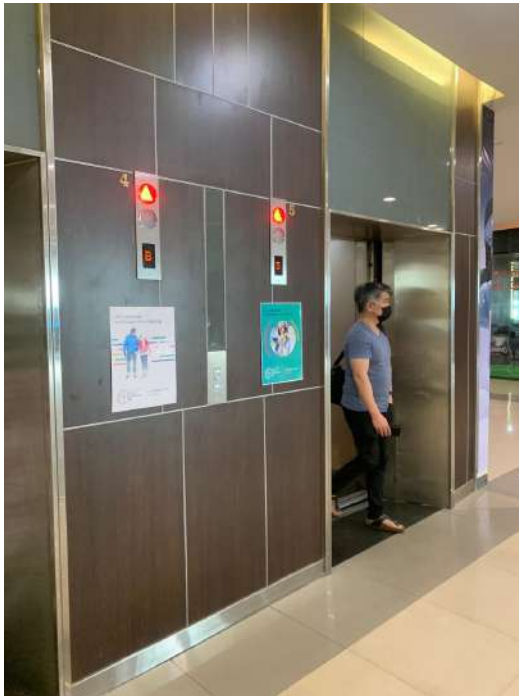
- Give an opportunity to general public to experience ice skating and allow them to skate in the same ice rink with national team athletes

Total number of attending participants

Total Number of Newcomers	62
Total Number of Figure Skaters	96
Total Number of Speed Skaters	32
Total Number of Hockey Players	3
Total Number of Audiences	147
Grand Total	340

Usage of WISD Branding toolkit at your events

1. Posters in the shopping mall



2. Backdrop



3. Standing



4. Flag



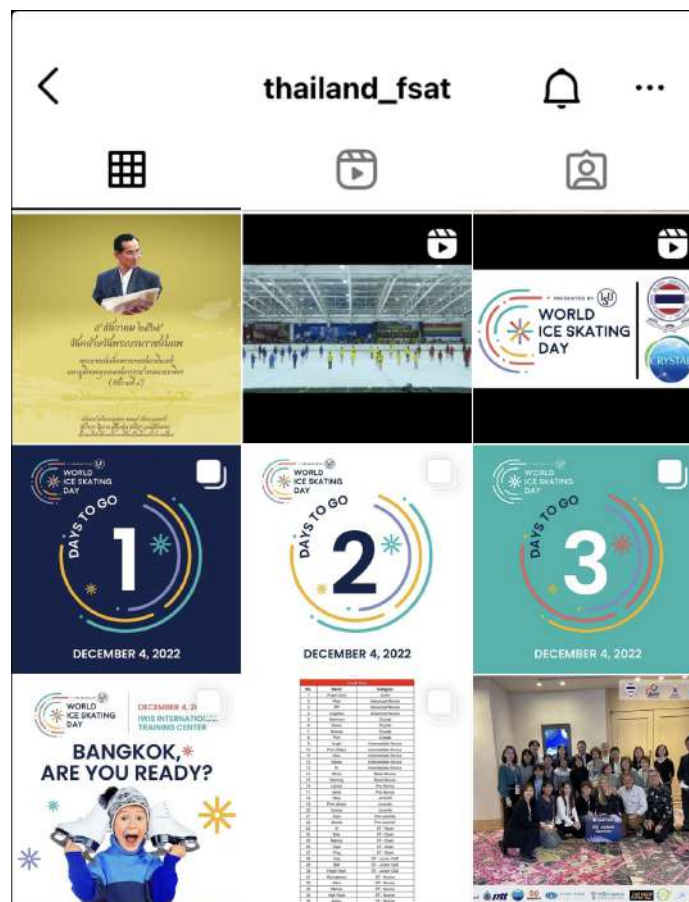
5. Polo shirt for staff



6. Medals and certificate



7. Digital Branding (artworks and video)



Promotional efforts undertaken

1. Promotion in the shopping mall (posters and video promotion on digital screen)




2. Promotion on facebook page and instagram

- Pre-event (Introduction)

Figure and Speed Skating Association of Thailand
11 Nov 2565 BE · 🌐

ร่วมเป็นส่วนหนึ่งในการเฉลิมฉลองวันไอซ์สเก็ตโลกครั้งแรก (WORLD ICE SKATING DAY) ซึ่งจะจัดขึ้น ณ ลาน IWIS International Training Center - Bangkok CoE ในวันที่ 4 ธันวาคม 2565

พร้อมด้วยกิจกรรมกีฬาสี (World Ice Skating Day, Thailand Team Trophy by Crystal 2022) ที่รวมทั้งสองชนิดกีฬา Figure และ Short Track เข้าด้วยกัน จึงขอเชิญชวนทุกท่านมาร่วมสนุกกับ Worl... See more



Karn Luanpreda and 72 others · 11 shares


Like Comment Share

Figure and Speed Skating Association of Thailand
11 Nov 2565 BE · 🌐

World Ice Skating Day
11 Nov 2565 BE · 🌐

Thailand is confirmed for #WorldIceSkatingDay 🥳

Find out more about this event 📄 <https://bi...> See more



Karn Luanpreda and 43 others · 11 shares

Like Comment Share

Figure and Speed Skating Association of Thailand
30 Nov 2565 BE · 🌐

Bangkok, are you ready?

Be prepared and celebrate World Ice Skating Day with us in Thailand Team Trophy 2022 by Crystal

#ISU
... See more



You, Karn Luanpreda and 40 others · 8 shares

Like Comment Share

- Pre-event (Countdown posts)

Figure and Speed Skating Association of Thailand
1 Dec 2565 BE · 🌐

3 วันสุดท้าย -
สู่การเฉลิมฉลองการแข่งขัน WORLD ICE SKATING DAY ในรายการ
"Thailand Team Trophy 2022 by Crystal"

ทางสมาคมกีฬาฟิกเกอร์และสปีดสเก็ตติ้งแห่งประเทศไทย ขอร่วมเป็นส่วน
หนึ่งในการจัดหาคาร์บอนเครดิต เพื่อมาชดเชยก๊าซเรือนกระจกในการ
จัดการแข่งขัน เพื่อให้การปล่อยก๊าซเรือนกระจกจากการจ... See more





December 4, 2022

See how the average temperature in your area is changing.
Explore Climate Science Info

You, Gwisanee Nata and 24 others · 2 shares

Figure and Speed Skating Association of Thailand
2 Dec 2565 BE · 🌐

อีก 2 วันสุดท้าย มาร่วมระเบิดพลังความสุข และสนุกไปพร้อมกันว่าทีมไหน
จะได้เป็นแชมป์ของประเทศไทย พบกันในวันที่ 4 ธันวาคมนี้! 🇹🇭 🏒

#ISU
#FSAT
#Crystaldrinkingwater
#WORLDICESKATINGDAY... See more





December 4, 2022

Aunnipit Million and 12 others · 1 share

Like Comment Share

Figure and Speed Skating Association of Thailand
3 Dec 2565 BE · 🌐

1 วันสุดท้าย พบกันในวันที่ 4 ธันวาคมนี้! 🇹🇭 🏒

#ISU
#FSAT
#Crystaldrinkingwater
#WORLDICESKATINGDAY
#ThailandTeamTrophy20... See more





DECEMBER 4, 2022

Pimsan Rattanadilok Na Phuket and 21 others · 2 shares

Like Comment Share

Figure and Speed Skating Association of Thailand
3 Dec 2565 BE · 🌐

1 วันสุดท้าย พบกันในวันที่ 4 ธันวาคมนี้! 🇹🇭 🏒

#ISU
#FSAT
#Crystaldrinkingwater
#WORLDICESKATINGDAY
#ThailandTeamTrophy20... See more



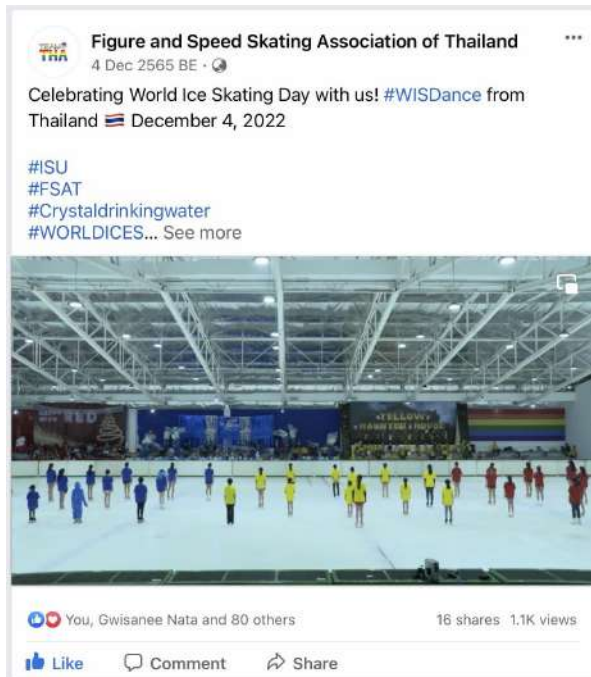


December 4, 2022

You, Karn Luanpreda and 26 others · 4 shares · 475 views

Like Comment Share

- During event (Live Streaming)



- Post-event (Photos collection during the event)



3. Interview with local celebrities and skaters



Ms. Janista Charoonsmith (Bam) - TV Host










Ms. Chanokwanan Rakcheep (Took) - Actor




























Mr. Alex Kam - Olympian

Social media analytics and insights

	Posts	Impressions /views	access	engage ment	Inter action
1	Event Announcement 1 - Introduction (1 Nov 2022)	2,861	2,276	400	134
2	Post shared from World Ice Skating Day FB page - confirming Thailand's participation (11 Nov 2022)	958		145	45
3	Event Promotion post - Bangkok, Are you ready? (30 Nov 2022)	2,240	1,735	234	141
4	Countdown post - 3 days (1 Dec 2022)	1,270	1,014	134	40
5	Countdown post - 2 days (2 Dec 2022)	900	674	52	13
6	Countdown post - 1 days (3 Dec 2022)	1,158	923	77	33
7	Countdown post - Video (3 Dec 2022)	1,250	936	229	44
8	Event live streaming 1 (4 Dec 2022)	1,500+	2,836		261
9	Event live streaming 2 (4 Dec 2022)	1,200+	1,842		111
10	Event live streaming 3 (4 Dec 2022)	1,100+	1,895		94
11	Event live streaming 4 (4 Dec 2022)	753	1,034		79
12	WISDance video (4 Dec 2022)	3,028	2,507	632	183
13	Postevent photos collection (6 Dec 2022)	3,768	2,929	875	132
	Total	21,986+	20,601	2,778	1,310

	Title		Date published	Reach ⓘ	Engagements ⓘ	Likes and reactions ⓘ	Comments ⓘ	Shares ⓘ	
<input type="checkbox"/>	 การแข่งขันฟิกเกอร์สเก็ตระดับเอเชียกำลังจะเร... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 7, 2022	14.6K Accounts Center accou...	1.1K Post engagements	230 Reactions	12 Comments	13 Shares
<input type="checkbox"/>	 ประมวลภาพความสุข และความประทับใจ ในง... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 6, 2022	3K Accounts Center accou...	875 Post engagements	126 Reactions	7 Comments	12 Shares
<input type="checkbox"/>	 การเดินทางของพวกเขา FSAT Thailand ยังต่า... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 5, 2022	6.4K Accounts Center accou...	2.1K Post engagements	495 Reactions	45 Comments	20 Shares
<input type="checkbox"/>	 5 ธันวาคม 2565 วันคล้ายวันพระราชสมภพ... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 5, 2022	573 Accounts Center accou...	19 Post engagements	14 Reactions	1 Comments	0 Shares
<input type="checkbox"/>	 Celebrating World Ice Skating Day with us!... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	2.5K Accounts Center accou...	632 Post engagements	183 Reactions	4 Comments	16 Shares
<input type="checkbox"/>	 WORLD ICE SKATING DAY Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	1K Accounts Center accou...	--	79 Likes and reactions	6 Comments	9 Shares
<input type="checkbox"/>	 WORLD ICE SKATING DAY ~ Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	37 Accounts Center accou...	--	16 Likes and reactions	1 Comments	3 Shares

Title			Date published	Reach ⓘ	Engagements ⓘ	Likes and reactions ⓘ	Comments ⓘ	Shares ⓘ	
<input type="checkbox"/>	  Figure and Speed Skating Association of Thai...	Boost post	...	Dec 6, 2022	Accounts Center accou...	Post engagements	Reactions	Comments	Shares
<input type="checkbox"/>	  การเดินทางของพวกเขา FSAT Thailand ยังต่า... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 5, 2022	6.4K Accounts Center accou...	2.1K Post engagements	495 Reactions	45 Comments	20 Shares
<input type="checkbox"/>	  5 ธันวาคม 2565 วันคล้ายวันพระราชสมภพ... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 5, 2022	573 Accounts Center accou...	19 Post engagements	14 Reactions	1 Comments	0 Shares
<input type="checkbox"/>	  Celebrating World Ice Skating Day with us!... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	2.5K Accounts Center accou...	632 Post engagements	183 Reactions	4 Comments	16 Shares
<input type="checkbox"/>	  WORLD ICE SKATING DAY Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	1K Accounts Center accou...	--	79 Likes and reactions	6 Comments	9 Shares
<input type="checkbox"/>	  WORLD ICE SKATING DAY ~ Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	37 Accounts Center accou...	--	16 Likes and reactions	1 Comments	3 Shares
<input type="checkbox"/>	  WORLD ICE SKATING DAY Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	1.9K Accounts Center accou...	--	94 Likes and reactions	4 Comments	19 Shares
<input type="checkbox"/>	  WORLD ICE SKATING DAY Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	1.8K Accounts Center accou...	--	111 Likes and reactions	5 Comments	13 Shares

	Title			Date published	Reach ⓘ	Engagements ⓘ	Likes and reactions ⓘ	Comments ⓘ	Shares ⓘ
<input type="checkbox"/>		WORLD ICE SKATING DAY Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	1.8K Accounts Center accou...	-- Likes and reactions	111 Comments	5 Shares
<input type="checkbox"/>		WORLD ICE SKATING DAY Figure and Speed Skating Association of Thai...	Boost post	...	Dec 4, 2022	2.8K Accounts Center accou...	-- Likes and reactions	261 Comments	30 Shares
<input type="checkbox"/>		1 วันสุดท้าย พบกันในวันที่ 4 ธันวาคมนี้! ทย... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 3, 2022	936 Accounts Center accou...	229 Post engagements	44 Reactions	0 Comments
<input type="checkbox"/>		1 วันสุดท้าย พบกันในวันที่ 4 ธันวาคมนี้! ทย... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 3, 2022	945 Accounts Center accou...	77 Post engagements	33 Reactions	0 Comments
<input type="checkbox"/>		อีก 2 วันสุดท้าย มาร่วมระเบิดพลังความสนุก แ... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 2, 2022	696 Accounts Center accou...	52 Post engagements	13 Reactions	0 Comments
<input type="checkbox"/>		3 วันสุดท้าย สู่การเฉลิมฉลองการแข่งขัน WOR... Figure and Speed Skating Association of Thai...	Boost post	...	Dec 1, 2022	1K Accounts Center accou...	134 Post engagements	34 Reactions	6 Comments
<input type="checkbox"/>		Bangkok, are you ready? Be prepared and ... Figure and Speed Skating Association of Thai...	Boost post	...	Nov 30, 2022	1.8K Accounts Center accou...	234 Post engagements	125 Reactions	16 Comments
<input type="checkbox"/>		This post has no text Figure and Speed Skating Association...	Boost unavailable	...	Nov 11, 2022	958 Accounts Center accou...	145 Post engagements	45 Reactions	0 Comments
<input type="checkbox"/>		ร่วมเป็นส่วนหนึ่งในการเฉลิมฉลองวันไอซ์สเก้ด... Figure and Speed Skating Association of Thai...	Boost post	...	Nov 1, 2022	2.3K Accounts Center accou...	401 Post engagements	135 Reactions	0 Comments

What makes our WISD special?

We celebrated World Ice Skating Day with skaters, coaches, parents, skating fans and anyone who loves to try skating. We mainly organize the event “Thailand Team Trophy” which follows the format of ISU Team Trophy and Sports Day but combines different ice skating sports in one event. We create new and exciting activities for young skaters to take part in so that they can have fun with their supportive teams. We promote teamwork and unity through sports. It is the first time ever to have figure skating, speed skating and ice hockey players in one event. We believe that this will be a unique experience for all participants. As an organizer, we also promote green events by making this event carbon neutral, reducing the use of plastic and cooperating with Thailand Greenhouse Gas Management Organization.



During the competition, we allow skater's families and the general public to join the cheering stand so that they can be involved and get to experience the entertaining side of ice skating. We try to show the public that ice skating can be approachable and entertaining. To reach a wider group of audience, we live streamed the event on our official page. After the competition, we provide free ice time for the general public. Thus, everyone can try ice skating, with the instruction of our national team members.

Photo Collection:

<https://drive.google.com/drive/folders/1-rMKWCwb5T06nOp5m5OPebPtWON6RSS0?usp=sharing>

WISDance:

<https://drive.google.com/drive/folders/1-rMKWCwb5T06nOp5m5OPebPtWON6RSS0?usp=sharing>

Facebook Live:

<https://fb.watch/ijbwPXMV6I/>
<https://fb.watch/ijby0U2Uko/>
<https://fb.watch/ijbyXu2bNk/>
<https://fb.watch/ijbzv9KBoJ/>