



RECRUITMENT

OPERATING AN ON-ICE DEMONSTRATION



On-Ice Demonstration Operations and Protocol

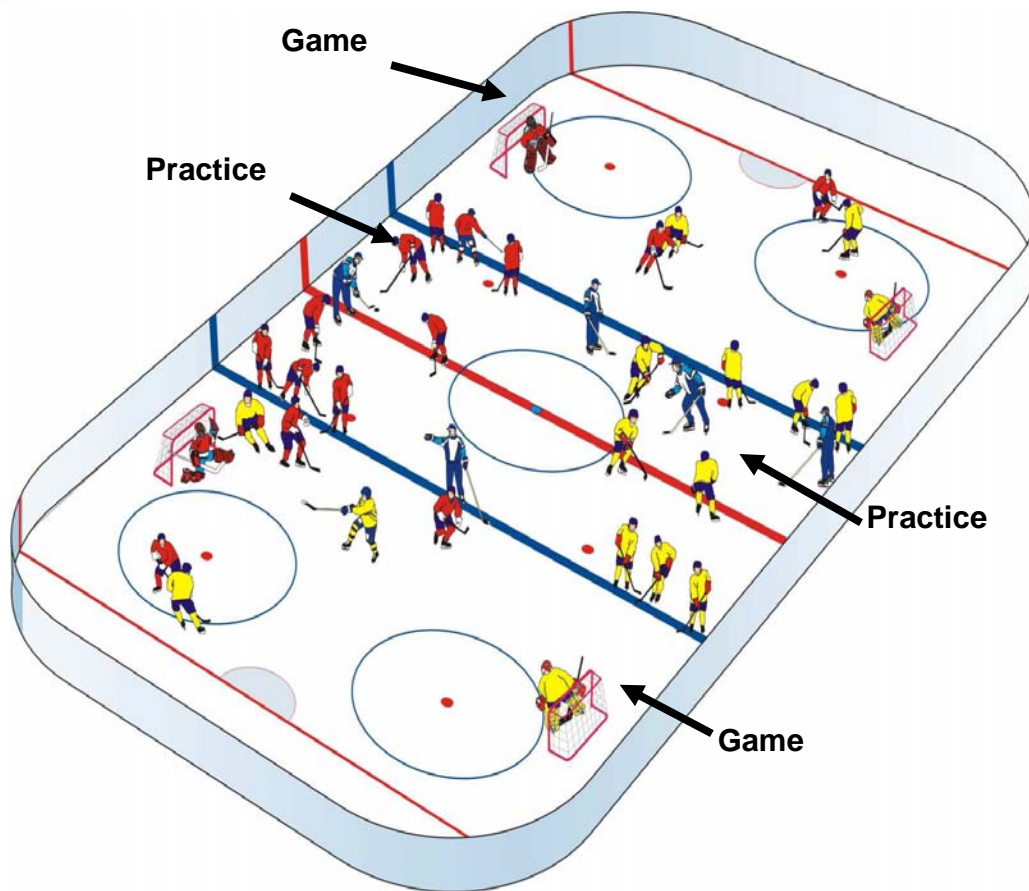
One effective and efficient way to promote your ice hockey program is to stage an On-Ice Demonstration. This can be most effective when operated during a senior game where there will be a large audience.

Objectives and Goals:

1. Introduce and promote ice hockey to the audience
2. Help the in recruitment of new ice hockey players
3. Demonstrate the fun of playing ice hockey
4. Explain how it works and how to join to play

Principles:

- On-ice Demonstrations are organised so there is no delay during the game
- The demonstrations operate for 5 minutes during the intermission between 2 periods preferably 1st intermission
- To show the drills and the operation of the program with voice coverage
- Cross-ice games play in the end zones
- For maximum ice use players that are not playing should participate in drills in the centre zone for example skating, stick-handling, passing and shooting.
- The IIHF recommends that teams play units of four players and one goalkeeper



Operations:

This is a step-by-step process of the demonstration operations

The ideal number of participants to run a demonstration is 32 players and 4 goalkeepers with 4 Instructors to assist on ice. If you do not have this number of people it is not a problem as any number can be used to make the demonstration a success. The players need to be informed early so that their parents can make arrangements to get them there. Tickets for everyone to attend the game and dressing facilities must be organised

A meeting with all the Instructors should take place the week before the demonstration where the operation of the demonstration is explained and a practice plan for the Centre Zone should be designed.

Upon arrival at the arena copy of the audio explanation should be supplied to the announcer. The players should arrive to the arena before beginning of the game and the Instructors should greet the players and their parents as they arrive.



They should conduct a meeting with them explaining the organisation and operations of the day.

The players assemble at rink-side at the 12:00 minute mark of the first period as they must be dressed and ready to go by the 18:00 minute mark. They will be pre-organised into three sections so that they understand where they will go and what they must do when they go onto the ice. This will allow them to begin the session immediately when they reach the ice surface.

When the last player leaves the ice at the end of the period the young players should be lead on to the ice by Instructors bringing all required equipment for the demonstration with them. Everyone moves to their pre-organised sections allowing them to begin the session within 60 seconds

Under supervision of the Instructors the players play cross-ice games in the end zones and practice individual skills in the centre ice neutral zone. The players play in their zones for two minutes and on a signal from the instructors they interchange zones. They now play for the next two minutes in the new zone. The audio explanation is read over the public address system during the action on the ice.

At the conclusion of five minutes, the players and Instructors move to centre ice to wave to the crowd. They leave the ice surface taking with them all equipment used for the demonstration

The ice re-surfacing machines will enter the ice rink to prepare the ice for the next period

Alternatives:

The on-ice portion of a demonstration can be altered to accommodate many different factors, including the number of participants and spectators seating arrangements.

The activities in the zones can be changed if there isn't enough players or the spectators are sitting in the middle section of the stands. Another reason is if local press are in the middle.

- Cross-ice game is played in the centre zone
- One group of players that are not playing should participate in drills in the each of end zones



- The players play in their zones for two minutes and on a signal from the instructors they interchange zones
- The players playing the game split into teams one in each endzone
- The teams that were performing drills will play each other in the neutral zone
- They now play for the next two minutes in the new zone.