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Christina Lissa Benn
Recruiting & retention
Club development



Lasse Thomsen
- Skills & video coach
- Var. NOC supported projects

We still consider our selves as a small hockey nation

- *8 people in the office, covering everything!*
- *17 member clubs*
- *6,000 players in total*
- *28 rinks – all indoor*

... BUT

this doesn't necessarily have to be a disadvantage
or an excuse!



COVID-19 – BACKGROUND & TIMELINE IN DENMARK



DANMARKS
ISHOCKEY UNION

**March 11 2020 the country
closed down
Season ended!
No play off!**

**August 2020 minor openings
Max of 50 people
Season started
It was OK**

**September 18 2020
All indoor sport was reduced
to 25 people
Pro league continued with
500 spectators**

**December 12 2020
All indoor sport was closed
Max 5 people
Activities stopped
Only pro league continued and
is still running**

An MNA should be the train that carries the wagons (clubs)

- in good times – BUT especially in difficult times
- Activities inspire & motivate
- We - as MNA - are obliged to approach the challenge with positivity and look for:
 - New ideas
 - Creativity
 - Partnerships and working together
 - Support our clubs

**It's our responsibility to make sure
that ICE HOCKEY is still alive
after the Pandemic!!**



**We respect the differences
among us as hockey nations and
MNA's**

- But we can still copy, adjust or scale up & down
- We can still learn from each other
- We have to...!
- Enjoy the session 😊





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Restriction of the sport – effects on recruitment?



DANMARKS
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**March 11 2020 the country
closed down**

No effects on recruitment

August 2020 minor openings

**Planning big recruitment
events with starting date in
september**

September 18 2020

**New restrictions and the
intensions of the restrictions
was a major factor for
cancelation of national
recruitment day**

September 2020 –to now

**Rethinking our recruitment and
retention strategy**

No big recruitment events – ongoing recruitment in everyday life

- Money spent on ads on social media
- Money spent on merchandise and videos





Online meetings with stakeholders in our clubs

- Focus on what we *can* do now – and what we can do when we re-open
- Follow up mails and phone calls with our clubs



Difficult times call for creative thinking

Meetings with boards

- "What can we do for you?"
- "How do you find funding and secure the financial foundation of your club?"

In collaboration with

- Danskate and DIF - we have send out an appeal to all mayors and Municipalities to maintain opening of the rinks (hopefully until middle of June)



Lasse Thomsen

- ***Skills & video coach***
- ***Var. NOC supported projects***

Coaches; left without normal meet-ups and talks with colleagues

- Head of coaching meetings every 2-3 month hosted by MNA
- Webinars for every coach in the country with senior national team head coach, captain and physiotherapist
- Webinars about the positions; defencemen and forward

Coaches



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Further education of our coaches through online courses



The most important part to play ice hockey - is the PLAYERS



March 2020: #diuselvtræner



Summer 2020:

- National team coach phone call players
- National team players online-meeting with physiotherapist



August – November 2020: Normal season



December 2020 – March 2021

Everything is closed – 5 people maximum together

Competition for the U15 teams and older:

Run 1 km, cycle 10 km and rollerblade 5 km.

All players from participating teams write his/hers time in google forms.

December 2020 – March 2021

Competition for the U13 teams and younger:

Points for doing "age based practises".

All players from participating teams write his/hers time in google forms.



December 2020 – March 2021

Show us your rink at home or the place you're skating



March 2021:

- Outdoor sports re-open
- Fear of our players quitting ice hockey

