



HUNGARIAN
ICE HOCKEY
FEDERATION

RECRUITMENT ACTIVITIES IN HUNGARY

Skills4All webinar

27.11.2024

Boldizsár Végh



1, RECRUITMENT AT EVENTS

YOUTH SPECIFIC

U8-U10 OPENING FESTIVAL
DAY OF HUNGARIAN HOCKEY

SPECIFIC THEME

WGIHW, GGG, GOD

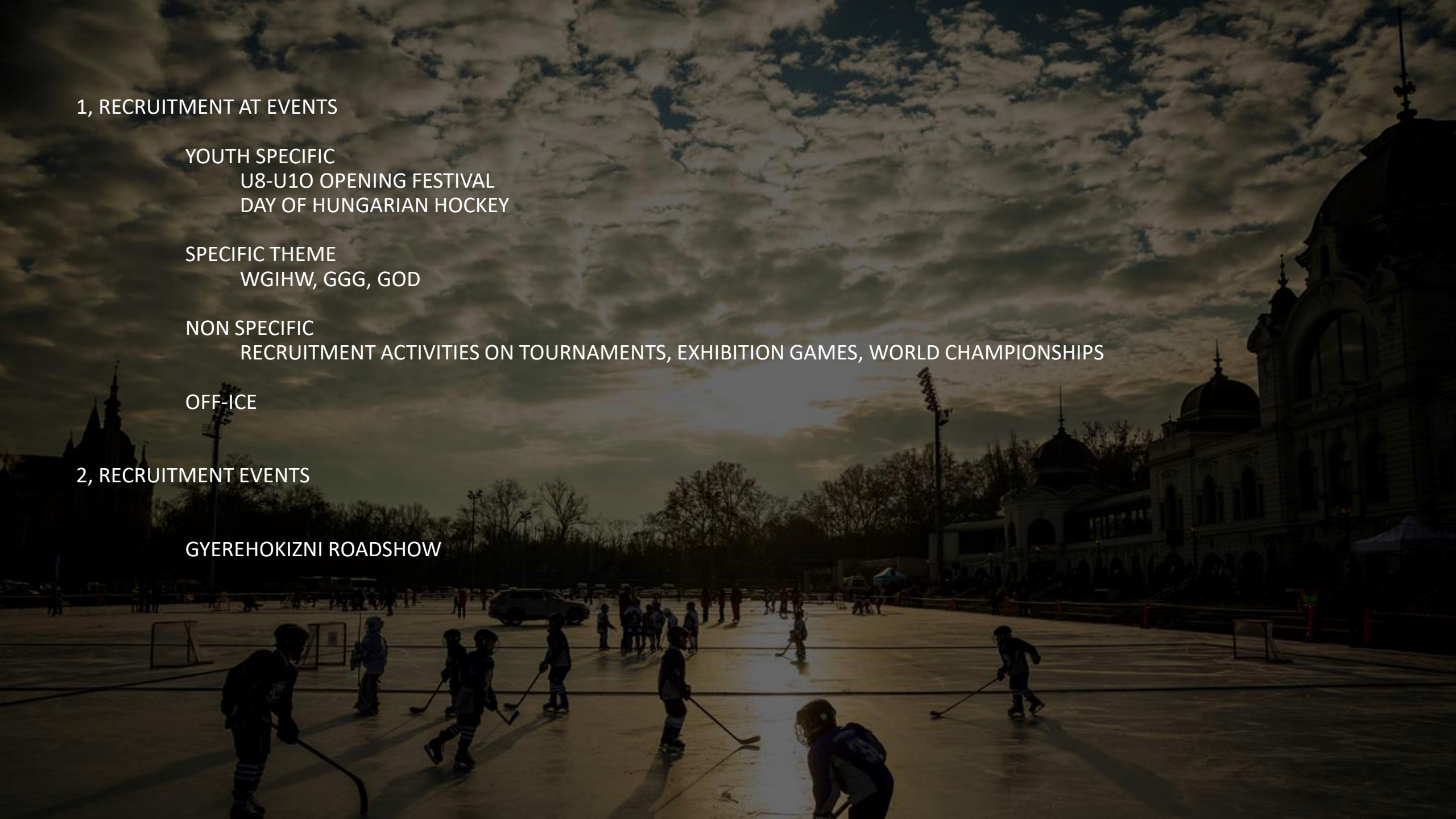
NON SPECIFIC

RECRUITMENT ACTIVITIES ON TOURNAMENTS, EXHIBITION GAMES, WORLD CHAMPIONSHIPS

OFF-ICE

2, RECRUITMENT EVENTS

GYEREHOKIZNI ROADSHOW





RECRUITMENT AT EVENTS

U8-U10 OPENING FESTIVAL

U8-U10 OPENING FESTIVAL

U10 Saturday 2 rinks 60 teams 664 kids
U8 Sunday 1 rink 48 teams 514 kids

3 categories – levels of play; 2-3 games/team

Prize giving ceremony medal + certificate
+ Csúszka (Mascot)

Photos: [1](#) [2](#) [3](#) [4](#) [5](#) Videos: [2024](#) [2023](#)





RECRUITMENT AT EVENTS

DAY OF HUNGARIAN HOCKEY

DAY OF HUNGARIAN HOCKEY (since 2016)

U8	Morning	16 rinks	54 teams 563 kids
U10	Afternoon	16 rinks	58 teams 627 kids

3 categories – levels of play; 3 games/team

Prizes: medal + certificate + Csúszka (Mascot)

Photos: [1](#) [2](#)

Video: [2024](#)

Followed by:

Night of the Ice Rinks – Hungary

49 rinks 30000 skaters (2024)

Recreational sports event of the year prize (2023)



RECRUITMENT AT EVENTS

OFF-ICE





HŐSÖK TERE, BALLHOCKEY,
RENDEZVÉNYEK

RECRUITMENT EVENTS

GYEREHOKIZNI ROADSHOW





The Goal of the Roadshow

- To help the small and new clubs in recruitment
- Building partnership with local schools and local government
- Ice hockey promotion in local and national media



Numbers – 2018/2019

- We met 2700+ kids in 32 locations,
- 85 in average
- Quick math: it means ~54 new kids to Ice hockey

- Szarvas 480 kids
- Kazincbarcika 400 kids
- Szigetszentmiklós 250 kids
- Hatvan 180 kids

- XXX City 1

At the end of the day it all depends on the locals



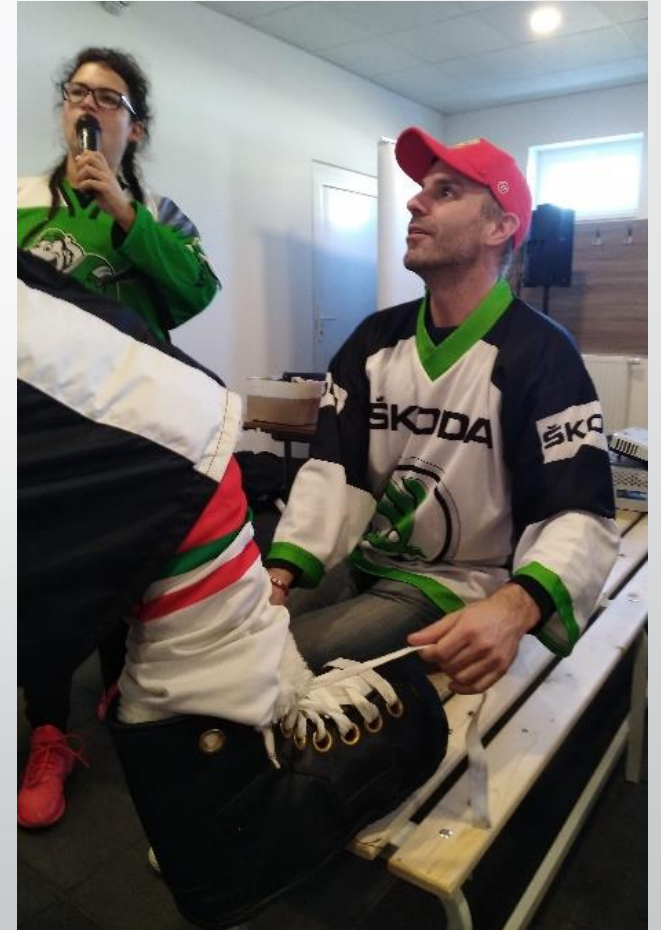


Schedule – 2024 autumn / winter

- 10.11. Baja
- 10.16. Budapest V. district elementary school
- 10.17. Zalaegerszeg
- 10.18. Budapest II. district elementary school
- 11.11. Kaposvár
- 11.13. Kaposvár
- 11.14. Sátoraljaújhely
- 11.20. Hatvan
- 11.21. Szombathely
- 11.26. Pécs
- 11.28. Hódmezővásárhely
- 12.03. Kiskőrös
- 12.09. Balaton – South
- 12.10. Balaton – South
- 12.11. Mosonmagyaróvár

ROADSHOW CAST

- women's and men's (ex) national team players
- moderator/ animator
- Our Mascot – Csúszka (~"Slider")
- Driver



Roadshow Agenda

- Players talk about the sport and about their career
- Short video clip about the sport showing also the players' moments
- Quiz show for presents
- Dressing contest
- Puck tower contest
- Shooting on the net, floorball
- Meeting the Mascot
- Autogramm cards + presents to EVERY kid
- Moving to the ice rink (where possible) – ice session with our players

ROADSHOW – LOCAL MEDIA

- local TV stations
- local newspapers, internet sites
- Schools' FB pages
- clubs' FB pages

Example

- [Békéscsaba video](#) (from 13:03)



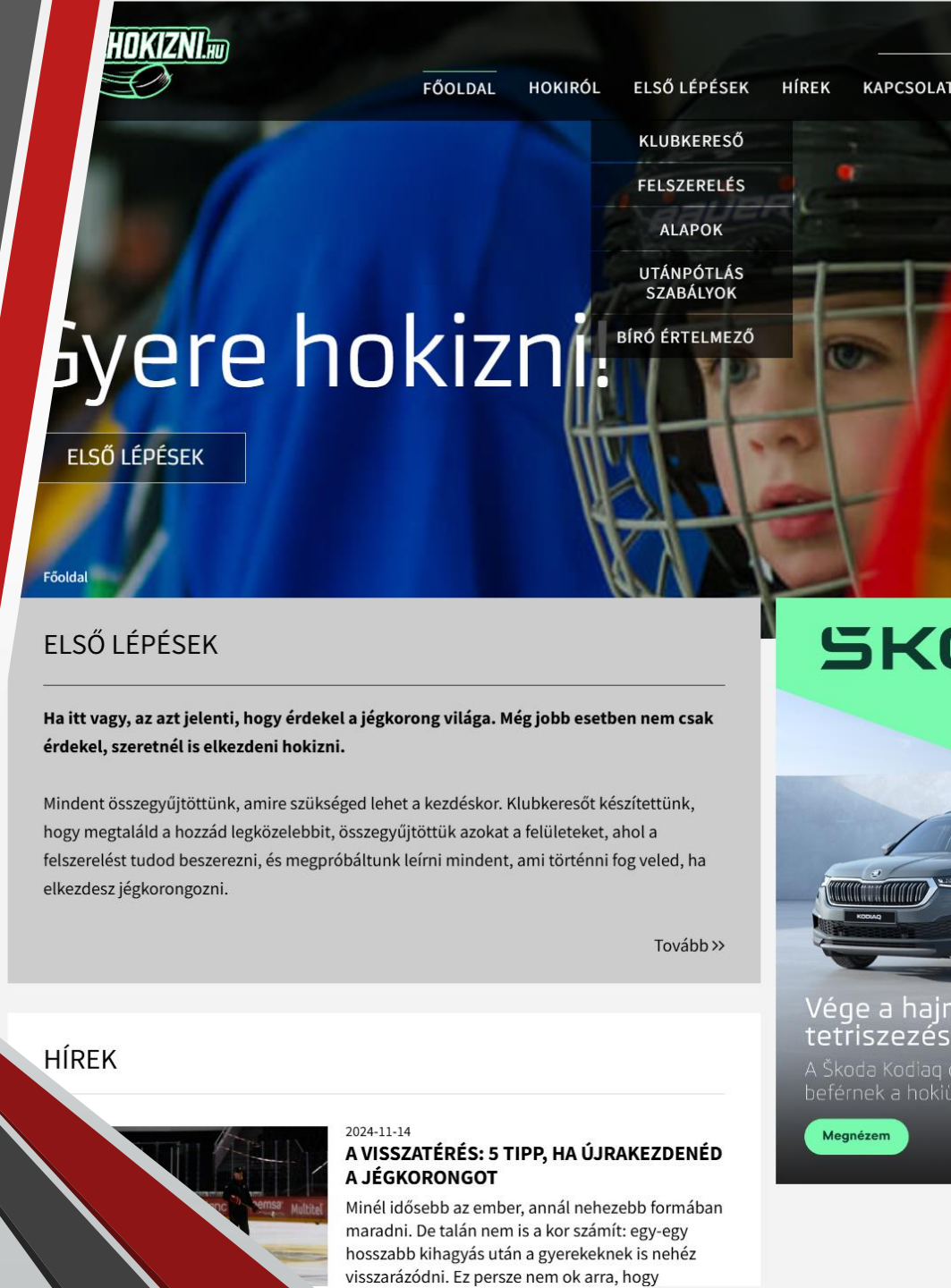
A person wearing blue hockey pants, a black helmet with a white cage, and black skates is lying on their back on a grey floor. The person's legs are bent at the knees, and their arms are resting at their sides. The background is a plain, light-colored wall.

2018-2019 evaluation

- Educating the local clubs
- Checklist & Know-How (Best practices and Small mistakes)
- Measuring the effectiveness
- Solution: coupons + online registration
- Involving the Parents – Decision makers
- Parent academy
- Leaflets - Ethics

GYEREHOKIZNI.HU

- ABOUT ICE HOCKEY
 - What is ice hockey?
 - Why is it good?
 - What to expect?
 - FAQ
- FIRST STEPS
 - Club Finder
 - Equipment
 - Basics
 - U-rules
 - REF / Rules



Gyere hokizni!

ELSŐ LÉPÉSEK

Főoldal

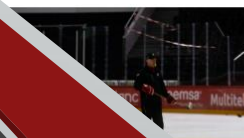
ELSŐ LÉPÉSEK

Ha itt vagy, az azt jelenti, hogy érdekel a jégkorong világa. Még jobb esetben nem csak érdekel, szeretnél is elkezdni hokizni.

Mindent összegyűjtöttünk, amire szükség lehet a kezdéskor. Klubkeresőt készítettünk, hogy megtaláld a hozzád legközelebbit, összegyűjtöttük azokat a felületeket, ahol a felszerelést tudod beszerezni, és megpróbáltunk leírni mindent, ami történni fog veled, ha elkezdesz jégkorongozni.

Tovább >>

HÍREK



2024-11-14

A VISSZATÉRÉS: 5 TIPP, HA ÚJRAKEZDENÉD A JÉGKORONGOT

Minél idősebb az ember, annál nehezebb formában maradni. De talán nem is a kor számít: egy-egy hosszabb kihagyás után a gyerekeknek is nehéz visszarázódni. Ez persze nem ok arra, hogy



Megnézem





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Contact

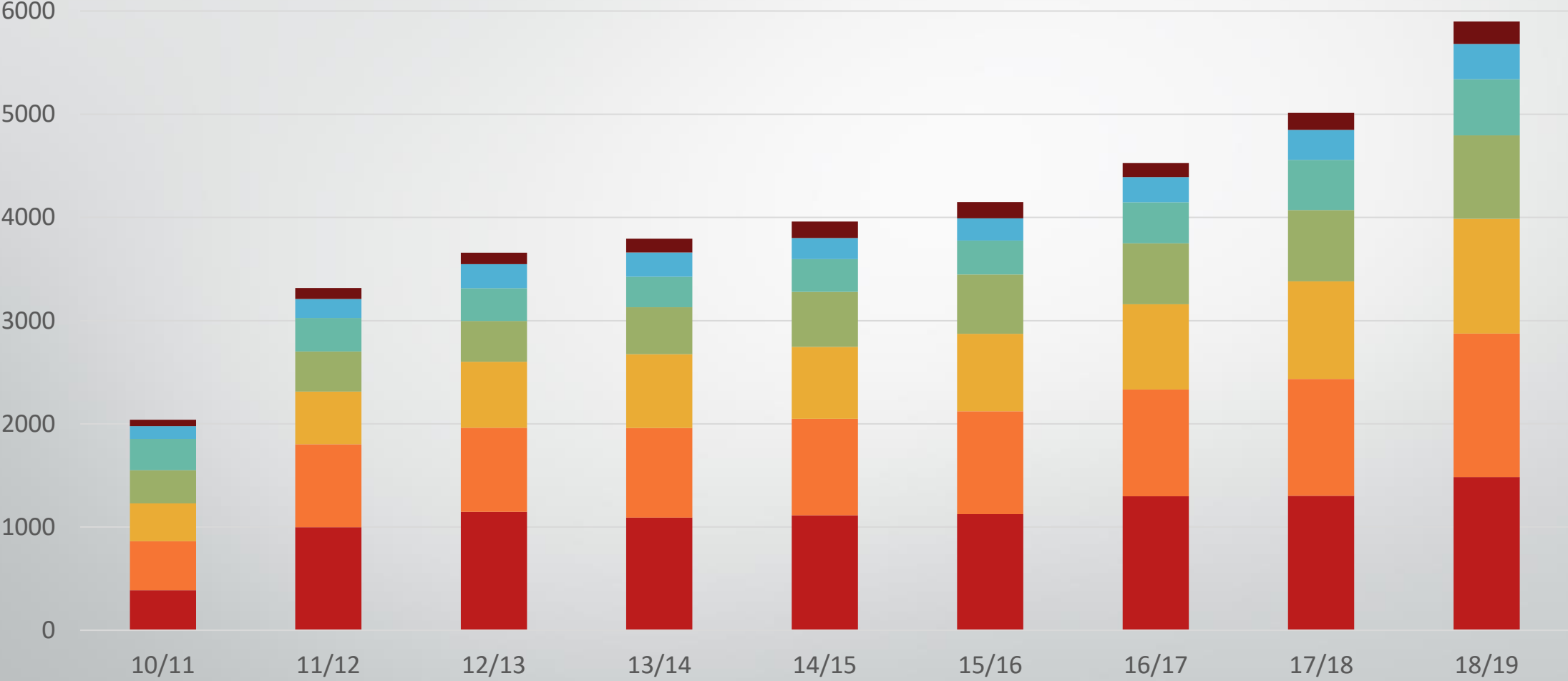
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BACKUP

TOTAL NUMBER OF „U” PLAYERS ALMOST TRIPLED IN 8 YEARS IN HUNGARY



TOTAL NUMBER OF PLAYERS IN HUNGARY

	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19
U8	388	999	1148	1091	1115	1125	1298	1303	1484
U10	475	804	815	870	933	998	1036	1133	1390
U12	367	510	639	714	697	750	826	946	1114
U14	322	388	395	456	533	575	589	689	807
U16	301	325	317	294	318	328	399	488	544
U18	125	185	233	236	204	215	244	289	343
U20	63	105	112	134	160	158	134	166	216
Women	97	60	108	145	97	119	89	134	86
Men amateur	110	115	59	513	576	435	460	451	1059
Men Pro	170	162	156	150	178	217	192	180	199