

IIHF SKILLS4ALL

THE MEETING WILL START SOON

—

PLEASE MUTE YOUR MICROPHONE



Marko Valencic

**Sport Director, and Head of Youth
Development at HK Lev Slaný**



HK Lev Slaný

Czech Republic

Small family club with
big ambitions and great future in front

This is our story



Marko Valencic

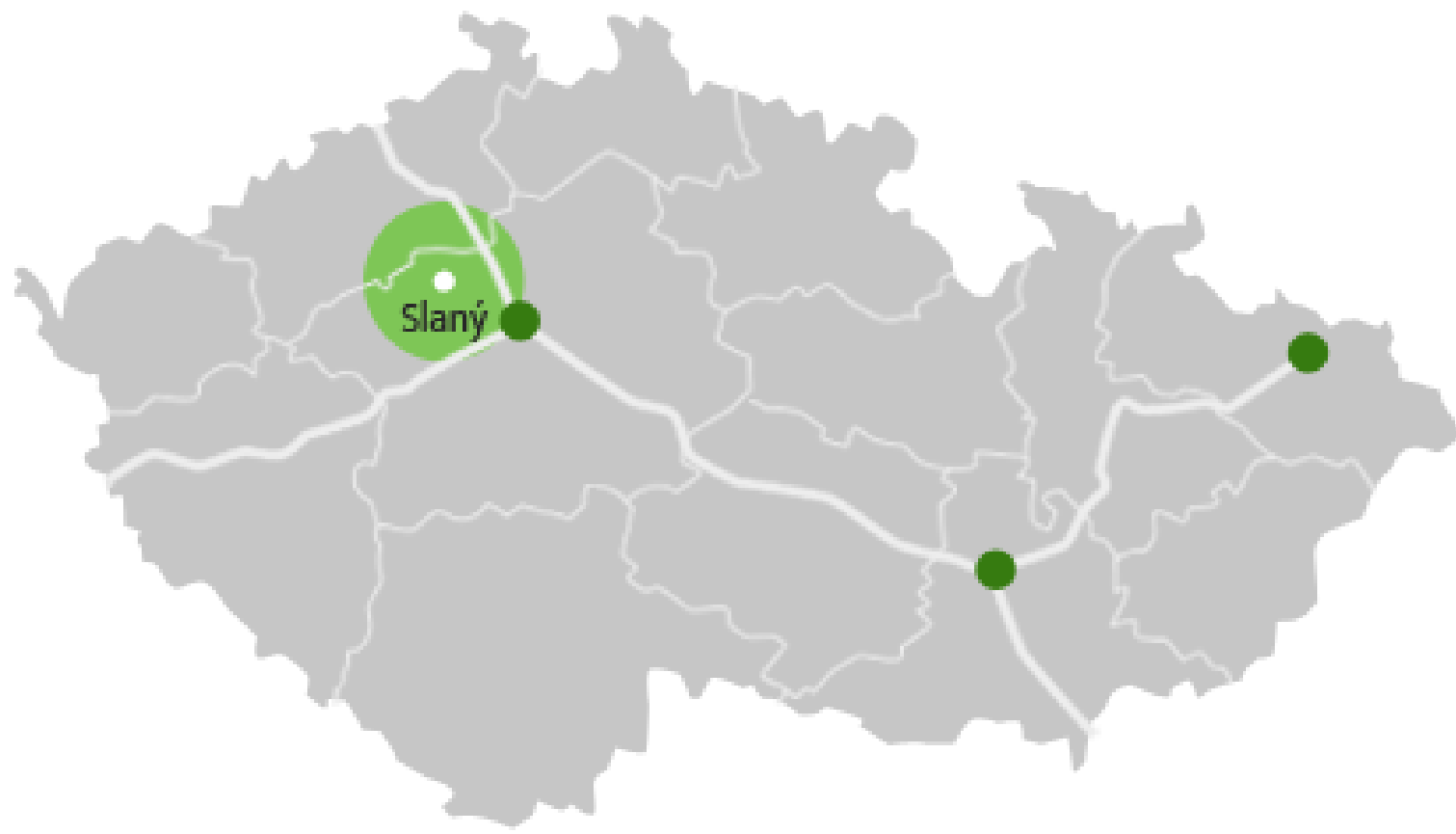
Sports Director and Member of the Executive Board
(Head of the Youth Department) HK Lev Slaný

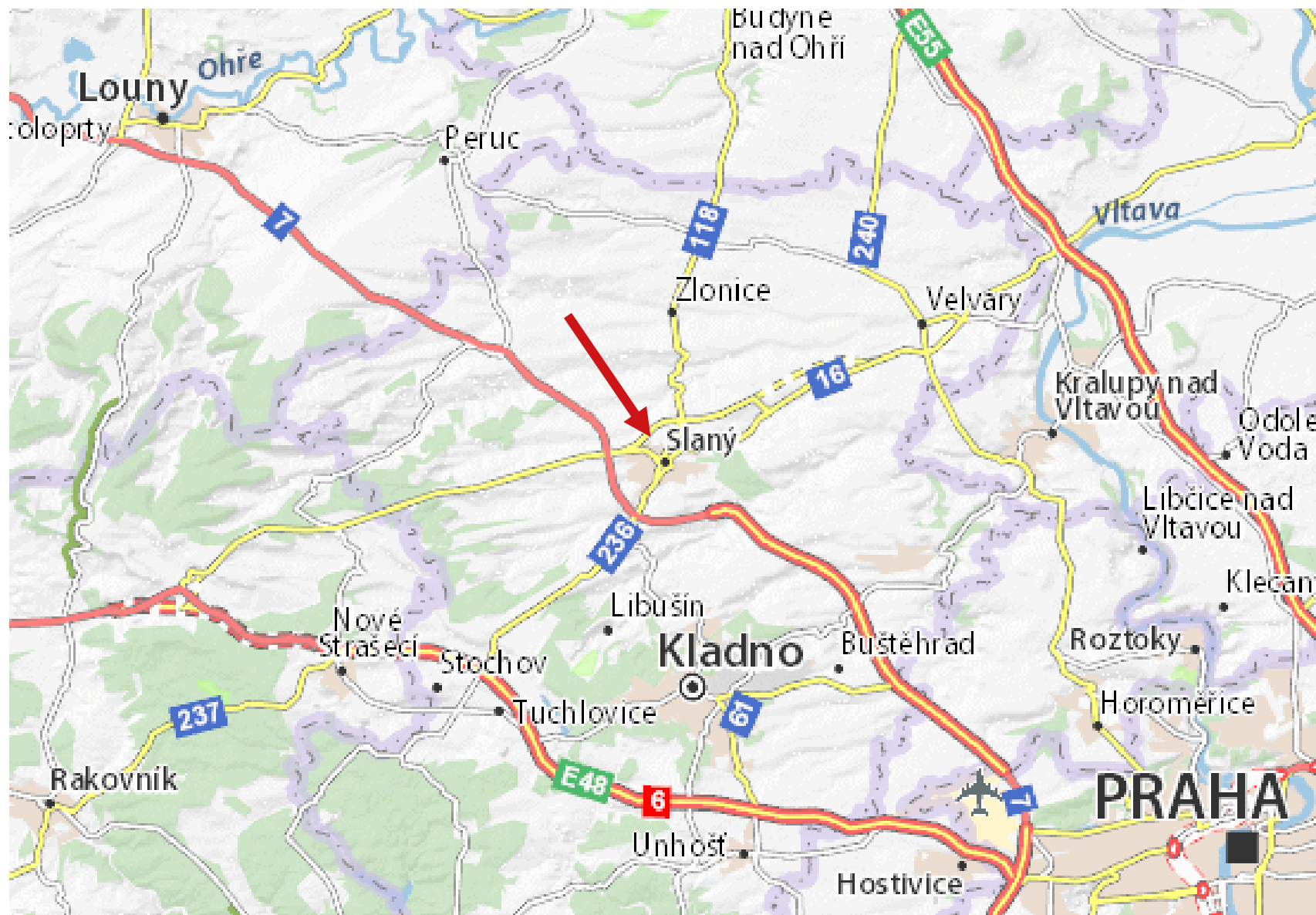


In this presentation ..

- Make you think
- Share information
- Get new ideas
- Inspire







King's City Slaný

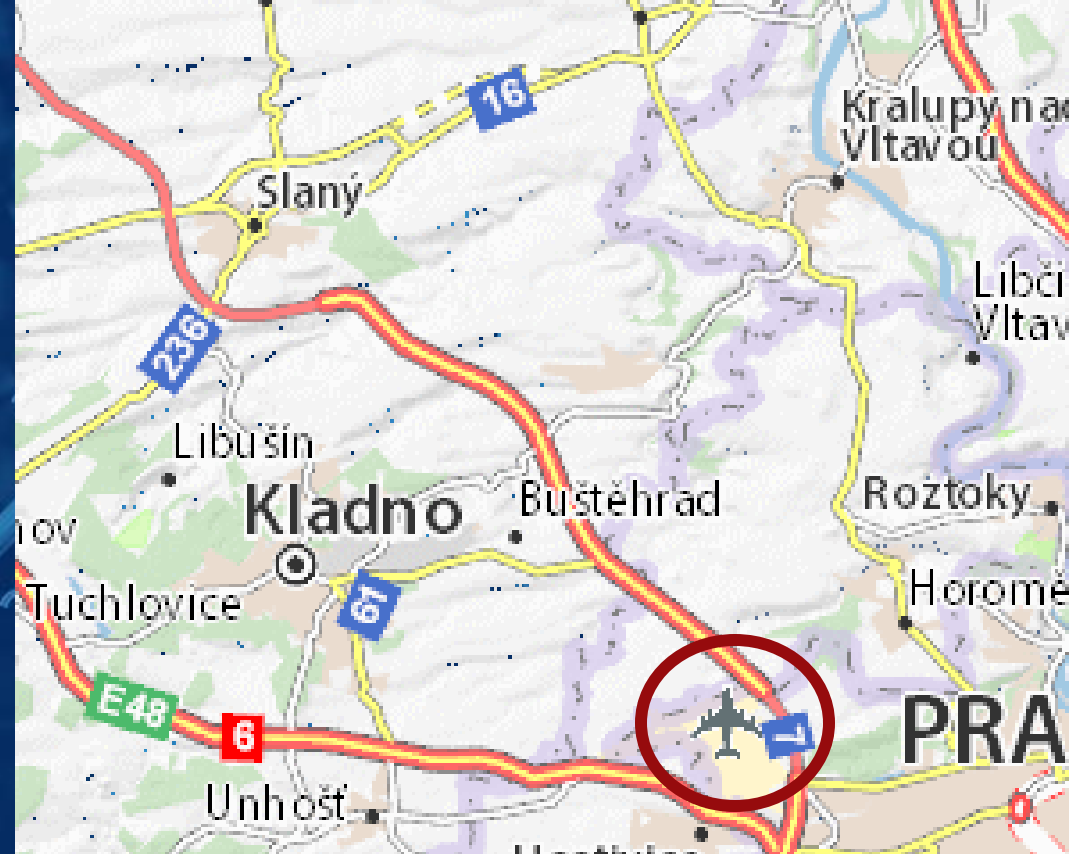


16 000 people
20-25 000 people in cca 15km
Young families



Huge sport:
Football, basketball, track and field
Upcoming:
Bouldering, different martial arts

Airport Closeness



2018 Exchange of the Board

Mission

- Popularization of ice hockey
- Mass sport among children and young people

Vision

- To have all age categories to compete at the Czech national championships

Values: family, involvement, enjoyment, respect, ambition, pride, professionalism-like



Help from two main stakeholders



EASYFLYERS

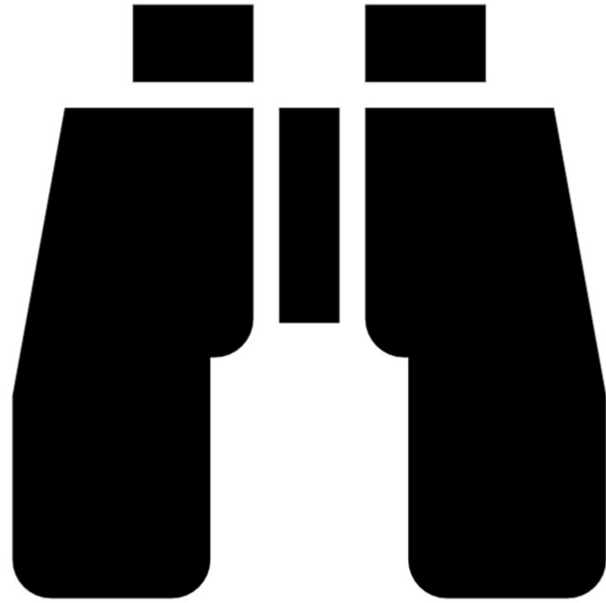


Membership development

The fundament of a good and sustainable program is **Recruitment**

- Fundament of your program
- Non stop process
- Combined effort of all Club Staff
- Ownership of the all Club members
- Crucial for continuity





Target Group & Decision makers



What are parents looking for in youth sport ?

Values ?

Point of interest ?

...

Understanding the market



Where to start ?

- Budget ?
- Product: Ice hockey
- Why do kids play hockey
 - FUN / Parents played / Friends / ...
- Who's the DMU
- Know the environment

We need a marketing strategy ... we need promotion



Process





Ads



Find people easily

You can [choose your audience](#) based on demographics, behaviours or contact information.



Get their attention

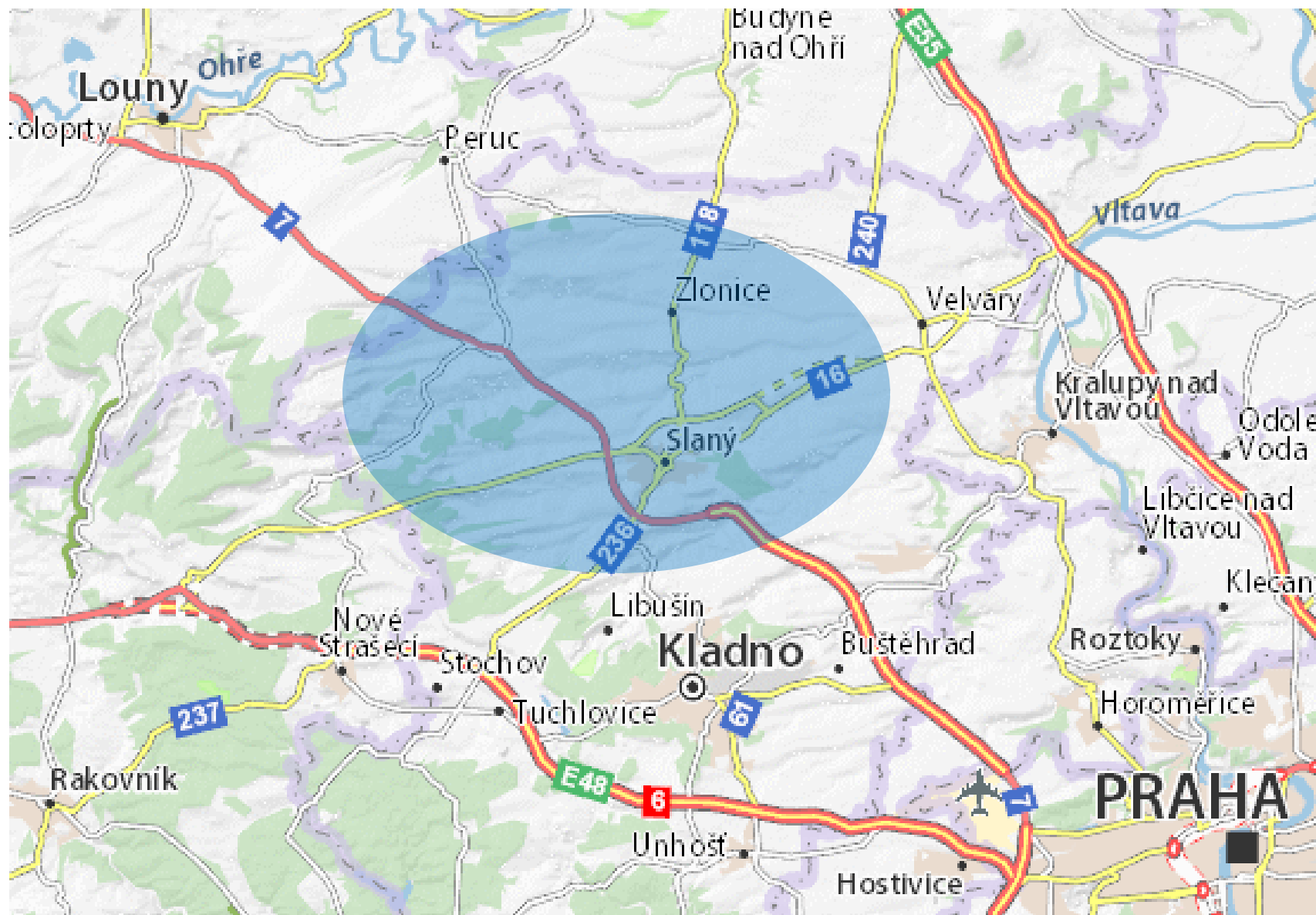
Our [ad formats](#) are eye-catching, flexible and work on every device and connection speed.



See the results

Our [ad reporting tools](#) show you how your ads have impacted your business in visual, easy-to-read reports.





“Pojd’ hrát hokej”

The Czech Ice Hockey Federation brings kids and youth to try skating and playing ice hockey

2017 recruited the biggest number of kids involved in that action of the whole Czech Republic in 2017

Presented hockey in 14 schools and 8 kindergardens



	7	
	Ad taps	
Profile visits		30
23% from latest ad		
Discovery ⓘ		
	2,019	
	People Reached	
85% from latest ad		
Impressions		3,300
77% from latest ad		
Follows		2
Ad ⓘ		
	Completed	
Spend		CZK239.49



Interactions ⓘ

41

Ad taps

Profile visits

62

66% from latest ad

Discovery ⓘ

3,122

People Reached

88% from latest ad

Impressions

8,490

79% from latest ad

Follows

6

Ad ⓘ

Completed

Spend

CZK480.00

The advertisement features a young child in a blue and white hockey jersey with red and white stripes on the sleeves, wearing a blue helmet and black Reebok gloves, lying on the ice. The background is a blurred ice rink.

STAŇ SE LVEM!

POJĎ HRÁT HOKEJ

- ✓ PŘIJĎ NA NÁBOR HK LEV SLANÝ
- ✓ NÁBOROVÁ AKCE PRO ROČNÍKY 2014-2017
- ✓ NEMÁŠ NIC S SEBOU? NEVADÍ, VŠE TI PŮJČÍME!

26.1. STŘEDA
16:00

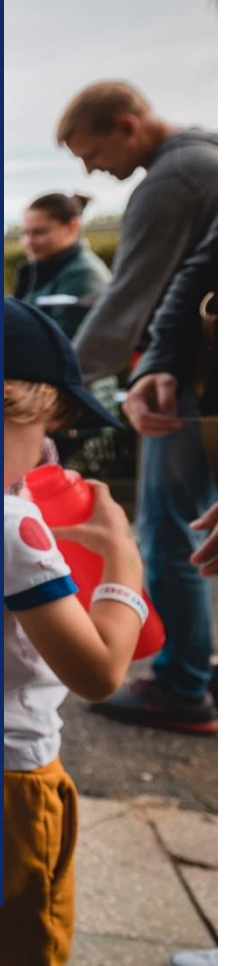
ZIMNÍ STADION SLANÝ

ČESKÝ HOKEJ TÝDEN HOKEJE

2011 Roof reconstruction



No ice - No problem





pojdrathokej.cz



Generální partner:

Partner správné výživy:

HOKEJ.
NÁRODNÍ
SPORT



Generální partner:

Partner správné výživy:



HK LEV SLANÝ | KRALOVSKÉ MĚSTO Slaný | Středočeský kraj | KRALOVSKÉ MĚSTO Slaný | Středočeský kraj



pojdrathokej.cz



Generální partner:

Partner správné výživy:

HOKEJ.
NÁRODNÍ
SPORT

**POJĎ NA LED
S KAMARÁDY!**



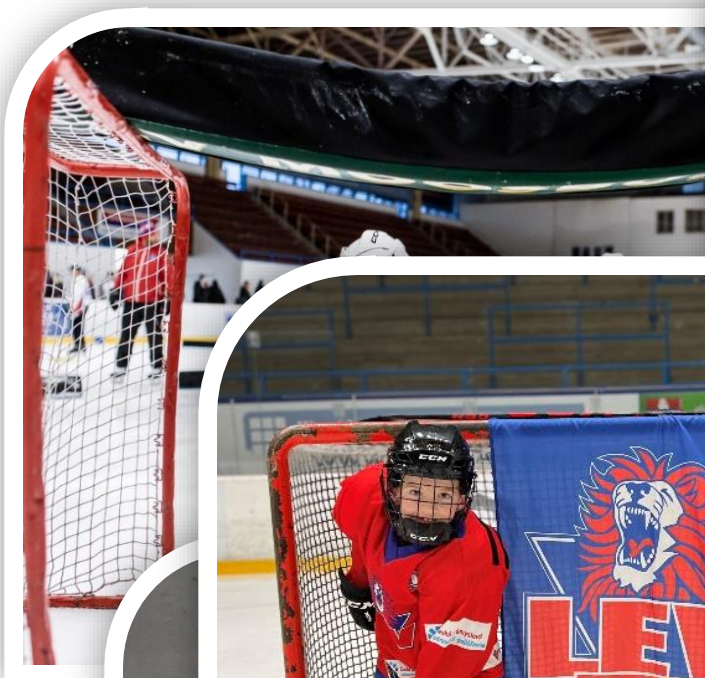
3.11. | 16:00 | ZS SLANÝ

**KAŽDÝ HRÁČ PŘIVEDE
SVÉHO KAMARÁDA
NEBO KAMARÁDY NA
TRÉNINK.**

**VŠE POTŘEBNÉ
PŮJČÍME A JEŠTĚ
DOSTANEŠ MALÝ
DÁREK.**

**Bring Friends
on the Ice**







ZIMNÍ STADION
ATLETICKÝ STADION

TĚLOCVIČNÁ
AQUAPARK

KRÁLOVSKÉ MĚSTO
SLANÝ
PODPOŘUJE SPORT

FOTBAL
UBYTOVÁNÍ

Energie
TEBŇNÁ BAŇSKÁ

Středoc

#krbystyle



Recruiting new members

- Ownership of all Club members
- Go to schools and kindergartens
- Posters around city
- Social presence
- Family events presence
- Members = ambassadors
- Media presence
- Use social media!
- Bringing friend to hockey



2016

Players

2022

About **40-50** members

- Men's team
- U13
- Prep

About **210-230** members

- Mens team
- U19
- (missing u17)
- U15
- U14
- U13
- U12
- U11
- U10
- Prep



Volunteers



Volunteers

1. ASK
2. Be clear in what you want to get done – clear **job description**
3. Define the **work load**
4. Training and development - **buddy systems**
5. Provide tools
6. Ask for feedback & listen to input
7. Recognize creativity
8. Support & improve
9. Thanking and rewarding



Recruiting volunteer coaches

- Asking parents close to the ice
- Asking current players
- Asking ex-players
- Asking coaches if they friends
- Communicating with Sports University
- Other sport's good teachers
- Public skating enthusiasts



Coaches

2016

2022

1 professional coach

5 licensed coaches volunteers

Few parent coaches volunteers

3 professional coaches

14 licensed coaches volunteer

8-10 additional/parent coaches
volunteers

Several players helping us with
skating school and younger
categories





Finding additional volunteers and solutions for club

- First step → ASK...
- We have a problem → can you help us find the solution?
- We need help in “this” area → can you assist us?



Club operations 2016 2022

Few additional volunteers:

- A few office volunteers
- 1 equipment manager

18-25 additional volunteers:

- Secretary
- President and vice-president
- 10 Team Leaders
- 2 equipment managers
- Fan shop
- Equipment program

+ additional occasional volunteers
(e.g. repairs)





Recruiting Volunteers - Team Leaders

- Parents coming to all practices
- Involved parents
- You are organized, can you help us?
- You are coming to practices, would you be interested in bringing this to next level?
- Secretary assisting in learning and development



Recruiting Volunteers - Equipment Managers

- We need help
- Are you good with working with hands?
- Do you have some free time?
- Will teach you sharpen skates





Finding additional volunteers or solutions for club

- First step → ASK...
- We have a problem → can you help us find the solution?
- We need help in “this” area → can you assist us?
- **We don't have “this” and we need it for “this and this” → do you have some ideas?**



2016

2022

Sharpening machine

ProSharp ALLPRO-SC

Skatemill - skating training tool

Shooting area

Gym (extension in progress)

Livestreaming

First equipment - rental program

Professional physiotherapist

Goalie program + equipment support

Long term development plan

Mission, Vision, Values



Recruiting Volunteers - Game officials

Club is responsible of game officials but they have their own organization

Good **communication** - talking to people and seeing their points of interest

- Youth players
- Parents
- Siblings
- Friends



Club Challenge : improve actual situation

Do small things better & take away excuses

1. Club visibility at the rink POS
2. Club identification of club members
3. Website Youth hockey : Start to Play - Who, How, When and Where
4. Second hand market = sales program / club assisting with first gear
5. Improve media presence
6. Promote own events better – inform stakeholders
7. Volunteer program : step 1 – ask ..



Thank you for your attention!

No excuses!

Make it happen!!!

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 [hklevslany](https://www.instagram.com/hklevslany)



**Thank you so much
for your participation
today!**

