

花式滑冰國際行銷論壇
數位新時代
Figure Skating Marketing Summit – Taipei 2021
The Future is Digital

日期 **Date:** 110 年 9 月 27 日至 28 日 / 27 - 28 September 2021

時間 **Time:** 9 月 27 日下午 2 點 30 分至 5 點 30 分 / 8h30 to 11h30 (CET)

9 月 28 日下午 3 點 00 分至 5 點 30 分 / 9h00 to 11h30 (CET)

語言 **Languages:** 英文(主要) / 中文(同步口譯) / English (main) / Chinese (translation)

形式 **Format:** 線上論壇 / Online

官網 **Website:** <https://www.ctsu-event.org/>

報名 **Registration:** <https://mailchi.mp/5344ceec2ac2/lbetug9pqj>

論壇理念 Concepts

2021 花式滑冰國際行銷論壇匯集了來自奧林匹克頻道、其他國際冬季單項運動總會、國際知名行銷公司到頂尖技術支援設備商等相關專業人士，以對話交流激盪出後疫情時代的台灣和亞洲地區花式滑冰發展走向。

本論壇旨在探索花式滑冰運動在亞洲發展的新契機，找出對花式滑冰運動有助益的行動方案、方法以及經驗，同時挖掘這片市場更多的商業機會，以及如何應對後疫情時代帶來的挑戰。

The Figure Skating Marketing Summit – Taipei 2021 gathers key figure skating stakeholders from Olympic Channel, other International Federations of Winter Sports, world-renowned marketing agencies to cutting-edge event technology suppliers, to inspire quality discussions about the figure skating's development in Taiwan and in Asia in a post-pandemic era.

The Summit is meant to explore new opportunities to grow the sport in Taipei and the Asian region, identifying actions, approaches and experiences that will help developing Figure Skating in the region, as well as explore further business opportunities in the market and adapt for the challenges that the post-pandemic era will bring.

新冠疫情劇烈地擾亂了運動組織和國際運動賽事的籌辦，因此也衝擊了其商業模式。例如：無場內觀眾，傳統售票和主場賽事收入金流，以及賽事現場贊助活動也大幅減少。雖然這場疫情為國際運動賽事組織帶來了一場全球危機，但卻也提供了一個契機，使我們探索如何利用新創科技強化現行商業和營運銷售模式，新的機會帶來新的受眾群，而使用的工具和數位軟體則帶來新的商業機會。

為此，這場論壇提供了一個平台讓國際與地方的滑冰組織接軌，同時感受滑冰市場不斷變化的脈動，並與更廣泛的受眾群互動。它將會幫助所有滑冰相關事業與群體尋找機會，並一起在後疫情恢復時期變得更強大，並替未來的衝擊建立緩衝應變的空間。隨著我們進入到下一階段，運動領域的未來將會是光明且數位化的。

The Covid-19 Pandemic has tremendously disrupted the organization and staging of international sport events, hence, impacted the business models. For example, without in-

venue spectators, the traditional ticketing and hospitality programs revenue stream would no longer be viable and the on-site sponsorship activation would be heavily reduced. While the pandemic has posed a global challenge to the organization of international events, it also presents an opportunity to explore ways to strengthen the current business and marketing models through innovation and technology, as well as new opportunities to engage with new audiences, using tools and digital apps that will bring new commercial opportunities.

This Summit, hence, provides a platform for creating synergy across both international and local stakeholders to have our finger on the pulse of a changing figure skating marketing field and engaging with broader audiences. It will help all stakeholders involved in the business to find opportunities while becoming stronger in post-Covid-19 recovery– including building resilience to navigate future shocks. As we move to the next phase, the future is bright, and is also digital, for the sport in the region.

論壇日程表 Event Programme

2021 年 9 月 27 日 (星期一) Monday, 27 September 2021	
<p>臺灣時間 下午 02 點 30 分至 03 點</p> <p>歐洲時間早上 08 點 30 分 至 9 點 (30 分鐘)</p> <p>08h30-09h00 (GMT+2) / 14h30-15h00 (GMT+8) (30 mins)</p>	<p>開幕典禮</p> <p>開場致詞貴賓</p> <ul style="list-style-type: none"> ● 體育署林哲宏副署長 ● 中華奧會代表 (邀請中) ● 臺北市政府體育局李再立局長 ● 滑冰協會洪調進理事長 ● 愛爾達電視陳怡君董事長 (邀請中) <p>Opening Remarks</p> <p>In the post-pandemic era, many international sports event stakeholders are seeking the best ways forward and believe that ‘the future is digital’. The opening session of the Figure Skating Marketing Summit Taipei 2021 will show the ambition of the local stakeholders in Taiwan to be a key partner in this digital transformation.</p> <p><i>Guests of honour:</i></p> <p>Mr. Che-Hung LIN, Deputy Director-General, Sports Administration, Ministry of Education Representative, Chinese Taipei Olympic Committee</p> <p>Mr. Tzai-Li LI, Commissioner, Department of Sports, Taipei City Government</p> <p>Mr Tiao-Chin HUNG, President, Chinese Taipei Skating Union</p> <p>Ms Sally CHEN, Chairperson, ELTA Sports TV (sincerely inviting)</p>
<p>臺灣時間下午 3 點至 3 點 50 分</p> <p>歐洲時間早上 9 點 至 9 點 50 分</p>	<p>專題演講：「後疫情時代，運動賽事數位媒體製作的機遇與挑戰」</p> <p>奧林匹克頻道是由國際奧委會運營的 OTT 數位電視服務。奧林匹克頻道代表著全世界參與奧林匹克運動的方式的突破性轉</p>

<p>(50 分鐘)</p> <p>09h00-09h50 (GMT+2) / 15h00-15h50 (GMT+8) (50 mins)</p>	<p>變—在任何設備上隨時隨地感受奧林匹克的魅力。在成功舉辦東京奧運會後，該頻道現將全力投入北京 2022 冬奧會，讓我們來聽聽奧林匹克頻道在後疫情時代，將提升所有冬季運動項目的轉播品質，將觀賽體驗提升到一個新的層次並與年輕一代觀眾充分互動。</p> <p>專題講者: 瑪麗·伯恩是奧林匹克轉播服務（頻道）總編輯</p> <p>KeyNote Speech:Challenges and Opportunities of Producing Digital Content for Sports in a Post-Pandemic Era With the upcoming Beijing Winter Games just around the corner, what can Winter Sports Federations do to enhance their opportunities and reach out to greater audiences? The voice of our first keynote speaker would be a critical statement to the Summit, representing the voice of an organisation, part of the Olympic Family, committed to the development of sports in a sustainable and innovative way.</p> <p>Keynote Speaker: Mrs Mary Byrne, Editor in Chief at the Olympic Broadcasting Service (Olympic Channel)</p>
<p>10 分鐘休息-與神秘嘉賓喝咖啡 Coffee Break with a Secret Guest</p>	
<p>臺灣時間下午 4 點至 5 點 歐洲時間早上 10 點 至 11 點 (60 分鐘)</p> <p>10h00-11h00 (GMT+2) / 16h00-17h00 (GMT+8) (60 mins)</p>	<p>專題座談：「後疫情時代滑冰運動的線上行銷策略」 在疫情前，運動行銷的數位化趨勢已經勢不可擋。在後疫情時代，這個趨勢不僅沒有減速，也為運動賽事的線上行銷活動帶來了一系列不同的挑戰和機遇。我們的專家講者將分別以國際總會和國際行銷公司的觀點解釋運動賽事線上行銷的現在與未來。</p> <p>專題與談人： SportBusiness 副總裁李皎女士 國際冬季兩項聯盟傳播總監克里斯蒂安·溫克勒先生</p> <p>Panel: The Online Marketing of Ice-Skating Events in a Post Pandemic Era Before the pandemic, sports marketing has seen an unstoppable trend to go digital. The global pandemic has not only intensified and accelerated this trend, but also presented a different set of challenges and opportunities to sport event’s online marketing. Our speakers will represent the views of IFs and commercial agencies, and will explain what has been done and can be done in the future to create new opportunities.</p> <p>Panelists: Mrs JIAO Li, Vice President at SportBusiness Mr Christian Winkler, Communications Director at International Biathlon Union (IBU)</p>

2021年9月28日(星期二)

Tuesday, 28 September 2021

<p>臺灣時間下午 3 點至 3 點 50 分 歐洲時間早上 9 點至 9 點 50 分 (50 分鐘)</p> <p>09h00-09h50 (GMT+2) / 15h00-15h50 (GMT+8) (50 mins)</p>	<p>專題座談：借鑑國際運動賽事「線上評分系統」- 科技與滑冰運動行銷發展</p> <p>線上評分系統是國際滑冰總會為因應疫情的一項大膽而必要的嘗試。這個專題座談將探索線上評分系統的市場潛力以及與現有商業模式的整合。對於世界上大多數滑冰賽事主辦方而言，虛擬花滑比賽可能聞所未聞。西班牙冰上運動聯合會率先採用 ISU 線上評分系統辦理競賽。塞爾塔先生的團隊疫情後以虛擬形式舉辦了數個國內和國際比賽。塞爾塔先生將與我們分享虛擬花滑比賽的具體舉辦經驗以及虛擬比賽在花樣滑冰全球發展中的作用。</p> <p>主講人： 哈維爾·塞爾塔 西班牙冰上運動協會 秘書長</p> <p>The Use of Technology in International Figure Skating Tournament and its Marketing Potential</p> <p>The Virtual Judging System is a bold and necessary move of the ISU to adapt to the post-pandemic international event organisation. It is believed to be the future of figure skating events, and we need to explore the marketing potential and the integration of the system to existing business models. Leading the Spanish winter sports for decades, Mr Xavier Cherta has led the Spanish Ice Sport Federation to be a front-running adopter of the ISU Virtual Judging System., and has organised both national and international competitions in a virtual format. While to most of the ice skating associations in the world, a virtual figure skating competition may appear unheard of, Mr Cherta is ready to share with us a very concrete organising experience and his vision of the virtual competition and its role in figure skating's global development.</p> <p>Speaker: Mr Xavier Cherta, Director General at Real Federación Española Deportes de Hielo</p>
<p>臺灣時間下午 04 點至 04 點 50 分 歐洲時間早上 10 點 至 10 點 50 分 (50 分鐘)</p> <p>10h00-10h50 (GMT+2) / 16h00-16h50 (GMT+8) (50 mins)</p>	<p>專題座談：探索 OTT 在冬季運動市場的發展潛能</p> <p>全球疫情擾亂了國際體育賽事的舉辦，從而影響了既有的賽事商業模式。如果沒有場內觀眾，傳統的包廂票務等營收將不再可行，現場贊助活動也大大減少。雖然大流行對國際活動的組織構成了全球性挑戰，但它也提供了一個加速數位行銷趨勢的新契機。主講人盈方體育經紀公司擁有所有頂尖冬季項目國際賽事的分銷權，不久前剛和國際滑冰總會就商業權益以及線上影音平台續約。將帶我們通過探索使用數位工具和技術加強當前商業行銷模式以及帶來與新受眾互動的機會。</p>

	<p>主講人 盈方體育冬季運動主任梅根·麥奎爾女士</p> <p>Speech: Exploring the OTT Potential in Winter Sports Many actors in the Winter Sports community have gone digital in the last few years, especially since the Covid-19 Pandemic has tremendously disrupted the organisation and staging of international sport events, hence, impacted the business models. For example, without in-venue spectators, the traditional ticketing and hospitality programs revenue stream would no longer be viable and the on-site sponsorship activation would be heavily reduced. While the pandemic has posed global challenges to the organisation of international events, it also presents an opportunity to explore ways to strengthen the current business and marketing models through innovation and technology, as well as new opportunities to engage with new audiences, using tools and digital apps that will bring new commercial opportunities. Representatives from the Infront Sports will explain their approach to make the sports closer to the public and more sustainable and profitable for organizations.</p> <p>Speaker Mrs Megan McGuire, Head of Winter Sports at Infront Sports</p>
<p>10 分鐘休息 滑冰協會選手、教練問候論壇宣傳影片</p>	
<p>臺灣時間下午 04 點 55 分 至 05 點 20 分 歐洲時間早上 10 點 55 分 至 11 點 20 分 (25 分鐘)</p> <p>11h00-11h20 (GMT+2) / 17h00-17h20 (GMT+8) (20 mins)</p>	<p>閉幕專題演講：「後疫情時代臺灣滑冰運動發展的新契機：賽事與科技」</p> <p>作為臺灣滑冰運動項目發展的帶頭佼佼者以及本論壇的主辦方，滑冰協會代表將為我們闡述賽事與科技的提升將為冰上運動的推廣與發展帶來什麼樣的新契機。</p> <p>閉幕專題講者： 滑冰協會洪調進理事長/ 吳倫閑秘書長</p> <p>Closing Speech: Driving the Development of Sports on Ice through International Events and Technology As the host and one of the most commercially developed winter sports organisations in Taiwan, the Chinese Taipei Skating Union will share their view of a viable approach to develop Winter Sports, particularly sports on ice, in Taiwan through international events and technology.</p> <p>Speaker Mr Tiao-Chin HUNG, President at the Chinese Taipei Skating Union Ms. Lung-Hsien WU, Secretary General at the Chinese Taipei Skating Union</p>