

# INTERNATIONAL SKATING UNION

## Communication No. 2053

### Decisions of the ISU Council

The ISU Council met on October 14-15, 2016 in Geneva, Switzerland. The following were among the decisions taken by the Council during the meeting:

#### **1. ISU European Speed Skating Championships 2017**

Based on information received from the Polish Speed Skating Association on serious and unexpected difficulties to organize the Event, the Council decided to move the ISU European Speed Skating Championships 2017 to a different location. Accordingly, the ISU European Speed Skating Championships will be held in Heerenveen, The Netherlands on January 6-8, 2017.

#### **2. Provisional Allotments of 2019 ISU Championships**

In accordance with Rule 127 of the ISU Regulations the Council has allotted the following 2019 ISU Championships:

ISU European Speed Skating Championships to be held in Collalbo, Italy on January 11-13, 2019.

ISU World Single Distances Speed Skating Championships to be held in Inzell, Germany on February 7-10, 2019.

ISU Junior World Speed Skating Championships to be held in Baselga di Piné, Italy on February 15-17, 2019.

ISU World Sprint Speed Skating Championships to be held in Heerenveen, The Netherlands on February 23-24, 2019.

ISU World Allround Speed Skating Championships to be held in Calgary, Canada on March 2-3, 2019.

For the previously allotted ISU Championships please refer to ISU Communication No. 2017, points 7 through 9, ISU Communication No. 2042, point 3 or to the ISU Event Calendar on the ISU website ([www.isu.org](http://www.isu.org)).

### **3. ISU Junior Grand Prix of Figure Skating Calendar season 2017/18**

The Council has approved the ISU Junior Grand Prix of Figure Skating Calendar for the season 2017/18 as follows:

Brisbane, Australia	August 21-27, 2017
Salzburg, Austria	August 28-September 3, 2017
Riga, Latvia	September 4-10, 2017 (including Pair Skating)
Minsk, Belarus	September 18-24, 2017 (including Pair Skating)
Zagreb, Croatia	September 25-October 1, 2017 (including Pair Skating)
Gdansk, Poland	October 2-8, 2017 (including Pair Skating)
Egna/Bolzano, Italy	October 9-15, 2017

### **4. ISU Grand Prix of Figure Skating Final (senior & junior) season 2017/18 & 2018/19**

The ISU Grand Prix of Figure Skating Final for the season 2017/18 has previously been allotted to the Japan Skating Federation to be held in Japan on December 7-10, 2017. The exact venue remains to be confirmed.

The ISU Grand Prix of Figure Skating Final for the season 2018/19 has been allotted to Skate Canada to be held in Vancouver, Canada on December 5-9, 2018.

### **5. World Cup Short Track 2017/18**

The Council has approved the World Cup Short Track calendar 2017/18 as follows:

September 28-October, 2017	Europe (hosting ISU Member and venue pending)
October 5-8, 2017	Europe (hosting ISU Member and venue pending)
November 9-12, 2017	Shanghai, China
November 16-19, 2017	Seoul, Republic of Korea

### **6. ISU Conferences – Rotterdam and Helsinki**

Further to the information on the ISU Conferences provided in ISU Communication No. 2042, point 5, planning the above-mentioned ISU Conferences to be held on the occasion of the ISU World Short Track Speed Skating Championships 2017 in Rotterdam and the ISU World Figure Skating Championship 2017 in Helsinki, the Council decided the main topics to be Marketing & Promotion as well as the ISU Development Program. A dedicated ISU Communication including all relevant details relating to the Conferences (confirmed dates, timetable, exact venues, agenda, entry procedures etc.) will be published in due course.

### **7. Development Program**

Following the decision of the 56th Ordinary ISU Congress relating to a restructuring of the ISU Development Program, further to a related ISU survey among ISU Members and finally further to the appointment of the ISU Development Commission (see ISU Communication No 2042), the Council reviewed the Development Program policy and operating structure. Based on the conclusions reached, ISU Communication No. 2052 has been released on October 21, 2016.

### **8. Marketing/PR Strategy Report**

The Council received a report from the ISU PR/Media Coordinator, Ms. Selina Vanier on the recent and planned activities of the Media/PR/Marketing team. Besides the ongoing regular activities, the Council agreed that the main focus for the year 2017 will be the updating of the ISU website technology and strategy. The continued enhancement of the ISU's social media

across all ISU disciplines and platforms remains another priority. The presence of ISU video/ social media teams on site of ISU Events and the gradual digitalization of the historic ISU video archives will contribute to a significant increase of content for the different ISU social media platforms and consequently exposure for the ISU disciplines.

The Council also agreed that Council members Patricia St. Peter and Jaeyoul Kim, in consultation with ISU President Dijkema and the ISU PR/Media/Marketing team, shall review the medium term ISU PR/Media and Marketing activities and strategies. They will perform this task by consulting with ISU Member representatives, ISU commercial partners as well as experts in the area of Public Relation, social media, television, marketing, event management, entertainment and other possible related areas. Their findings will be presented during the above-mentioned ISU Conferences in Rotterdam and Helsinki where Marketing & Promotion will be a main topic of discussion.

### **9. Ultimate Skating**

The Council evaluated a new initiative currently called “Ultimate Skating”. This is a team performance in which teams are comprised of 8 to 10 Skaters from different ISU Figure Skating disciplines, for example either 2 Pairs, 2 Ice Dance Couples and 4 Single Skaters. The goal is to use not only traditional, but also original, innovative and currently not allowed elements, to create a format being attractive to a young generation of viewers. Subject to the availability of ISU Members and Skaters (which might also include ineligible Skaters) matching the above-mentioned profile, the ISU is investigating, in cooperation with the concerned ISU Members, the feasibility of a first demonstration of an Ultimate Skating Program on the occasion of the exhibition at the end of the ISU World Figure Skating Championships 2017 in Helsinki, Finland.

### **10. ISU Council meetings**

The Council agreed to meet again  
on March 25-27, 2017 in Helsinki, Finland (revised date)  
on June 2-4, 2017 in Amsterdam, The Netherlands.

Tubbergen

October 24, 2016

Lausanne,

**Jan Dijkema**, President

**Fredi Schmid**, Director General