



Welcome!



ISU World Synchronized Championships 2015

Hamilton City Council – November 6, 2013

ISU World Synchronized Skating Championships 2015

- What are the ISU World Synchronized Skating Championships?
 - ISU owns the event, federations bid to host
 - Held annually around the World
 - 20 ISU Member countries
- What to expect?
 - City involvement
 - Fan engagement
 - Event “experience”



ISU World Synchronized Skating Championships 2015

- Benefits to Hamilton as host
 - Economic impact - \$3 million
 - Worldwide Media exposure during the event
 - TV exposure – 2 hours in Canada, more in Europe
 - TV crew/Journalists/Photographers on site = 50 +
 - Social Media = Facebook (21,000 +), Twitter (14,000 +), iPhone app (5,000 downloads)
 - Skatecanada.ca\Skate Canada International = 80,000 visitors (563,000 page hits)
 - Our Goal
 - Hospitable environment
 - Hamilton and Copps Coliseum on the world map
 - Unforgettable experience in a beautified Hamilton downtown

ISU World Synchronized Skating Championships 2015

- Promotional video

[Synchronized Worlds 2015](#)

ISU World Synchronized Skating Championships 2015

- Special Presentation

THANK YOU!