



Communication

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Managing your RINK BUSINESS during COVID 19

The COVID 19 pandemic is a human tragedy and affecting global economy. This is where you can find some insights that give you perspective on the evolving situation on COVID 19 and impacts on your rink business. As the international response continues to develop, we know that ice rink businesses are facing several potentially big challenges to which they need to respond swiftly.

Managing your **ENERGY COST**

- **Ice thickness.**
An ice surface that is too thick requires more energy to keep frozen and the refrigeration equipment will end up working harder than necessary if it is too thick, resulting in wasted energy. Check the thickness of the ice sheet in your rink to ensure that it is between 1.0 and 1.5 inches. (Each rink may have different SOP for the ice thickness)
- **Adapt the level of lighting.**
Consider adapting the level of lighting to the activity taking place. Some activity may not require high-intensity lighting. You will save electricity by shrinking your lighting load and help to reduce the cooling load for the ice rink.
- **Cover your ice with a thermal blanket**
Every time the compressors are called on for unused ice, the ice rink is wasting energy and cost. Covers your ice rink with a thermal blanket to save energy and run time.

Managing your **EXPENSES**

- **Staff Rotating Schedule**
It is very important to re-arrange your current Staff rotating schedule. During this time, it is wise to shrink down all unnecessary expenses such as overtime (OT) and too many staffs at one shift. Please make sure you have the right number of staff in one shift and ensure that our staff are not overworked. Most important that all your operating hours covered while still giving your employees regular time off.

- **Marketing methods**

Some ice rink engages in multiple services to help with their marketing. You might be paying an advertising firm and a digital marketing service at the same time. During this time, please focus to **spend ONLY on the most effective methods.** Some of the most effective marketing strategies, **such as content marketing and social media marketing,** can be done completely free! You can do it through your own website, social media such as facebook, Instagram, twitter, Line, Wechat, etc. Sometimes the best way to market your business is **by having your customers do it for you.** In example, i am advising to all my rinks to do a 'tik-tok' competition whereby some of the skaters can do their own video (on ice) and send it to us with a 'hashtag' that we required. We will pick a winner and give them a price.


Marketing doesn't have to be expensive. By refining it, you'll save money and still boost your profits.

Managing your **INVENTORY**

- In ice rink business, doing physical counts of inventory probably isn't favorite thing to do. A tedious task, taking count of store merchandise, skates, socks and gloves can take hours, and for some rinks, it may requires closing the rink temporarily to do it. During this time, it may be a perfect time to do manage your inventory, clear up some space in your storage room, etc.
- Apart of INVENTORY, **it is a good time to CLEAN UP and FIX the things that need to be fixed** at your ice rink. In example, cleaning the blade or fix the tongue of your rental skates, cleaning or fix your rubber carpet, cleaning the dasher board, Zamboni maintenance, etc.

Managing your **PROMOTION and CAMPAIGN**

- Context is very important when creating a promotion or a campaign. Human nature has always responded to fear of loss more predictably than the potential for gain. Some anxiety and fear are clearly warranted, especially if it pushes people to take precautions against contracting or spreading the COVID 19. Therefore, please do not use anymore FEAR-BASED promotion or campaign, but instead promote HEALTHY LIFESTYLE as one of CORE BUSINESS is SPORT. It's time to promote HEALTHY LIFESTYLE through SPORT... our skating rink.



I am sure that most people already know what is COVID 19, how to prevent it, the symptoms that associated with COVID 19, and many more... through social media, whatsapp, wechat, LINE, website, etc. They need more to hear POSITIVE CAMPAIGN that to support their health and immune system rather than FEAR-BASED campaign.

In example: STAY HEALTHY campaign (50% on weekday), create AWARENESS about how you prevent the virus at your rink, or how you put extra SAFETY precaution at your rink (hand sanitizers at public area, spray DISINFECTANT at your rental skates, extra CLEANING services at public area by SHORT VIDEO at your social media, Instagram, or website.

Managing your **SKATING ACADEMY / SCHOOL**

- Most of SKATING ACADEMY / SCHOOL will be greatly affected during this time (some of the rinks are reported to get 60% down from their target). Coaches will get less significant income especially part-time coaches. To deal with this situation, I believe coaches and management must do their part.
 1. Coaches can help to create AWARENESS by doing a SHORT VIDEO of their skaters that are still skating during this time. (I have seen some coaches are creating content about no SHAKE HAND during class, it's funny and positive as I can see the skaters were enjoying their time on ice).
 2. Management can create a POSITIVE CAMPAIGN on how the management do their EXTRA SAFETY PRECAUTION during this time at SKATING ACADEMY counter. One of the most important things is MANAGEMENT must create AWARENESS and give some ASSURANCE to the skaters 'parent that if a COACH shows any symptoms they must not COME TO WORK (by checking temperature at the entrance, during classes they must use face mask or wear glove and wash their hands or at least sanitize it, etc.).
 3. Coaches must help to re-organize their own classes. Double up their lesson for some skaters that are still coming for class during this time (replacing some cancellation of classes due to the COVID 19).

Managing your **OPERATION**

1. I believe some of the rinks have impose temperature check to enter your premises. (They won't allow the customer to enter if exceed 37.5 degrees)
2. Hand sanitizers to be ready at the main entrance (At least 60 percent is required to kill germs)
3. Frequently clean with disinfectant public areas.
4. Please spray your rental skates with disinfectant before and after usage.

Please make sure you have briefed your own staff and coaches to follow the safety protocols.

Managing **HOAX**

1. Monitor the situation closely surrounding your mall and ice rink in regards of COVID 19. Please check the HOAX or rumors as soon as possible, find out the real FACTs and compile it into an official announcement. Hoax or wrong information might destroy your business as it is hard to manage it. It can spread so fast through social media.

The aim of these insights is to help rink managers, head coaches, rink operators to do NECESSARY ACTION or RESPONSE during this COVID 19 period in your respective rink. Some rinks may need different approach, different needs, but at least we must STAY POSITIVE to do something to face these challenges. Hope it helps 😊

STAY HEALTHY and STAY SAFE everyone!

Regards,

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