

FRENCH HOCKEY VIDEO DEVELOPMENT PROJECT

WITH SPECIAL REFERENCE TO
FEMALE DEVELOPMENT

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SELF INTRODUCTION

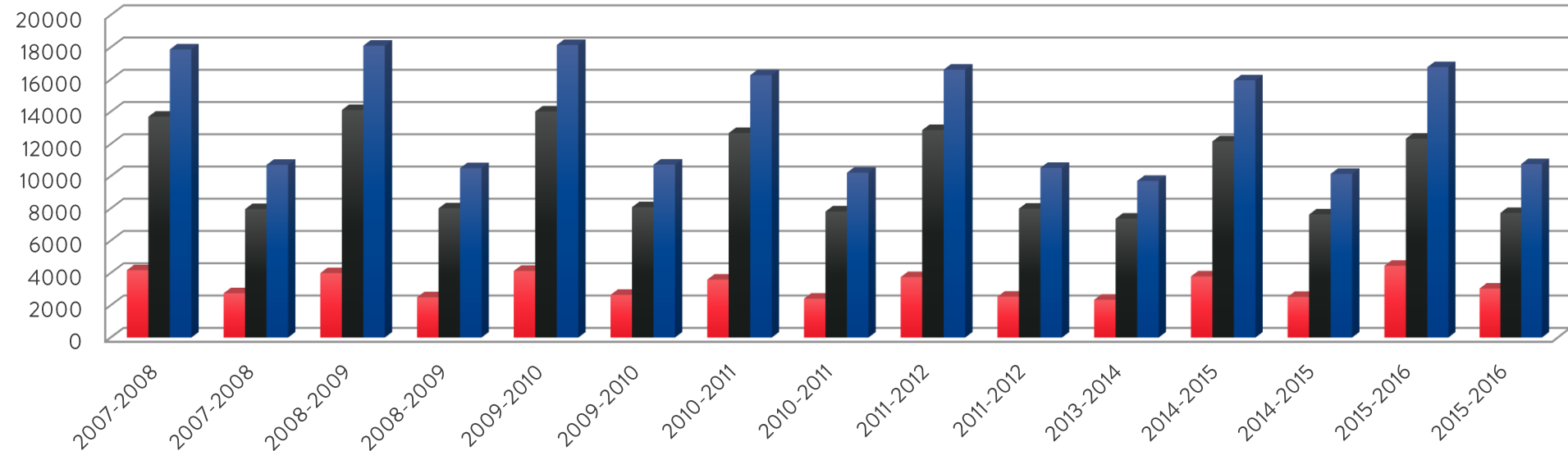


- ✓ Player
- ✓ Referee
- ✓ Video analyst
- ✓ Scientific support
- ✓ U16 french team manager
- ✓ Sport & sciences student

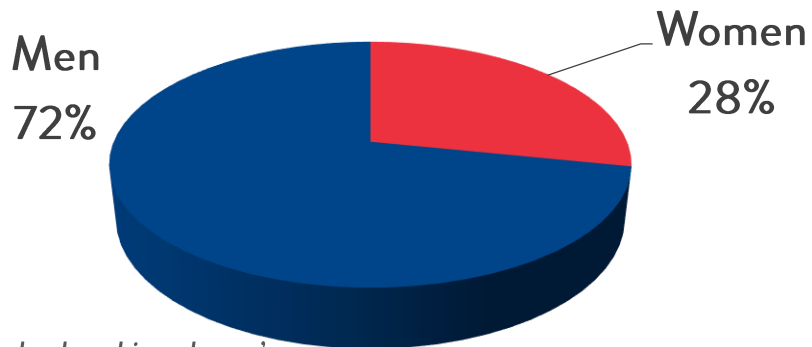


Current french hockey context

Evolution of hockey practitioners from 2007 to 2016



Distribution between men and women



Current number of practitioners
✓ Lack of visibility

10747



MAIN OBJECTIVE

ENHANCE FRENCH HOCKEY'S IMAGE AND BOOST HOCKEY ACTIVITIES USING VIDEO

MAJOR ISSUES

INCREASE THE
NUMBER OF
HOCKEY
PRACTITIONERS

CREATING
OPPORTUNITIES
FOR ECONOMIC
BENEFITS

OPENING UP
FRENCH HOCKEY
CULTURE

TARGET AUDIENCE

YOUNG
AUDIENCE (7-17
YEARS OLD)

FEMALE
AUDIENCE

PARTNERS

CLUBS,
REGIONAL
LEAGUES &
DEPARTEMENT
COMMITTEE



DEVELOPMENT STRATEGY

1 – TRAINING/ EDUCATION

GOAL n° 1 : Training in the use of video and training with video

2 – COMMUNICATION AND HOCKEY PROMOTION

GOAL n°2 : Enhance french hockey's image

3 – PARTNERSHIP

GOAL n°3 : *Promote hockey and find new partnerships*

DEVELOPMENT STRATEGY POLICY FOCUSES ON 3 IMPORTANT STRANDS



PROJECT ORGANIZATION

OPERATIONAL UNIT 1 FEDERAL UNIT

SUBUNIT : TRAINING

- Improvements of federal diplomas
- Creation of educational videos

SUBUNIT : COMMUNICATION / HOCKEY PROMOTION & PARTNERSHIP

- Employee audiovisual training
- Diversificate ways of communication
(interviews, highlights)

OPERATIONAL UNIT 2 LOCAL UNIT

SUBUNIT : TRAINING & SUPPORT TO CLUBS

- Creation of video referents network

SUBUNIT SUPPORT TO CLUB DEVELOPMENT

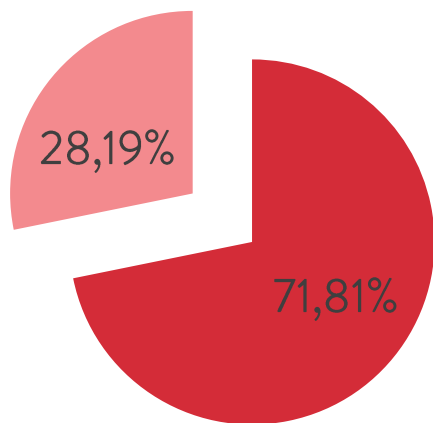
- Creating infosheets about « how to find
partnership » for use by clubs



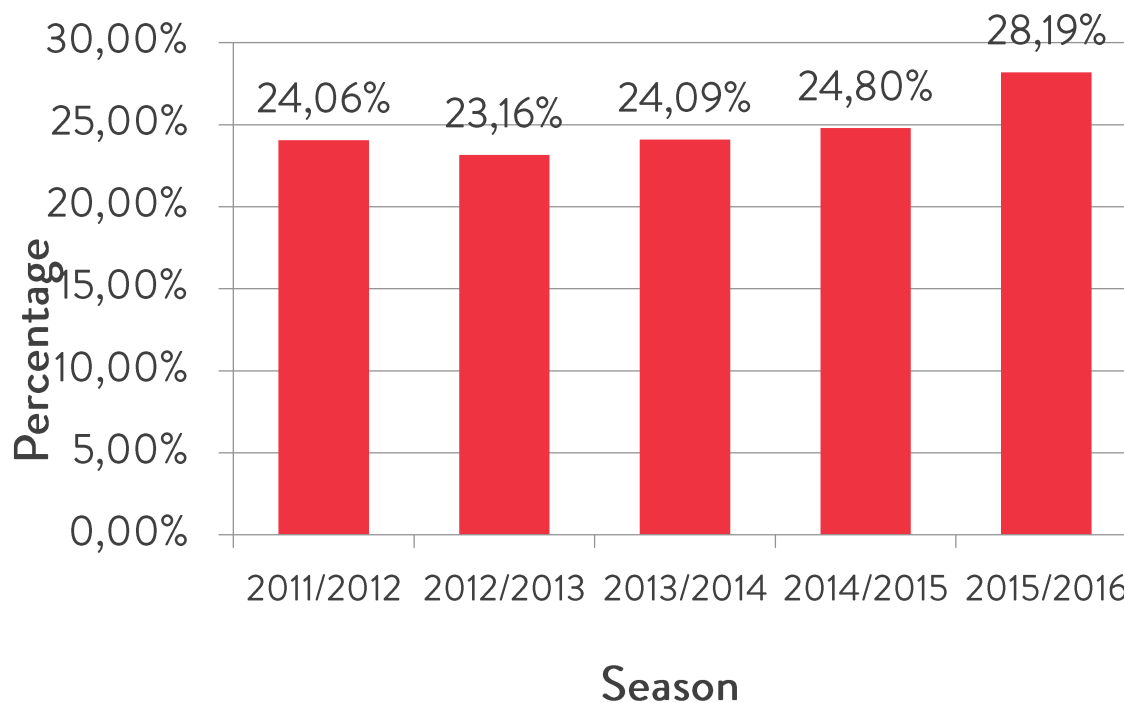
FEMALE HOCKEY PROMOTION VIDEO SUBJECT PROJECT

CURRENT FEMALE HOCKEY SITUATION

Distribution by gender



Trend in the percentage of female practitioner





OBJECTIVES

Improve number of female players



4 members video team

Plan travel around clubs to film events



Create a national promotional video to develop female hockey at large scale

Create few videos for the development of the locals clubs

