



2024 IIHF INTERNATIONAL COACHING SYMPOSIUM



MAY 18-20





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slido.com
#ICS24



Player to Coach transition – Coaching on the highest level

Laura Brennan
Liz Keady Norton
Amrit Gill

Laura Brennan

Assistant Coach- PWHL New York





Transition from Playing to Coaching



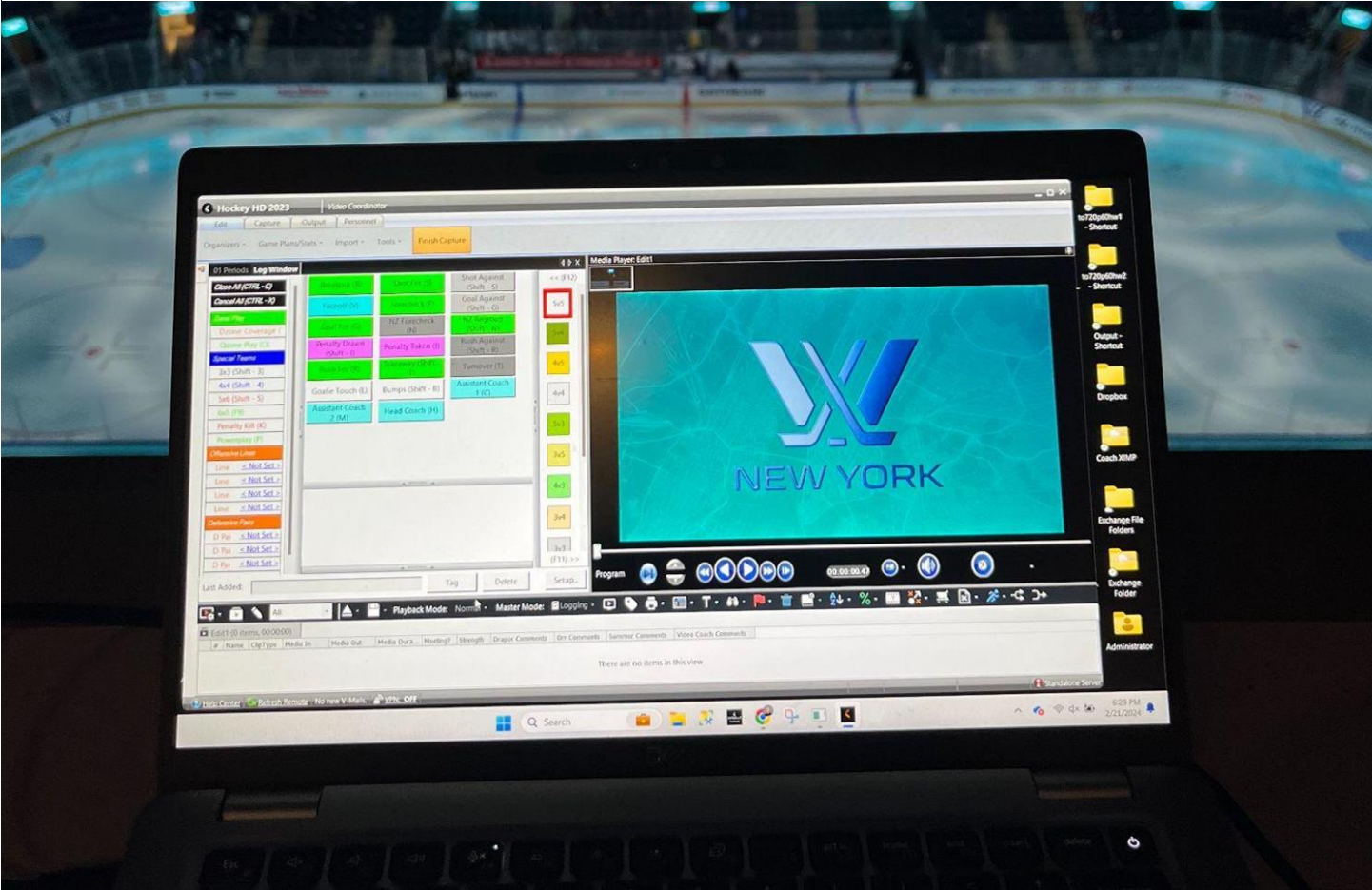
PWHL New York



1st Win & Shutout in PWHL History



My Role



Impact on Future & Current Generations





What Makes the PWHL Different?

- Hitting
- Jailbreak
- The Gold Plan
- Player compensation packages
- Front office infrastructure and league support
- High quality broadcast on linear TV and YouTube making games easily accessible



PWHL 2024 SEASON RECAP

6

Attendance Records Set for Women's
Hockey

238M

Total Social Media Impressions

1.04M

Total Social Media Followers

88

Countries Represented by Streaming
Views

40+

Corporate Partnerships

21,105

Record-Breaking Professional Women's
Hockey Game Attendance

100K+

YouTube Subscribers

392,259

Attendees Across 72 Games



Questions?

