

**IFF Core Country Marketing Network Group, Hotel NH Frankfurt
Airport, Frankfurt, Germany, 11.05.2016**

Participants:	Filip Suman,	CFbU President, CCMNG Chair
	Nils-Ola Nilsson	DaFU Secretary general
	Mathias Liebing	FG Marketing
	Egils Sveils	LFS Vice president
	Ilvis Peterssons	LFS President
	Monica Bakke	NBF Floorball President
	Frank Norseth	NBF Floorball
	Magnus Nilsson	SIBF Event Manager
	Daniel Kasser	SUHV Event Manager
	Daniel Granec	SFF President
	Marcin Rudzinski	PFF secretary general
	John Liljelund	IFF secretary general
	Milan Rantakari	CC Brand manager

**Report on
present issues**

1. *Opening and Short Recap (FS)*

Mr. Suman opened the meeting and welcomed everyone and especially Mr. Daniel Granec, Marcin Rudzinski and Mr. Nils-Ola Nilsson, as they are participating for the first time.

2. *Country updates (ALL)*

Sweden:

Mr. Nilsson presented a short video of the building of the venue, as the SuperFinal was played in the Tele2 Arena.

The number of spectators was over 13.456 in the Women's final and 18.166 in the Men's final, which is a new World Record.

The matches were shown on SVT with 151.000 for the Women and 158.000 for the Men. Evaluation ongoing if they will play again in Tele2 Arena.

A total of 46.000 codes for the SSL Play VOD, giving a total of over 2 mill to the clubs. The LiveArena has been sold to 5.000 for mostly junior matches.

There was a total number of TV spots to 555 for the season, due to distribution of clips to TV.

Switzerland:

The SuperFinal was played for the 2nd time with a sold-out arena, with close to 8.000 spectators. The value of the sponsorship went up with 50 per cent.

One of the new sponsor was an Event Technology Sponsor, which gave the possibility to have a pre-match 3D show. There were no floor commercials in the matches. Both matches were shown on Swiss TV Channel, with around 50.000 spectators. The Clubs were more committed to the SuperFinal. The follow-up in TV was quite low. The aim is to move to a bigger arena, i.e. the Hallenstadion. Agreement together with IndoorSports that the Swiss Cups are shown on Swiss TV. Also an internet TV production is being build, with the process lead by two clubs. A monthly Floorball magazine is produced, with 40.000 – 80.000 clicks per show

Report on present issues

Norway:

The SuperFinal has been played since 1996, with Youth Finals on Saturday and Adult Finals on Sunday, with 1.317 spectators and 19.000 on TV2 Sportskanalen, with the women's final with 698 spectators and 5.000 spectators on TV. TV2 was pleased with the numbers.

The Youth Finals were streamed on one of the bigger Norwegian newspaper platform – there are no figures yet.

The new web pages are under construction, with launch in September 2016.

Denmark:

Arranged the SuperFinal in mid April, with both Bronze and Finals. There was some 1500 spectators in the arena. No TV, but streaming of the Finals, with 1871 spectators.

There was some marketing around the SuperFinal, so the Event was a success. Next season the games will be possible be played in the capital region.

There is a recreational Floorball run by the DIF, which will direct the activities for the future.

The DaFU is changing their name to Floorball Denmark.

Latvia:

The SuperFinal was play in the WFC arena, with 4.088 spectators for the Men's Final. The main challenges were the financial cost for the use of the arena and the installation of the floor in the Arena. Latvian national TV showed the matches and there was a campaign in Radio.

Some 70 games were shown on Internet-TV, with around 1.500 spectators and around 3.000 for the play-offs.

Cooperation with the supermarket Elvi and the Radio channel.

Finland:

The SuperFinal was organised for the first time, with a good spectator outcome (6.632 for Women and 10.082 for Men), but problems with the club activity.

The TV numbers were really low, only around 60.000 spectators.

The sales worked quite well, but the cost for organisation was quite high mainly due to the arena.

There are a number of partners running the streaming, with almost all men's league matches streamed or televised. There is a lot of work needed in the Social Media to keep pace, even though good results have been reached through campaigns.

The sponsorship deals have, in general, been going down in Finland and produces challenges for the Finnish Federation, even as there are new sponsors and the financial outcome has been relatively good.

Czech Republic:

The TV market is changing, as the young age groups are stopping to watch normal TV. The average spectators are around 20.000, with a reach of 116.000 in average. The national team matches are much more interesting 55.000 spectators and 231.000 reach.

The Internet-TV will be quite important in the future, as the TV-rights model will change dramatically.

There are new partners within the Energy and Health fields.

The SuperFinal made new records in spectators for both Men and Women and they tested the FacebookLive for the press conference after the games. Looking for new sponsors.

Poland:

The SuperFinal will be played next Saturday in Nowy Targ. The viewership of the National League has been quite low, as they have only had some 500 spectators per game. Had tested with pay per view in the league.

A lot of the activities are related to the World Games in Wroclaw, with a youth tournament with over 1.500 participants in September 2015.

The Polish Radio will cover the Polish SuperFinal. Discussions with sponsors are under way, but probably no agreements will be made yet.

Report on present issues

Germany:

Both the Cup Final and Finals are still to be played. The Social Media are growing, but three of the National teams have their own Facebook pages and work is being done to join these together.

The Floorball Germany is working with a regional TV station MDR, in the eastern part of the country. There are discussions to have internet-TV from the Cup finals, but still not able to secure the visibility. Events are used by the German organisation to build unity between the regions and clubs.

The main sponsor Stena Line is very happy with the cooperation and the visibility of the WFC. There is a project to build a goal streaming service, from the Bundesliga

Slovakia:

The Slovak federation is playing series in playoff. The Men finals had over 6.000 spectators. The TV production is quite expensive, but after the good figures from the Women's WFC, Slovak TV has signed a agreement for the Finals series for 2017. The Slovak federation is in the process to hire a person for marketing and others to run the series.

The preparations for the sponsors for the WFC 2017 has already started and are going well. There are discussions with TipSport, Volkswagen and T-Mobile.

TipSport has also started supporting the streaming of league matches.

3. *Combine Sales Presentation and Short Door Opening material (FS/PiL)*

Mr. Suman started the discussion about the process towards bringing bigger sponsors to the sport by recapping, that the fan base and the number of IFF Events were too few for IFF to operate on its own, the idea of the Combined Sales was decided upon. The CCMNG discussed the main presentation, which is built as an information package and another Door Opening Version. In the discussion the following topics were raised:

Content:

- Include a slide about the SuperFinals (information to be provided)
 - o Video of Build-up of Tele2 Arena
- Include a slide which states why to be a Sponsor
- More Youth orientation, which will be built in

Technical:

- Is there a possibility to have an open tailor-made presentation?
- Change pictures to more Floorball orientation
- Should there be a price range for the partnership – not to be included

The IFF Office will prepare a new version of the main presentation, based on the feedback.

4. *The Combined Sales Next Steps (FS/PiL)*

The CCMNG discussed the process for sales of the Combined Sales.

IFF will contact Agencies and/or Finnish Companies

Switzerland will give it for the Swiss market to an Swiss Agency

Slovakia will contact a few companies directly

IFF has to inform on a continuous basis what contacts are being taken. A solution for how to follow-up the discussions with companies will be built on-line.

It was agreed that the countries should inform IFF of their close to be signed deals.

The implementation phase shall start with the International week-end and WFCQ, with a check-up date in end of September. The second check point is then in the end of 2016. Each country needs to appoint a marketing responsible person that IFF can cooperate with. The person should be able to answer/decide upon minor adjustments of the agreed visibility if such questions occurs during the partner negotiations. The associations have to be prepared that in case of success they need to be able to react fast in the implementation phase.

Report on present issues

5. *CC Sales Offer (MR)*

Mr. Rantakari presented the sales idea for the Champions Cup Title Sponsor. The basic idea is to find one sponsor for the Champions Cup, as a part of the Combines Sales process or a spin off from it.

The IFF is looking over how to sell the Champions Cup to the Floorball manufacturers in the future, with new ideas.

6. *GSI Sportcal research (PiL)*

Mr. Liljelund gave a short presentation about how to collect data from the Events and have information to approach potential Events Cities about the economic effect. IFF will prepare a proposal for its CB, to have an effect study made for the World Floorball Championships 2016 – 2020

The CCMNG was very positive towards having these kind of studies made.

7. *Workshop:*

How to use Floorball in the World Games in the National Marketing (all)

Mr. Liljelund gave a short update of the importance to activate the associations for the Wroclaw World Games and use it in their marketing already in front of the WFC2016. One issue is that the World Games are not very well known in the different countries.

Mr. Rudzinski expressed that the aim is to show that everyone can play the sport and full arenas of a top competitions. All IFF federations have to take part in the promotion of the TWG and have fans in Wroclaw.

Mr. Suman informed that the biggest challenge is to get everyone to understand that the World Games is bigger than the WFC.

Group Wrap-up:

Before WFC:

- More information is needed in the national associations of what the World Games is all about
 - o IFF to produce a fact sheet on the World Games
 - o What are the targets with the World Games
- Inform what the World Games are and their importance
 - o This is our Olympic games
 - o First time to win the Event
- Increase the awareness of National Association leadership, the top 50 persons in the National Associations, Floorball Clubs.
- Inform how the teams are qualified to the World Games.
- Inform the National Associations to knock on the door of the NOC of how the delegations are coordinated
- Run information campaign during the Olympics – Our Olympics in 2017
- To introduce the word of Floorball before the TWG
- Work with the biggest Player names
- Work with youth teams, get them to come to Poland.
- Unihoc Star Camp special edition in Poland

After the WFC:

- Handle the TWG as a WFC – media follow-up, visitors
- Organise fan trip to Wroclaw – sell the message of our Olympics.
- International Day of Floorball tournaments/camps during TWG
- Public viewings of the World Games

Report on present issues

8. *WFC 2016 – LOC report, TV Status and Next steps*

Mr. Sveilis informed that the LOC is still working with the Governmental institutions to receive more money. The work to find more sponsors for the Event. There is a team of around ten people preparing the Event and the SuperFinal was a test event for the WFC. It also served as a way to prepare for the WFC and it gave a base to build forward.

The system for booking tickets from different countries has been started. There are some 500 tickets sold for the finals.

Mr. Liljelund made a short report of the set-up for the TV offer, which will be sent out in the next week.

9. *Any other questions (ALL)*

Issues raised by the participants

There was no extra items brought forward

The next CCMNG meeting will be held in Borås, Sweden on the 30th of September, during the Champions Cup.

10. *Closing of the Meeting*

Mr. Suman thanked the participants for a good and a productive meeting.

Upcoming meetings and issues

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Issues that need to be discussed or decided upon or taken action upon

- Finalise the Combine Sales Presentation (MR/PiL)
- SuperFinal countries to provide the input for the SuperFinal slide in the presentation (All)
- To build a Marketing Data sheet for all countries, for reporting (PiL/FS)
- Each country needs to appoint a person that IFF can cooperate with. (All)
- Sales reporting from member associations on-going
- Prepare a sales plan by end of May (MR/PiL)

New ideas, etc...