

IFF Core Country Marketing Network meeting in Vantaa, Finland, 16.3.2011

Participants:	CFbU: Mr. Filip Suman	CFbU secretary general
	SSBL: Mr. JP Lehtonen	Finnish League marketing director
	FG: Mr. Mathias Liebing	FG board member
	LFS: Mr. Edgars Ikstens	LFS responsible for communication
	SIBF: Mr. Jonas Carlberg	SIBF Marketing director
	SUHV: Mr. Daniel Bollinger	SUHV secretary general
	IFF: Mr. Risto Kauppinen,	IFF Marketing function chair
	Mr. Tomas Eriksson,	IFF President
	Mr. John Liljelund,	IFF secretary general

Report on present issues

1. Introduction of participants and their expectations

Mr. Kauppinen made a short introduction of the Marketing Function and the idea of forming an IFF Core Country Marketing Network. All the invited, a part from the Norwegian association had found the time to participate in the network meeting.

The participants of the meeting made an introduction of themselves.

Mr. Eriksson expressed the importance to elaborate on the good Marketing Strategy and that the network should be an operational body and not a political body.

The group agreed upon the issues to discuss about, presented in the invitation

2. The objectives and the targets for the marketing network

Mr. Liljelund explained the IFF objectives of having the marketing network.

- Share best practices and ideas
- Find a common way of co-operation and a similar language in the field of marketing
- Open the IFF view on visibility and what kind of support IFF can give to the members.

Mr. Lehtonen likes to have new ideas and solutions, how things have been made in different countries. To learn more about how to deal with media and gaining spectators.

- Share TV games

Mr. Bollinger finds that for the Swiss the situation is problematic with a stagnating number of players.

Mr. Liebing is here to learn, since the German association is small. To learn what has been done before and not to make the same mistakes than the others might have made.

- Increase the visibility and market value of Floorball

Mr. Suman is looking for the best practice and the Czech association has also profited from the experience. Try to find a differentiation inside and outside the own sphere of activity.

- Trying to find ways of marketing IFF Events cross borders
- Find out how the sport is played outside our own countries.
- Promoting the sport to the market

Mr. Ikstens felt that you are organizing an Event; you can increase the popularity of sports in your country, as well as the number of licensed players is increasing.

- The live stream is very important for the development
- To avoid the mistake made previously and find out how to sell Floorball.

Mr. Carlberg thinks that the most important is to find common best practices and how to coordinate things together.

Mr. Kauppinen feels that the most important is to exchange best practices and how to deal with the challenges. We need to learn from the present countries.

- For IFF it is important to hear how we can make the IFF Brand message known World-wide.

Mr. Eriksson feels that it is sometimes amazing that the Presidents of the national associations, don't even know of the newly adopted Marketing Strategy.

- The Core countries need to know the foundation of the IFF work.

Report on present issues (cont.)

3. *Marketing set-up in each country - Best practices and never again's*

The National associations made a presentation of their Marketing structure and the Marketing Situation. The base of the discussion is being put into a table, which will be distributed to the participants.

4. *Introduction of IFF Marketing Plans for 2011 – 2012*

Mr. Kauppinen made a short presentation of the IFF Marketing Plans 2011-2012:

- Sales of Title (50.000 €) and Main Sponsor (25.000 €) - look for sales contacts
- Discussion about looking for own sales or agency
- There are some prospects we will work with:
 - o Kone, Nokia, Fortum, Neste Oil, Skoda and World Lottery Agency
- Implementation of the marketing strategy materials will be produced in 2011.
- Implementing of the IFF Brand image to the whole Floorball ecosystem.
- TV-visibility is the key to enhance the level of our market value
- Starting the marketing network.

5. *Present TV visibility and ways of increasing TV coverage*

Mr. Liljelund presented the foundation for the TV-visibility IFF package offer to be sent to the four major country TV Companies, which are broadcasting Floorball. IFF has built the package based on the following view:

- Enhance the market value of the Sport
- Showing full arenas in IFF Events
- Having enough games produced to be able to offer TV bigger packages.

6. *Ways of enhancing the Floorball brand message*

Mr. Liljelund made a short presentation of the plans for the ways of enhancing the Floorball brand message to all stakeholders.

7. *IFF plans to produce generic marketing materials*

Mr. Liljelund elaborated on the ideas the IFF Marketing function has to produce materials:

- Basic marketing and sponsorship material will be made for the member associations (spring 2012).
- Use of the SportAccord/YouTube SportsHub to create an international IFF Floorball-TV portal, including all the available information from all member associations.
- Produce a marketing pre-clip raider for Floorball – usable for TV, Internet, Partners to express the true essence of what Floorball is.
- Participate in the production and development of Floorball PC and Console games
 - o FBL Game has been launched for PC during WFC 2010
- Building a development plan for the fan culture internationally and locally
- Build a Floorball Facebook application
- Forming a Brand image for the WFC

8. *Next steps and actions*

The next meeting will be held in June and the participants are asked to come back with their ideas for that meeting.

Mr. Kauppinen stressed that the National Associations should invest in marketing, in order to have real results. Marketing is not only a way of having fast revenue, but also making marketing for the Sport.

Upcoming meetings and issues

- Making an analysis of the Brand Message of the National Associations.
 - Next meeting will be held on the 13th of June 2011, place to be defined by the Marketing function.
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Issues that need to be discussed or decided upon or taken action upon

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**New ideas,
etc...**

- Mobile solutions for marketing
- Common Facebook applications – games etc
- Implementation of the IFF Newsletter in the national associations
- Distribute the Brand Message
- Sharing the TV-signal from different countries.