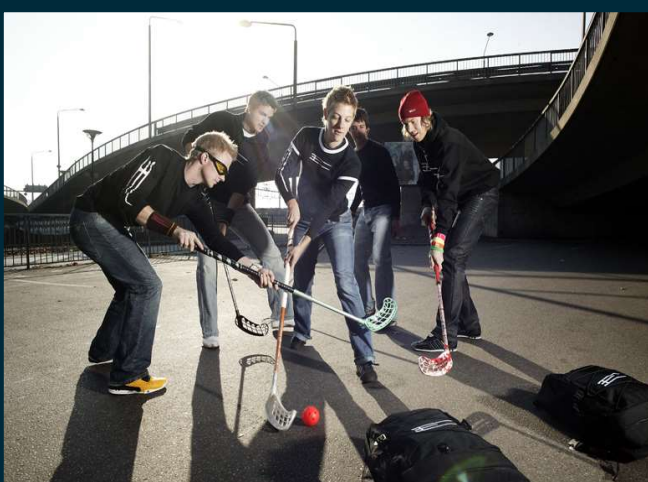




4 th IFF Associations' Meeting in Bratislava, Slovakia 8th and 9th of December, 2017



Welcome and Opening by the IFF President

Mr. Tomas Eriksson

Key points of development and actions taken

The IFF Strategy has defined three pillars as the basis of our future growth

Development:

- ✓ Participation in Multi-Sport Events - The World Games 2017, Special Olympics Winter World Games 2017, European Master Games 2019 and maybe in The World Games 2021
- ✓ Floorball now on all continents – growth on the southern hemisphere
- ✓ Implementation of IFF License System 2.0 from 2020 WFC registration

Marketing

- ✓ New Sales Coordinator to enhance Sales of IFF Marketing Rights
- ✓ New Sales Approach and materials
- ✓ Incremental TV and Internet-TV penetration and visibility – Reach of 12 countries and Olympic Channel and YouTube, WFC high-lights program broadcast in 134 countries, on 7 networks with 190 households.

Key points of development and actions taken

Lobby work

- ✓ Increased visibility and presence at International Events as speakers and candidates for positions in different organisations
- ✓ IFF has become a role model in a number of cases among the smaller International Federations, like in GAISF , IWGA and SportAccord Convention.
- ✓ The IFF secretary general has been elected to the ARISF Council for 2017 - 2020

The Agenda

Day 1 – Friday, 8th of December, 2017

1. Welcome and Opening by the IFF President Mr. Tomas Eriksson (TE)
- key points of development and actions taken 09:00-09:10

2. Presenting the agenda for the meeting (TE)
- Present Issues: 09:10-09:15
- Introduction of the IFF Sales Coordinator (TE)

3. Need for Improvement – What to do with the WFC's (JL)
- Values of the Future WFC's and Ideas of how to change 09:15-09:45
(SK)
Group-work: How to develop the IFF WFC + de-brief 09:45-10:45
(Groups in order with WFC groups and ranking)

The Agenda

4. The need for changes in the International Competition Calendar (MK)
- The Process for the looking over the International Calendar 10:55-11:15
 - Brainstorming: (In the previous groups) 11:15-11:50
 - What are the National Needs for the International Calendar?
 - When do you want to have the International Week-ends and how many?
 - Timing of the IFF Events?
5. The keynote speaker Mr. Mike Laflin 11:50-12:50
- The role of Floorball in Multi-Sport Event
5. First Session Recap 12:50-13:00 (TE)

The Agenda

Lunch Break 13:00 – 13.45

- | | | |
|----|---|-------------|
| 7. | The Evaluation of The World Games 2017 | (JL) |
| | - The Planning and Execution of the Event | 13:45-14:45 |

Comment presentation:

The NOC view of the TWG – Mr. Filip Suman

The AOFC Social Media Activation Campaign – Mr. Steven King

The Agenda

Pair Discussion:

How did you experience The World Games

What can we do better for the Birmingham, USA TWG 2021 14:45-15:25

9. End of Day one summary 15:25-15:30(JL)

The Agenda

Day 2 – Saturday 9th of December 2017

Opening of Day 2 – IFF Vice President Filip Suman

09:00-09:05

11. The Each One - Teach One (EOTO) Project Update (VH)
- The Project Now and the Road Forward 09:05-10:00
- Best Practices and Good Examples (Countries)
- Ukraine-Finland: The Project Evaluation (Tamuz Hidir)
- The Western Europe Project (Thorbjörn Ovedahl)
- The Referee Project Singapore-Malaysia (Bin Bin Lin)

The Agenda

12. IFF Marketing Strategy (JB)
- Brainstorming: (JL)
- What fields would be interesting for Floorball to have as Sponsors
- How to get more money out of Sponsorship 09:50-10:20
- 13 Information topics
- Special Olympics – SOEE Mr. Mariusz Damentko 10:20-10:30
- Coffee break: 10.30 – 10.45
- 14 Information Issues – Bullet Topics (JL)
- New IFF web-site and Match Statistic Software (MN)
- New Rules of the Game (MK) 10:45-11:25
- IFF Way of Refereeing (VH)
- New format of Streaming (Wellu Maurola)
- IFF Athletes Commission (Lidwien Reehuis)

The Agenda

15. Presentation of cooperation and upcoming IFF Events
7th U19 Women WFC 2018 St. Gallen (max. 7 minutes) (SUHV)
Mr. Michael Zoss, SUHV secretary general 11:25-11:35
- 12th Men's World Championships 2018, Prague, Czech Rep. (max 7 minutes)
Ms. Suzanna Svobodova, WFC 2018 secretary general 11:35-11:45
16. Conclusions and Closing of the meeting (TE)
11:55-12:00



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

Introduction of the new IFF Sales Coordinator

Mr. Tero Kalsta

Lives in Lausanne in Switzerland



Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org

IFF Associations' Meeting

Member Associations present in the meeting

Australia	Germany	New Zealand	Sweden
Armenia	Hungary	Norway	Switzerland
Austria	India	Poland	Thailand
Cote d'Ivoire	Israel	Russia	Turkey
Czech Republic	Italia	Serbia	Ukraine
Denmark	Japan	Singapore	United Kingdom
Estonia	Latvia	Slovakia	United States
Finland	Lithuania	Slovenia	Venezuela
France	Netherlands	Spain	



IFF Associations' Meeting

Need for Improvement-What to do with the WFCs

Values of future WFCs and ideas how to change

Mr. John Liljelund
IFF Secretary General

Need for Improvement – What to do with the WFC's

- Values of the Future WFC's and Ideas of how to change

Values of the Future WFC's

- Today the WFC is played as a nine day tournament with 16 teams
 - Four Groups of Four
 - Groups based on ranking
 - Play 1st play-off round 3rd and 4th from A and B group against 1st and 2nd in Group C and D
 - Quarter finals
 - Total of 48 Games
- Today we have representation from 4 continents
 - Asia, Europe, North America, Oceania
 - We miss Africa and South America
- Do we need to make Changes

Values of the Future WFC's

- Raising awareness
 - It is the IFF Face to the Public
 - Reach new public/spectators
 - Building Media interest
 - Raise awareness/Create Image among the General Public
- Creating Stars – building stories
- Incremental Revenue
 - Platform to earn money
 - Find new money from outside the family
- Making new Traditions

Values of the Future WFC's

- **Strategical Impact**
 - Lighthouse/Flagship Event
 - Development/Enhancement of the Sport
- **Political Aspects**
 - Showcase towards the Sports Community
 - Better platform for Lobby work
- **Business to Business Event**
- **Social Impact**
 - Gathering of the Family/Associations
 - Provides legitimacy for the Sport/IFF
 - Increased self-confidence in the Sport

IFF CB WFC SWOT Analysis

Strengths

- Strong IFF organisation – Good set-up
- Good Know How
- Experienced LOC's
- Interest to Participate
- Much Spectators (young audience)
- Big Media Interest (own channels)
- Interesting Competition – Level of the Sport
- Clean Sport
- Good Playing system – Final round/Qualifications
- No violence
- Final weekend is perfect!
- TV interest in participating countries

Weaknesses

- Risk that Neither the LOC or IFF make Money
- B-Arena much lower level than Main-Arena
- Lack interest of Main Stream Media
- Not 1st in-line for TV and Sponsors
- Not teams from all continents
- Only organised by the same countries
- Not too many travelling spectators
- Predictability of results
- No TV visibility in the Main Sport Channels
- Importance of Host Country Success

IFF CB WFC SWOT Analysis

Opportunities

- Financial gains
- Anti-Corruption Trend
- New Youth and Lifestyle driven Sponsors
- Chance to grow in the Host (outside EFT countries)
- Community Responsibility (parasports & equity)
- Young Sport – Sky's the limit
- More Teams/Continents
- Ability to test new Broadcasting formats
- New Playing Format – Wroclaw model
- Divide competition in different countries
- Bigger Involvement of the Host City
- A possibility to grow the Event (Day's and Teams)
- Bring more foreign fans (It must grow!)
- Courage to test new things

Threats

- Difference of Level vs. National League
- Change of General Sports program
- Different names for the Sport
- Cost of Travel and Travel restrictions (visas)
- Interest toward Regional Events vs. WFC
- Finances
- No Arenas to make the Event bigger
- No good TV Sport – too fast!
- Game visibility vs. Sponsoring needs
- Gap between the countries – Top vs. Challengers

Possible WFC Future Next Steps

- Increase the number of Teams
- Increase number of participating Continents
- 16 -> 20 Teams
- Four groups of Five or Five groups of Four
- When to implement – 2020?
- Organiser gets one more home game
- Move from 9 to 11 Days
- Timing of the Event – to be looked at in connection to the International Calendar
- Need to test the 3x15 min Format (More intense – Best Level Ever)
- Number of Players: What is the ideal number 14 (12+2) or 16 (14+2)
 - The present number of Players

WFC – How to enhance the Product

- Increase overall number of Spectators (Group games & non-host games)
- More International TV
- More Global Partners
- Higher engagement of the non-Organising Countries

How to develop the IFF WFC – Group Work

- In the Groups built up in accordance to the IFF WFC Ranking with around 5 countries
- Please discuss the following questions
 - How to Develop the IFF WFC's
 - Pinpoint the Key for Success
 - What are the things to look out for
- Time 15-20 minutes

IFF Associations' Meeting

1. Finland

Norway

Czech Republic

Latvia

2. Germany

Sweden

Switzerland

Poland

3. Slovakia

Singapore

Estonia

Australia

4. Japan

USA

Denmark

Thailand

5. Netherlands

Hungary

Canada

Spain

6. Italy

New Zealand

Slovenia

Austria

7. France

Armenia

Cote D'Ivoire

8. India

Israel

Lithuania

Russia



IFF Associations' Meeting

9. Pakistan

Turkey

Ukraine

Venzuela



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

The need for changes in the International Competition Calendar

The process for the looking over the International Calendar

The need for changes in the International Competition Calendar

The Process for the looking over the
International Calendar
IFF Associations meeting 8th and 8th of December 2017 -
Martin Klabere

Background

Last time we discussed the calendar with the national associations was in Prague August 2012 (18 countries participated)

- Big changes was new playing system of the WFC and that all countries participating are qualifying (organiser excluded)
- Topic that were a compromise was regarding the timing of WFC U19



International events today

Women 's World Championships

Every odd year

WFC Final Round with 16 teams

- 1 team (organiser) directly qualified

- 15 teams from qualifications

WFC Qualifications, played regionally

Men 's World Championships

Every even year

WFC Final Round with 16 teams

- 1 team (organiser) directly qualified

- 15 teams from qualifications

WFC Qualifications, played regionally



International events today

Women U19 World Championships

Every even year

A-Division (8 teams)

B-Division (8 teams)

WFC Qualifications, played regionally

Men U19 World Championships

Every odd year

A-Division (8 teams)

B-Division (8 teams)

WFC Qualifications, played regionally

International events today

Champions Cup
Every year
For the Club Champions
of the top nations.
Men & Women

**EuroFloorball Cup Final Round &
Qualifications**
Every year
For the Club Champions from
the 5th and lower ranked
nations.
Men & Women

International calendar today – full info

International Events					Number of Teams in the IFF Competitions Nov 2016 - 2017						
Year schedule			IFF Competition	Intl WE	Event	IFF	IFF	Adult M	Adult W	U19 M	U19 W
2017	Jan										
	Feb	1st week-end	WFC Quali	Intl WE	WFCQ	WFCQ W	31	5	0	8	4
	Mar										
	Apr	4th week-end		Intl WE				6	6	2	
	May	1st week-end	U19 WFC		U19 WFC	U19 M	16				
	Jun										
	Jul	Last week-end	TWG		TWG	TWG M	6	8			
	Aug	4th week-end	EFCh		EFCh			7			
	Sep	2nd week-end	U19 WFCQ	Intl WE	International weekend/U19 WFCQ	U19 WFCQ	4	13	7	2	5
	Oct	1st week-end	CC		CC			5	5		
		2nd week-end	EFC		EFC			5	5		
	Nov	1st week-end		Intl WE	International weekend			19	9	6	4
Dec		WFC		WFC		16					

International calendar today

International Events				
Year schedule			IFF Competition	Intl weekend
2017	Jan			
	Feb	1st week-end	WFC Quali	Intl weekend
	Mar			
	Apr	4th week-end		Intl weekend
	May	1st week-end	U19 WFC	
	Jun			
	Jul	Last week-end	TWG	
	Aug	4th week-end	EFCh	
	Sep	2nd week-end	U19 WFCQ	Intl weekend
	Oct	1st week-end	CC	
		2nd week-end	EFC	
	Nov	1st week-end		Intl weekend
	Dec		WFC	

International calendar changes for season 2018/19

International Events				
Year schedule			IFF Competition	Intl weekend
2018	Jan			
	Feb	1st week-end	WFC Qualification	Intl weekend
	Mar			
	Apr	4th week-end		Intl weekend
	May	1st week-end	U19 WFC	
	Jun			
	Jul			
	Aug	4th week-end	EFCh	
	Sep	1st week-end	U19 WFCQ	Intl weekend
	Oct	?	EFC	
		3rd week-end		Intl weekend
	Nov	2nd week-end		Intl weekend
	Dec		WFCM	
2019	Jan	1st week-end	CC	

Future of the international calendar – work shop

- What are the national federation needs for the international calendar?
 - Short/long term
- When do you want to have the international weekends and how many?
 - Short/long term
- Timing of the IFF events?
 - Short/long term

Next step

- Office and RACC will evaluate the work shop during 2018
- Result/proposal of the summary will be sent to national federations for comments
- Proposal of changes will be a part of general assembly 2018

IFF Associations' Meeting

Brainstorming: (In the previous groups)

What are the National Needs for the International Calendar?

When do you want to have the International Week-ends and how many?

Timing of the IFF Events?



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

Keynote Speaker:

Mr. Mike Laflin, Sportcal CEO
The role of Floorball in Multisport Events

Recognised by the IOC Ordinary member of SportAccord

www.floorball.org

IFF Associations' Meeting

First Session recap
Mr. Tomas Eriksson

Lunch Break
13:00-13:45

IFF Associations' Meeting





INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting



Recognised by the IOC Ordinary member of SportAccord

www.floorball.org

IFF Associations' Meeting

The evaluation of The World Games 2017

- The Planning and Execution of the Event





The Objectives and Outcome of the Floorball Participation in The World Games 2017

The Evaluation of The World Games 2017
The Planning and Execution of the Event

Mr. John Liljelund
IFF Secretary General



The Strategic Objectives of the Participation in The World Games in Wroclaw, Poland

- ✓ Secure our participation to TWG 2021 in Birmingham, USA, as an official sport and with the inclusion also of women's teams
- ✓ Bring Floorball to the Sport Initiation Programme for Tokyo 2020 and the Youth Olympic Games
- ✓ Give us a chance to be one of the Additional Event Sports for the Olympic Games 2024 and/or the Youth Olympic Games
- ✓ Reach a broader media visibility and reach new spectators



Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org

The Strategic Objectives of the Participation in The World Games in Wroclaw, Poland

- ✓ At a national level the key objective was to raise the awareness of Floorball and TWG, and by doing that support the development of Floorball's political position
- ✓ Find ways to start closer cooperation with NOC's and have the opportunity to gain funding
- ✓ Strengthen our brand in the international sports arena and, through the success in Wroclaw, increase our marketing value giving benefits on both the international and national level



Some of the Comments we got from IWGA and the IOC

- ✓ The organisation and execution of the event as well as the atmosphere were professional and impressive
- ✓ IFF met the expectations of the IWGA with their participation and fulfilled their commitments given in their Application for Participation in the Games.
- ✓ In the cluster of Ball Sports, Floorball was a good addition and obviously well appreciated by the Polish audience on site and by the media.



Some of the Comments we got from IWGA and the IOC

- ✓ A modern, dynamic sport which tries to approach the spectators with a suitable sport presentation and in addition with activities for the spectators around the tournament (e.g. mini playing field for youngsters).
- ✓ The IFF is also a very active and progressive federation pertaining to the use of modern technology and media resources to promote their sport. It understands to make use of TWG for their sport as a „showcase" to attract new, non sport-specific audience for the future.
- ✓ This is the coolest, most spectacular event with the best atmosphere at the TWG, after beach handball.



The Result

- ✓ The chosen Game format and number of players was a success
- ✓ Great and Thrilling Games!
- ✓ Good feedback from Teams, Media, NA's, IWGA
- ✓ Good number of spectators in the Arena – Sell-out!
- ✓ Good visibility with lot of journalists in Arena(4th)
- ✓ Good share of Floorball TWG SoMe (2nd) with 32,6 mill reach
- ✓ City Advertisements and PFF driven Game Initiation in the City
- ✓ Mika Kohonen Athlete of the Day on Final Day!
- ✓ Huge Political Success, with a lot of important visitors (IOC, IWGA, Birmingham 2021 etc.
- ✓ We were able to prove that we create added value for the multi-sport games organiser
- ✓ This will be a good stepping stone for further Floorball participation in different multi-sport events.



The Conclusions

- ✓ Increased awareness in the sport family
- ✓ Open new forms of Cooperation with Olympic Channel
- ✓ Good example of corporation between NA's and IFF
- ✓ Many positive new contacts and ideas
- ✓ Good position towards the preparation of the TWG 2021 program
- ✓ A lot of learnings for other multi-sport Events.



The Step Forward

- ✓ The World Games preparation shows that the Community can work together
- ✓ The Wroclaw experience shows that we can provide flexible solutions for Multi-Sport Events
- ✓ How to take learning from this for our National and International Events
- ✓ Secure presence in the Birmingham World Games 2021





INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

Comment Presentations

Recognised by the IOC Ordinary member of SportAccord

www.floorball.org



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

The NOC view of The World Games

Mr. Filip Suman
IFF Vice President

Recognised by the IOC Ordinary member of SportAccord

www.floorball.org

National Olympic Committee and Floorball at the World Games



National Olympic Committee and Floorball at the World Games

National Olympic Committees are really interested in World Games

Floorball is THE best sport!



Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org



National Olympic Committee and Floorball at the World Games

National Olympic Committees are really interested in
World Games

Floorball is THE best sport

Really?



National Olympic Committee and Floorball at the World Games

National Olympic Committees (NOCs) are really interested in World Games.....?

It takes time and non-olympic sport must try their best

There are more and more NOCs which take WG seriously and support their athletes

Try to cooperate with other non-olympic sport at the World Games presentation



INTERNATIONAL
FLOORBALL
FEDERATION



Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org



National Olympic Committee and Floorball at the World Games

Floorball is the best sport...?

Floorball - for the first time at the World Games!

33 sports, 100+ countries

How many important guests saw us for the first time?

Living room, Floorball rules, Multisport event..



National Olympic Committee and Floorball at the World Games

Is Floorball is THE best sport??

Sure!



IFF Associations' Meeting

The AOFC Social Media activation Campaign

Mr. Stephen King
IFF CB Member



Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org



IFF Associations' Meeting

The IFF together with the AOFC organised a competition in connection to The World Games 2017 for the AOFC countries. The goal was to activate the AOFC countries in regards of The World Games and to gain more visibility for floorball's next step.

IFF Associations' Meeting Impact at the World Games

The impact on the World Games was very successful with the following impacts noted

- Comments made by World Game Officials during the World Games that they were noticing the amount of Social Media for Floorball
- Results in the World Games Official Assessment of the reach of social media showing that Floorball was very active in this arena
- The knowledge about the World Games was increased across AOFC countries and increased views of games

IFF Associations' Meeting Social Media Results

To determine the winner it was decided to count them as points and to value certain areas more. For example the amount of posts x 100 + amount of Mobile App sessions x 10 + Youtube minutes watched. With this calculation method we got the following results:

- 1. Philippines 494 743
- 2. Iran 298 968
- 3. Japan 112 656
- 4. Singapore 107 292



IFF Associations' Meeting Social Media Results

The most active country, and the winner of the competition was Philippines!

This means that the Philippines Floorball Association won themselves a brand new floorball rink.

Japan came second and won two goalie kits

Iran came third and won two toolbags with sticks and balls.

IFF Associations' Meeting

Please discuss in Pairs the following topics

- How did you experience The World Games
- What can we do better for the Birmingham, USA TWG 2021
- Time 15 minutes



Our Value Proposition For You

Fast. Exciting. Spectacular.

Clean. Equal. Transparent.

Modern. Flexible. Full of potential.



Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org

IFF Associations' Meeting

End of Day One, summary
Mr. Tomas Eriksson



Recognised by the IOC Ordinary member of SportAccord

www.floorball.org



IFF Associations' Meeting

Opening of the Day 2

Mr. Filip Suman, the IFF Vice President



IFF Associations' Meeting

EOTO, Each One – Teach One

Mr. Veli Halonen
IFF Operations Coordinator

IFF Associations' Meeting

EOTO, Each One – Teach One

- The project is ongoing
- Launched in 2014
- Some good examples will follow
- More active groups of IFF member associations have joined the project
- Working in Europe and Asia, some steps taken also in Africa.
- EOTO is very informal, almost what ever you do is positive

IFF Associations' Meeting

EOTO, Each One – Teach One

- Be active
- Ask for help
- Try to define your needs
- Remember to report
- If you have new ideas and suggestions, don't hesitate to bring it up
- The issues and problems are not necessarily the same for all
- New instructions how to apply for the Floorball Development Seminars has been published on the IFF website



IFF Associations' Meeting

Best practises and good examples



IFF Associations' Meeting

Ukraine-Finland, the project evaluation

The President of the Ukrainian Floorball Federation

Mr. Tamuz Hidir

Each One Teach One



Each One Teach One

- Starting point the Association audit in 2013.
- Ukrainian Floorball Federation paired with the Finish Floorball Federation in 2014.
- Initial contacts and meetings 2014-2016.
- Needed changes in the internal structure of the Ukrainian Floorball Federation in 2016.
- Each One Teach One - Club development and Good Governance seminar in September 2017.



Each One Teach One



Possitive effects from EOTO for Ukrainian Floorball Federation

- EOTO encouraged us to make changes in the federation.
- Club development seminar gave tools for the clubs to get more organized.
- EOTO opened up for cooperation in other fields like refereeing, club to club cooperation etc.
- Good PR tool for Ukrainian Floorball Federation that we have the Finish Floorball Federation as a partner.



Each One Teach One



Conclusions

- Important to have 2 organizations who want to cooperate.
- Have clear and realistic understanding and expectations on what areas you want to cooperate on.
- One form of cooperation can open the door for other forms of cooperation.
- Be patient some things will take time to accomplish.





INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

The Western Europe Project and the 6NFC

Mr. Thorbjorn Ovedal, IFF Central Board Member

IFF Associations' Meeting



Sometimes the development needs to have positive upside down thinking.

IFF Associations' Meeting

Seminars in Europe 2017

- **June, Hungary: Good Government, coaching and refereeing; Level 2**
- **September, Ukraine: Good Governance**
- **October, Turkey: Coaching and refereeing; Basic Level**
- **November, Slovakia: Coaching program for 6NFC**



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

The Referee Project Singapore-Malaysia

Ms. Binbin Lin, Singapore Floorball Association

The Referee Project (Singapore – Malaysia)

Prepared by Lin Binbin
With inputs from Sharil Ismail (Rello)
4th IFF Associations Meeting, Bratislava Slovakia, 8-9Dec 2017

What: An Exchange Programme

- ❖ *Experienced referees from Malaysia are given opportunities to whistle Singapore Floorball League matches, coupled with observations done by IFF referees from Singapore.*
- ❖ Experienced Singapore referees invited to whistle at Malaysia tournament (Merdeka Cup 2016 & 2017)
- ❖ Referee clinics (twice a year)

When: Frequency and timeline

- ❖ Programme started in June 2016
- ❖ Expanded to include referee pairs from Indonesia and Philippines (as of 2017)
- ❖ Typically, each pair will be given opportunities to whistle games once a month, based on their availability & suitability of matches.
- ❖ Head of Referee Sharil Ismail(Rello) assist in conducting Referee Clinic in Malaysia **twice a year** (Pairs from Indonesia and Philippines are also invited to these learning

Why: Rationale

- ❖ *Long-term development of technical officials as the level of play rises in the region.*
- ❖ *Strong pool of Singapore referees suited to bring up the level of other regional referees.*
- ❖ *Wider scope in the development of Floorball: Beyond players and coaches, to improve the officiating of matches to ensure high quality matches, education of players and safety of the sport.*

Sustainability & Development

- ❖ Opportunities for referees to learn and share beyond their immediate circle. (expanded experiences)

Photo taken at Merdeka Cup 2017, including referee pairs from Singapore, Malaysia, Philippines and Indonesia.





IFF Associations' Meeting

IFF Marketing Strategy

Mr. Jörg Beer, IFF Central Board Member



IFF Associations' Meeting

IFF sales packages:

WFC Title sponsor (Include the WFC's and WFCQ's and Champions Cup)

WFC Main sponsor (include the WFC's and WFCQ's and Champions Cup)

U19 WFC's

Champions Cup

Combine Sales and IFF Development



IFF Associations' Meeting

Goals for next two years:

2018: 1 IFF Main Sponsor of a value of 50-70k and 2 smaller for the Champions Cup (15-20k)

2019: IFF Title Sponsor of a value of 120k and a few for the Champions Cup (30-40k)



IFF Associations' Meeting

Brainstorming

Mr. John Liljelund
The IFF Secretary General

- What fields would be interesting for Floorball to have as Sponsors
- How to get more money out of Sponsorship

A Marketing Challenge

Please discuss freely and without restrictions

- ✓ What fields would be interesting for Floorball to have as Sponsors
- ✓ What are the new format of Sponsorship
- ✓ How to get more money out of Sponsorship
- ✓ Time 15 minutes



Our Value Proposition For You

Fast. Exciting. Spectacular.

Clean. Equal. Transparent.

Modern. Flexible. Full of potential.



Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org



IFF Associations' Meeting

Information Topics

Special Olympics-SOEE

Mr. Mariusz Damentko

Floorball Development in Special Olympics - 2017

Bratislava, 9 Dec. 2017



Special Olympics



2016 REACH REPORT SUMMARY



ATHLETES

4,978,668

UNIFIED PARTNERS

716,764

TOTAL

5,695,432

TOTAL BY BILLION



HEALTHY ATHLETES

CLINICS

1,251

ATHLETE EXAMS

155,669

HEALTH VOLUNTEERS

30,202

COUNTRIES OFFERING HEALTHY ATHLETES

68

HEALTHY COMMUNITIES

RECOGNIZED PROGRAMS

13

PROGRAMS IN PROGRESS

37

UNIFIED SPORTS

TOTAL TEAMMATES

1,375,945

UNIFIED ATHLETES

659,181

UNIFIED PARTNERS

716,764

TOTAL YOUTH TEAMMATES

267,442

UNIFIED ATHLETES

145,330

UNIFIED PARTNERS

122,112

SCHOOLS ENGAGED IN UNIFIED SPORTS

110,576

YOUNG ATHLETES

163,760

COMPETITIONS

111,671

LOCATED

20,187

306 COMPETITIONS / DAY
13 COMPETITIONS / HOUR

GLOBAL FOOTPRINT

NATIONAL & STATE PROGRAMS

223

COUNTRIES

172

ATHLETE LEADERSHIP

ATHLETE LEADERS

40,814

ATHLETE LEADERS IN VOLUNTEER STAFF ROLES AT NATIONAL/STATE LEVEL

4,842

2015-2016 CHANGE

-3.6%

-1,523

VOLUNTEERS

1,190,770

TEACHERS

432,267

WOLFF

339,394

LOW EMPLOYMENT

74,376

HEALTH

30,202

OTHER

314,512

YOUTH LEADERSHIP

YOUTH LEADERS (AGE 12-25)

53,091

2015-2016 CHANGE

+17.3%

+7,836

FAMILY LEADERSHIP

FAMILY LEADERS

24,133

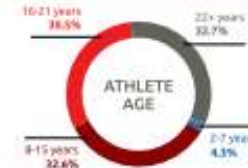
REGISTERED FAMILY MEMBERS

556,677

2015-2016 CHANGE

+6.5%

+1,470



PROGRAM LEADERS

PROGRAMS WITH PAID LEADERSHIP

144

NUMBER OF PAID STAFF WITH INTELLECTUAL DISABILITY

217

SUPPORT

\$509,024,423

CASH

\$368,028,724

IN KID

\$140,995,698

(Based on 2015 Financial Data)

pics





- 2016 numbers
- 40 countries world-wide (30 in Europe)
- 23.780 athletes (11.387 in Europe)
- 3.227 coaches (910 in Europe)

Floorball projects 2017



- 8 projects (EU grants) - follow-up of seminars in Riga & Graz
- Winter World Games, regular competition and unified competition (every four year)
- Winter World games 3.500 participated in total with a budget of 25 mill euro
- Floorball Equipment distribution
- EWoS 2017 in Estonia (Sept)
- Seminar in Bratislava (IFF Champs)



***Over100,000€ invested,
EU funding - 2017 World Games Legacy***

Riga and Graz Unified projects



- Kick off seminar in Riga on Dec. 2016
- Unified Schools Floorball Seminar in Graz on March 2017 (during SO World Games)
- **Outcome:** 10 projects /EU funding grants & equipment distribution
- Latvia, Estonia, Lithuania, Belgium, Norway, Cyprus, Hungary, Austria, Malta, Slovakia



Floorball at SO World Games



- 2013 - official sport at SO World Games with demo tournament for 8 teams
- 2017 - 12 Unified Floorball teams entered to tournament, from 4 regions - Total 43 teams
- 2021 - we hope to have all regions present and 70+ teams



Seminar in Bratislava 8.-10. Dec



- 15 SO Programs running, EU Unified Schools Floorball projects /interested in starting Unified Floorball
- SO Demo-game during intermission (semi-final)
- Opportunity to meet the national federation and discuss closer cooperation



Partnership with IFF and national federation



- Work together at national level
- Open your clubs for people with ID
- SO are present in 170 countries
- Common goal to expand floorball
- Contact the national program of SO and meet them and see how both can help each other

Contact info



Steen Houtman

Psteen.houtman@gmail.com

Or

Mirek Krogulec

Mkrogulec@specialolympics.org

THANK YOU IFF !



IFF Associations' Meeting

Coffee Break, 10:30-10:45





INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

Information Topics

Recognised by the IOC Ordinary member of SportAccord

www.floorball.org



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

New IFF Website and match statistics Software

Ms. Minna Nurminen, IFF Information Coordinator

IFF Associations' Meeting

- Skylab
- Other sport federations
- Dynamic
- Better SEO
- User friendly - Wordpress
- Easily modified



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

Rules of the Game, 2018 Edition

Mr. Martin Klabere, IFF RACC Chairman

Recognised by the IOC Ordinary member of SportAccord

www.floorball.org

New rules of the game - valid from 1 July



IFF Associations meeting 8th and 9th of December 2017 -
Martin Klabere

New rule of the game - valid from 1 July 2018

Protective goggles

The IFF advice the National Associations to move to mandatory use of protective goggles for players under 17 years old during the validity period of these Game Rules and at the same time recommend the use for players under 19 years old.

Compression were

Unless otherwise defined by National Association uniform regulations, visible parts of undershirts, undershorts, tights and compression wear shall be of the same colour as the main colour of the match uniform shirt or the shorts. For leg wear black is also allowed.

Penalty shot

The player taking the penalty shot may play the ball an unlimited number of times **and shall follow a continuous movement towards the goal cage**, ~~but the ball has to be in a forward movement during the entire penalty shot. As soon as the goalkeeper has touched the ball, the player taking the penalty shot must not touch the ball again during the penalty shot.~~

Continuous implies that the player and the ball are not allowed to come to a full stop or change direction away from the goal cage simultaneously.

If you are rewarded a penalty shot the 2 minute bench penalty is taken out from the rule book

New rule of the game - valid from 1 July 2018

Face off

Several small changes but in general free hit will be granted directly not only regarding things the players doing the face off does, also what the other players do (standing closer than 3 m, start to run over center line before whistle etc.)

Pass to goalkeeper

Only if the ball, in the referees' opinion, is played intentionally

When a field player plays the ball with his head

Free hit instead of 2 minutes

Field player raises his stick over an opponent's head and the opponent is hit

Today this is always 5 min bench penalty regardless. New rule gives the referees to use all rules

When a team delays play (free hit)

This includes when a team plays in a systematically passive way behind the own goal cage. The team should, if possible, be made aware of this before any actions are taken.

Re-arranging chapter 7

Correctly/Incorrectly scored goals – in principal no new rules

New rules of the game - valid from 1 July 2018

IFF Rules of the Game – calendar for changes

1. The normal process for changing the rules of the games

New rulebook is changed in a 4 years rotation. The following milestones is within this period:

October 2019: Request shall be sent to all member Associations and all persons in the IFF bodies urging them to send in proposals, with a priority list and in a special template.

February 2020: Deadline for sending in proposals.

March 2020: Rules group meeting. Preparing a list of rules for testing and asking for test associations. **Asking for feedback from member Associations, IFF RC, RACC, Athletes Commission and IFF Office on the changes in the book (deadline for feedback September 2020).**

15 April 2020: Dead-line to apply as test Association

April/May 2020: CB-decision of test Associations

15 February 2021: Collection of experiences

March 2021: Rules group meeting. **Asking for feedback from IFF RC, RACC, IFF Office and Athletes Commission on the final book (deadline for feedback May 2021).**

September 2021: IFF CB makes final decision and New IFF Rules of the Game is sent to all member Associations.

December 2021: RACC organizes a seminar for Interpretations of the Rules of the Game. All member Associations will be invited to participate on their own cost.

July 1, 2022: The new edition of the IFF Rules of the Game becomes valid



IFF Associations' Meeting

IFF Way of Refereeing, the next step

Mr. Veli Halonen, IFF Operations Coordinator

IFF Associations' Meeting

IFF Way of Refereeing, the next step

Basic idea is to unify the rule interpretations internationally

The interpretations will be updated to the IFF educational material, not to the rulebook

Shall be ready by the 1st of July 2017





INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

New Format of Streaming

Mr. Vellu Maurola, Striimit

Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org



STRIM

WATCH AMATEUR SPORTS LIVE

VELLU MAUROLA, DEC 9TH, 2017 – CONFIDENTIAL

parents

WOULD LOVE TO WATCH
THEIR KIDS PLAYING LIVE

players

WOULD LOVE TO
WATCH
AND SHARE THEIR
MAGICAL

teams
MOMENTS AFTER THE
GAME

WOULD LOVE TO
EARN SOME
EXTRA INCOME



A man in a yellow shirt is shown from the side, adjusting an earpiece. He is wearing a green wristband with the text "SAY NO TO DOPING" on it. The background is blurred, suggesting an indoor sports arena.

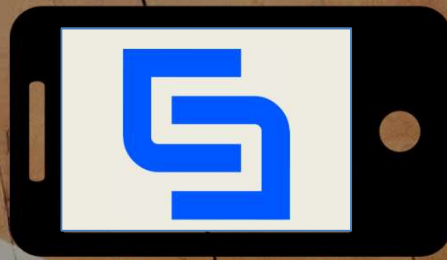
STRIIM IS A GAMIFIED VIDEO MEDIA FOR YOUTH AND AMATEUR SPORTS

KEY FEATURES

1. LIVE STREAMING WITH
SCOREBOARD, TEAM
LOGOS, CHAT & CHEER
2. POST GAME
DISCUSSION & WEEKLY
VIDEOS
3. REVENUE SHARE WITH



SIMPLE AND EASY TO USE



MOBILE PHONE,
GOPRO or SIMILAR



NETWORK
4G or WiFi



BATTERY or
CHARGER



TRIPOD or
STABLE HAND



ANYONE CAN **STREAM**

- MOBILE PHONE
- GOPRO
- PROFESSIONAL CAMERA SYSTEMS

ANYONE CAN **WATCH**

- FREE WITH ADS
- SUBSCRIPTION WITH PREMIUM FEATURES AND TEAM SUPPORT



REVENUE STREAMS

SUBSCRIPTIONS
VIDEO ADS
BRAND
SPONSORING



IN APP
PURCHASES
DONATIONS
PLAYABLE ADS

TEAMS WILL EARN 25 – 50 %
REVENUE SHARE



PERFECT SOLUTION
FOR:

PARENTS
PLAYERS
FANS
COACHES
SCOUTS
REFEREES

 STRIIM



VALUES

- ✓ ENGAGE YOUTH IN SPORTS
- ✓ FAIR PLAY DISCUSSION BOARDS
- ✓ SUPPORT LOW INCOME FAMILIES TO PARTICIPATE



Q1 2018 PROOF OF CONCEPT

WIT

The Strim logo is located in the bottom right corner. It consists of a blue stylized 'S' icon followed by the word 'STRIM' in a bold, black, sans-serif font.



FOR THE LOVE OF
THE GAME!

THANK YOU.



VELLU@STRIIM.IT



FOUNDERS AND TEAM



VELLU MAUROLA

Vellu Maurola, Founder & CEO of STRIIM has over 20 years of experience in Entertainment business. Last 3,5 years Vellu worked in Rovio Entertainment as a Director of Content Creation and Partnerships, lived in Los Angeles CA and worked with brands like Samsung, NASA, NBA and McDonald's.



OSSI TILTTI

Ossi Tiltti, Senior Technical Advisor of STRIIM, has worked for 20 years in various fields in IT industry from hardware to software, service and life-cycle management, logical to physical architecture and all the way to modern Cloud environments providing Serverless architectures for large scale elastic Internet solutions – in other words the whole nine yards and then some.



MICKE PAQVALÉN

Lars-Michaël (Micke) Paqvalén, Co-founder of STRIIM, is a serial entrepreneur, who has built, operated and exited seven major software companies in the field of ERP, Real-Time Multimedia Communication, Digital Advertising, Influencer Marketing, E-Learning and Construction & Supply Chain Management.



LEENA KUUSNIEMI

Leena Kuusniemi is a truly experienced Legal Advisor for technology companies. Before founding Leegal Oy in Finland, she has worked in legal departments of Rovio Entertainment (Senior Legal Counsel in Finland HQ) and Nokia Corporation (Director Legal&IP in Finland HQ, Vancouver, Copenhagen) supporting strategic technology licensing, mobile advertising and global regulatory and privacy matters among other things.



EDVARD KARVINEN

Edvard Karvinen, Co-Founder of STRIIM, is an innovative individual with entrepreneurial background, and 17 years of work experience within an IT sector. For the last 5 years he has been with Kiosked fulfilling different roles and currently works as a principal engineer.



JARKKO RUUTU

Jarkko Ruutu is a former professional ice hockey player. He has played over 650 games in NHL for Pittsburgh Penguins, Ottawa Senators and Anaheim Ducks. Today Jarkko is European Player Development Coach for Columbus Blue Jackets (NHL).



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

The IFF Athletes Commission

Ms. Lidwien Reehuis, the ATC Chairman

Recognised by the IOC Ordinary member of SportAccord

www.floorball.org

Athletes Commission



Lidwien Reehuis (NED), Chair
Eliisa Alanko (FIN)
Josefina Eiremo (SWE)
Junoh Lee (KOR)
Agata Plechan (POL)
Johan Samuelsson (SWE)
Tomas Sladky (CZE)
Yui Takahashi (JPN)
Tero Tiitu (FIN)



**INTERNATIONAL
FLOORBALL
FEDERATION**

Central Board of the IFF (CB)



Athletes Commission (ATC)



Athletes from national teams

Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org

Goals:

- Promote the ATC and be more visible for the athletes
- Represent the athletes in important IFF decisions about rules, competition, compression wear, etc.
- Promote events like the World Games
- Inform the athletes about relevant topics like match fixing, betting, anti-doping, etc.
- Share and hopefully inspiring the athletes with our blogs/vlogs





Please inform your athletes we are here for them!

Contact:
L.Reehuis@gmail.com



IFF Associations' Meeting

Presentation of cooperation and upcoming IFF



Recognised by the IOC Ordinary member of SportAccord

www.floorball.org



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

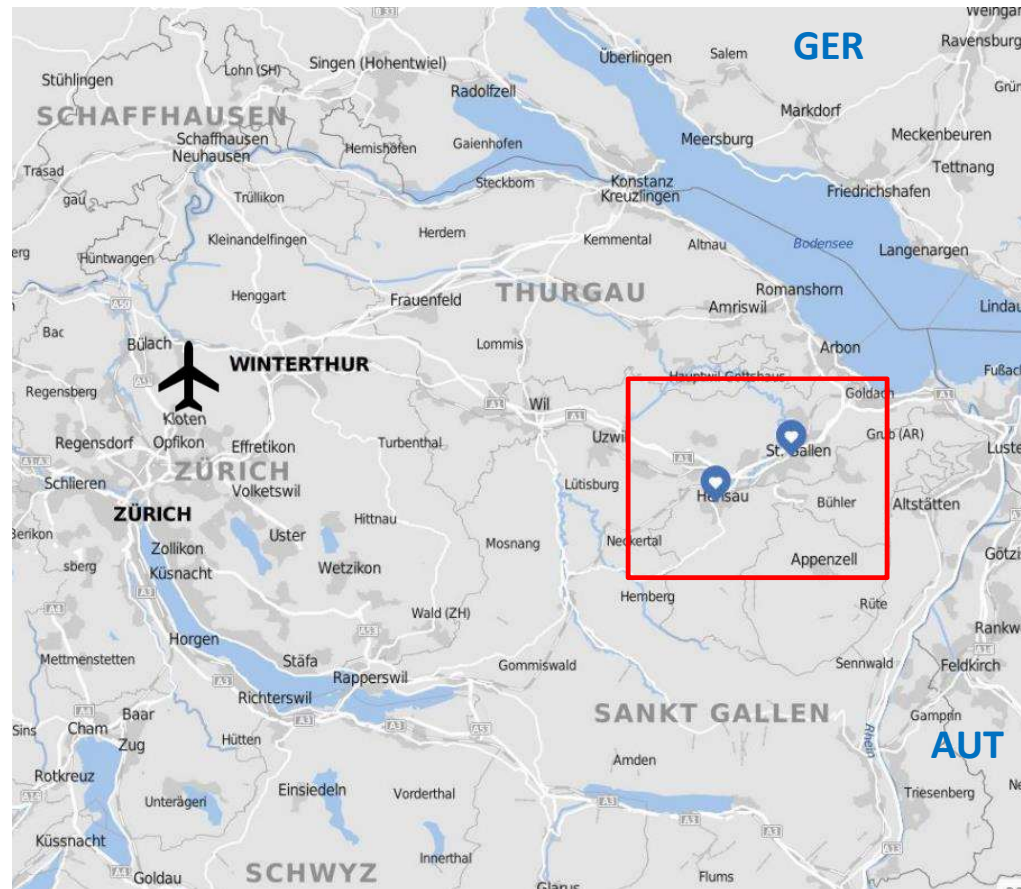
7th U19 Women WFC 2018 St. Gallen
(SUHV)

Mr. Michael Zoss, SUHV secretary general



Women's U19 WFC

Region in Switzerland





Reto Gyger
Head of project



Petra Kropf
Communication



Daniel Kasser
Athletik Zentrum St. Gallen



Carla Scheidegger
Sportscenter Herisau



Selina Steiner
Team Management



Simon Stettler
Marketing / Sponsoring

Athletik Zentrum, St. Gallen A-Division, A-Arena



Sportzentrum, Herisau B-Division, B-Arena





**WOMEN'S U19 WORLD FLOORBALL
CHAMPIONSHIPS 2018**
2nd – 6th May
St. Gallen & Herisau, Switzerland



**WOMEN'S U19 WORLD FLOORBALL
CHAMPIONSHIPS 2018**
2nd – 6th May
St. Gallen & Herisau, Switzerland



**WOMEN'S U19
WORLD FLOORBALL
CHAMPIONSHIPS 2018**

2nd – 6th May
St. Gallen & Herisau, Switzerland

#GirlsOnFire

Playing Schedule

Day	1st game	2nd game	3rd game	4th game
Wednesday	10:00	13:00	16:00	19:00*
Thursday	10:00	13:00	16:00	19:00*
Friday	10:00	13:00	16:00	19:00*
Saturday	10:00	13:00	16:00*	19:00
Sunday	09:00	12:00	15:00	

* Games of Swiss Floorball Team

Both arenas start the games at the same time
 Complete playing schedule on www.wfc2018.ch

Package	Amount	Packages sold	Total income
Main sponsor	CHF 9'900	2	CHF 18'800
Event sponsor	CHF 2'900	4	CHF 11'600
Supporter	CHF 500<	0	CHF 0
Divers			CHF 8'500
Total			CHF 38'900

Budget CHF 63'000
 Income CHF 38'900
 % Income/Budget **ca: 61%**

- Expenditures CHF 400'000
 - Incomes CHF 300'000
 - **Calculated loss CHF 100'000**
-
- 60% of income from public hand

 - 35% of expenses for logistics

Ticket sales (05.12.2017)

- Sold tickets 384
- Income CHF 10'500
- Budget CHF 50'000
- Income/Budget 21%

Ticket prices

- Day Tickets
 - A-Arena CHF 21.00-35.00
 - B-Arena CHF 10.00-15.00
- Evening Tickets
 - A-Arena CHF 17.00-22.00
 - B-Arena CHF 8.00-10.00

A teal-colored circle containing white text.

All tickets
are on
presales on
wfc2018.ch



Welcome to Switzerland!



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting

12th Men's World Championships 2018, Prague, Czech Republic

Mr. Filip Suman, the President of the Czech Floorball Union

Ms. Suzanna Svobodova, WFC 2018 secretary general

Mr. Tomas Janca, Head of Marketing and and Communication of the WFC 2018

Recognised by the IOC

Ordinary member of SportAccord

www.floorball.org



IFF Associations' Meeting

The Conclusions and Closing the meeting

Mr. Tomas Eriksson
IFF President



INTERNATIONAL
FLOORBALL
FEDERATION

IFF Associations' Meeting



Recognised by the IOC Ordinary member of SportAccord

www.floorball.org