



# 1<sup>st</sup> IFF ASSOCIATIONS MEETING

Kantonsspital, St. Gallen, Switzerland

9<sup>th</sup>-10<sup>th</sup> of December 2011

## Welcome



# 1<sup>st</sup> IFF ASSOCIATIONS MEETING

**Welcome by the IFF Vice President Filip Suman**

Key points of the development since the last  
General Assembly in Helsinki 2010



# Welcome to 1<sup>st</sup> Associations Meeting

Key achievement points during the last year:

- Receiving the IOC recognition
- Introduced successfully a new competition – the Champions Cup in Mlada Boleslav
- Finalised Implementation of the International Competition Calendar
- Increased TV visibility from our Major Events – All matches from Final rounds broadcasted on Internet TV
- Creation of a new Advanced Referee Educational Material



## Key achievements (cont.)

Key achievement points during the last year:

- Securing Floorball's first participation in a multi-sport event – World Master Games 2015, Italy
- Introduction of a new Marketing Strategy and a Brand Positioning for Floorball
- Introducing an extended form of Partnership with Unihoc, where they are sponsoring a Development Coordinator for the IFF.
- First yearly agreement with a National Broadcaster for TV-visibility (YLE, 3-4 matches CC and 8-10 matches WFC)
- First IFF representative in an International Sports Organisation – WADA Educational Committee



# Agenda - Day 1

- 1. Welcome by the IFF Vice President (FS)**
  - Key points of the development since the last General Assembly in Helsinki 2010
- 2. Presenting the agenda for the meeting (FS)**
  - Present issues:
    - Competition structure (FS)
    - Introduction of the Development Coordinator (JL)
- 3. Result of the pre-survey (JL)**
  - Five major challenges-five recent successes in our member associations
  - Present organisation of IFF member associations (organisation structure, committees, employees)



# Agenda - Day 1

WORKSHOP: What direction shall the IFF support have

- Mixed Groups

**Lunch break 12:15-13:00**

**4. Presentation of the group works**

**5. IOC Full Recognition implications for Floorball (JL)**

- The needed actions for IFF in order to reach the Olympic Games
- The IOC Short List-system-what is it?

**6. Floorball on the way to Olympics**

- Key note speaker: **Mr. Jean Laurent Bourquin**
- Questions and answers

**Coffee break 14:50-15:10**



# Agenda - Day 1

## 7. Universalism in Sports

- The example of the Universiade, FISU Vice President:

**Mr. Leonz Eder**

- Questions and answers

## 8. Information topics

- Special Olympics co-operation (10 minutes)

SOEE representative **Mr. Denis Doolan**

- Signing of the proclamation
- 5<sup>th</sup> WUC Floorball Men & Women Prague, Czech Rep. 2012 (LOC)

## 9. End of Day one summary (FS)



# 1<sup>st</sup> IFF ASSOCIATIONS MEETING

## **§2. Presenting the agenda for the meeting**

IFF Competition structure – *Filip Suman, IFF vice President*

Introduction of the Development Coordinator

*John Liljelund, IFF secretary general*



# IFF Competition Structure

National teams:

- WFC Men and Women - from 1996 (1994)
- U19 WFC Men and Women - from 2001

Club teams:

- Champions cup Men and Women - from 2011
- Euro Floorball Cup Men and Women - from 1993



# Changes of the structure and system

- WFC - 16 teams Final + continental qualifications
- U19 - A+B divisions + qualifications
- Champions Cup - Top teams + EFC winners
- Euro Floorball Cup - Final + regional qualifications



# Development of the system

- Number of participants
- Media interest
- Organizer aspect



# Challenges for the future

- Enough organizers
- Events out of Europe
- Evaluation of the new WFC-system

Competition seminar - summer 2012



# 1<sup>st</sup> IFF ASSOCIATIONS MEETING

## **§3. Result of the pre-survey**

Five major challenges & recent successes in  
our member associations

IFF Activities for 2012

*John Liljelund, IFF secretary general*



# Number of respondents

- The questionnaire was sent to all member association presidents, vice presidents and secretary generals
- A total of 57 answered out of 156 respondents (36,6 %)
- Number of answers by country (%)

Ordinary members	80,0
Provisional members	63,2
Total	74,1

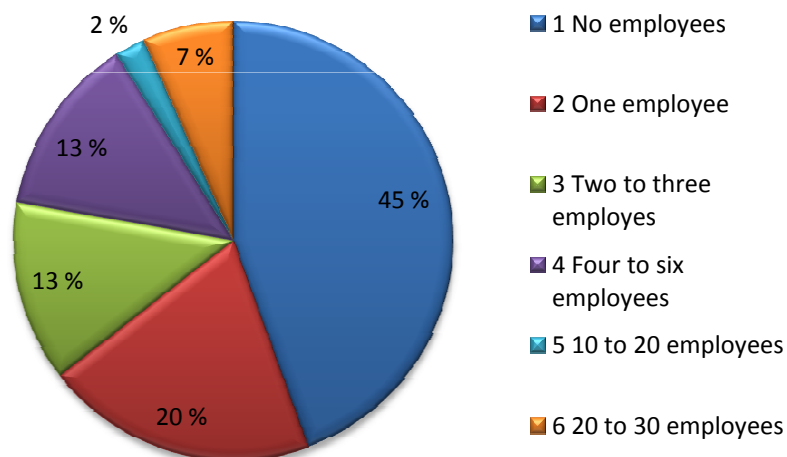
- Respondents position in organisation (%)

• President	38
Secretary general	28
Vice-President	12
Board member	6
Chairman	4
Competition Manager	4
Coach	2
Referee	2
International Coordinator	2
National Team Coordinator	2



# Number of Employees and Volunteers in the National Associations

## Number of Employees of the Member Association

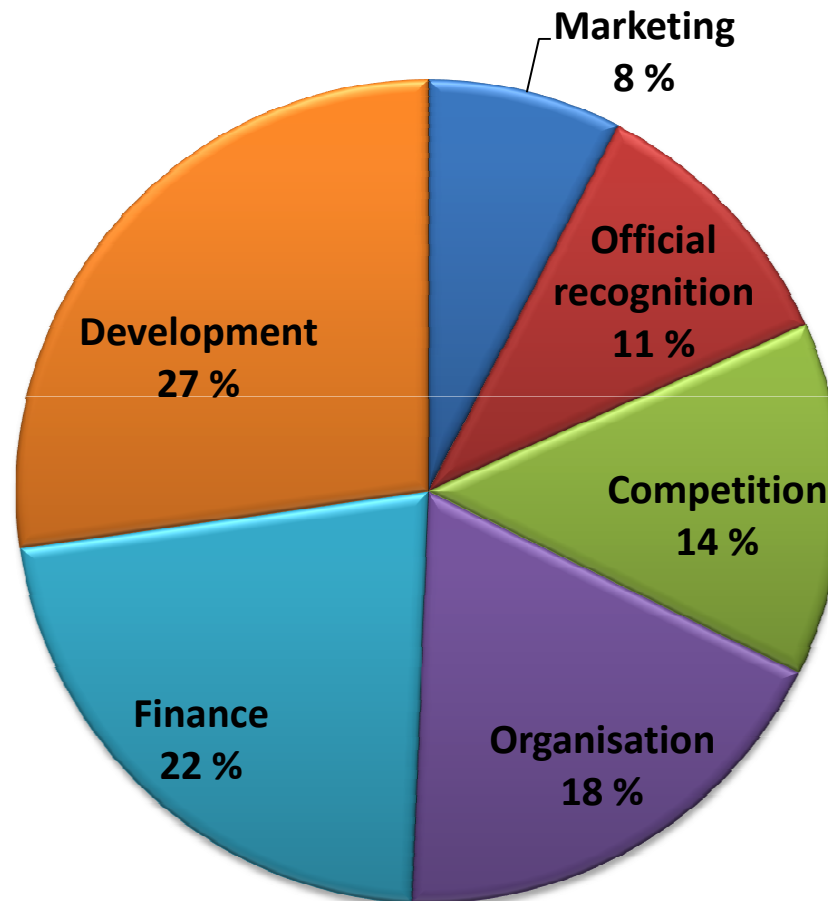


## Number of volunteers in the National Associations





# Most important challenges





# Development Challenges

- Turning recreational players to the organised sport 14,0
- The lack of enough of Floorball materials 16,3
- Lack of educated coaches/referees 14,0
- Lack of female players 11,6
- The lack of enough of Floorball materials 16,3
- Lack of Floorball rinks 11,6
- Lack of Floorball venues 16,3



# Organisational Challenges

- Problem of spreading the sport to the provinces 20,7
- Lack of volunteers 20,7
- Lack of experienced leadership in the federation 13,8
- Too weak referee organisation 13,8
- Keeping up with growing player 10,3
- Problems to (re-)organise the association 10,3
- Unite the different entities in the country 10,3



# Competition & Financial Challenges

## Competition Challenges:

- Recruitment of new players 45,5
- Building up more clubs 36,4
- Get more teams to pick up the sport 9,1
- Division of national league into two groups 4,5
- Lack of leisure leagues 4,5

## Financial Challenges:

- Financial challenges 40,0
- Gaining funding support from the Government 40,0
- Gaining funding for the hiring staff 11,4
- Solve the dept issue to IFF 8,6



# Other Challenges

## Official Recognition:

- |   |      |
|---|------|
| • Not receiving official recognition          | 47,1 |
| • Being allowed to enter schools              | 23,5 |
| • Floorball still perceived as a new sport    | 23,5 |
| • The right to rule the Federation on our own | 5,9  |

## Marketing issues:

- |   |      |
|---|------|
| • Lack of Floorball related promotion         | 33,3 |
| • Not gaining sponsors                        | 33,3 |
| • Lack of media coverage                      | 25,0 |
| • Wielding the general knowledge of Floorball | 8,3  |



# What are the main objectives of the National Associations for next Year

Governmental recognition	8	Create a democratic structure for the federation	1
Increase number of players	8	Development of Female series	1
Gaining financial stability	7	Development of non-player referees	1
NOC membership	5	Enhance the awareness of Sport	1
Establish a standardized education program for coaching and refereeing		Form a University team	1
Increased sponsorship revenue	4	Host and qualify for WFC2012	1
Meet criteria and qualify for funding	4	Host U19 WFCQ	1
Building a National team	3	Inclusion in regional multi-sport games	1
Create coaching education system	2	New home page	1
Increase awareness of Floorball in schools and universities	2	Organisation of major tournaments	1
Organise school program & events	2	Organise a high level competition	1
Regional development	2	Promote WFC	1
Restructure the office	2	Reaching Men's WFC	1
Building a consumer minded service	2	Recruit a first employee	1
	1	Setting a new marketing strategy	1
		Sport demonstration in National Sport Festival	1



## What are the main objectives of the National Associations for next Three Years

Build a national team	5	Build the organisation and employ persons	1
NOC recognition	5	Continued growth of players and clubs	1
Building a National league	4	Develop a sustainable position	1
Develop Women/Girl Floorball	3	Development of Female series	1
Participate in IFF Events	3	Establish a 2nd level national league	1
Participate in international Events	3	Find venues for practice	1
Referee & Coach education	3	Full membership of IFF	1
Regional development	3	Increase the number of Clubs	1
Start national League	3	Increased Media visibility	1
Elite Club development	2	Junior championships	1
Meet criteria and qualify for funding	2	National school championships	1
Organise APAC	2	Organise IFF Event	1
50 clubs - 1500 licensed players	1	Participate in APAC	1
Active support of neighbor federations	1	Recruit more clubs	1
Become a Top 5 sport	1	Secure number of referees	1
Becoming an official school sport	1	Successful organisation of the WFC	1
Build federation, consisting of strong clubs	1	Youth/School development	1



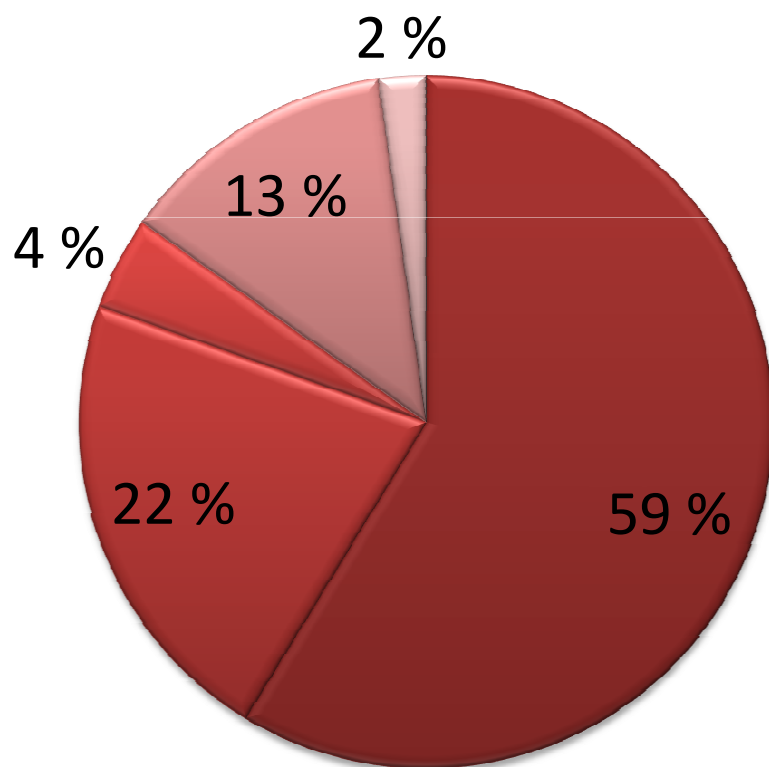
# What are the main objectives of the National Associations for next Five Years

Build active clubs across the country	5	Increase national awareness of what Floorball is	1
Development of Women/Girl Floorball	4	Increase the number of players	1
Building a new format of the National series	3	International presence in multi-sport games.	1
Cooperation with neighboring countries	3	Introduce School championships on National level	1
NOC membership	3	Introduction of our national development model	1
Affiliation in School and University sports	2	Organize national Championships	1
Organize the major IFF Events	2	Participate in international events	1
Become a recognized national association	1	Participate actively in the international dev.	1
Becoming Top-5 sports in the country	1	Receiving the organization of the WFC	1
Build regional activities	1	Regional promotion of Floorball	1
Coaching education	1	Stabilize the finances on National level	1
Create a stronger national league	1	Start National Team	1
Develop the work of the elite clubs	1	Translating growth to economical wellbeing	1
Development of Female series	1	Youth team participation in international events	1
Development of national Team	1		



# How Important is the International Development for the development of the NA

- Very important
- Quite important
- Not at all important
- Important
- Not very important



## Explanations for the Important-answers

Learn and benefit from the International experience	13,7
Helps to make the sport to be taken serious	11,8
Media visibility and general awareness	11,8
IOC recognition has been crucial for development	11,8
Helps to raise funding/find sponsors	9,8
International development is fundamental support	5,9
Strengthen finance to reduce cost for participation	5,9
Helps to boost the national development	5,9
Gives IFF possibility to support national associations	5,9
Act as a catalyst for national development	5,9
Makes it easier to receive the recognition of NSA	3,9
Helps promoting the sport a lot	3,9
Makes it possible for countries to cooperate.	2,0
Focus on development in the big markets	2,0

## Explanations for Not Important-answers

International development only builds awareness	28,6
Participation on international level might help	28,6
It can't impact development of National Associations	14,3
It doesn't help on the national level	14,3
Only effect on elite sports	14,3

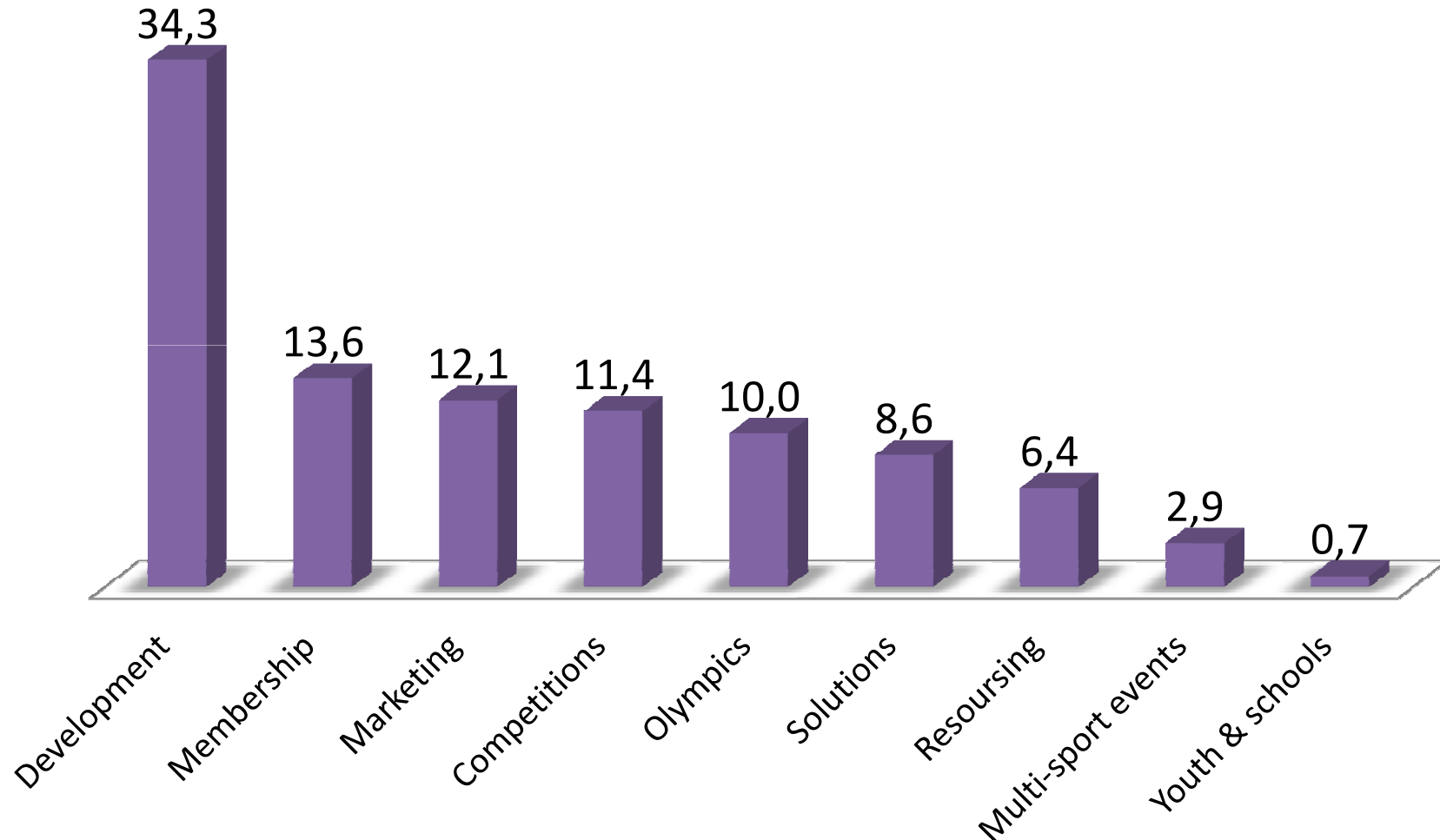


# What can IFF do in order to Support the National associations

Organise more seminars and trainings	12	Assist in re-structuring the organisation	2
Organise coaches/referees Clinique's	11	Political lobbying support	2
More Floorball material support (stick, balls, rinks and goals)	8	Play Intl. tournaments in dev. Countries	2
Country related development projects	5	How to build-up structures	1
Organise exchange of information/ experience between associations	4	More seminars in Asia	1
Competition organisation support	3	Help in building up a nat. education seminars	1
Floorball schools for interested pupils	3	Establishing of a web-TV platform	1
More materials - DVD and printed	3	IFF to produce localized educational material	1
Donate rinks to national associations	3	Intl. sponsorship should reach also local ass.	1
Cancel our annual membership fee	3	Provide efficient and professional service	1
Define reasonable rules to allow NA to organise events	3	Need more fluente communication with IFF	1
More promotional materials	3	Help to approach the NOC's for recognition	1
Decrease payments to IFF, based on size	3	Open source materials usable for translation	1
Financial support for participants	3	Smaller participation fees for org. countries	1
Reduce participation fees	3	Resolving challenges	1
		Increase AOFC Development Activities	1
		Help with organising events in the country	1



## What should be the three main activities of the IFF in 2012?





# Main three activities for IFF in 2012

## Marketing questions

More global TV coverage/exposure	6
Secure more sponsorship	3
Gaining new sponsors	2

## Development focus

Organise Development seminars	10
Organise Dev. Clinique's (basic/advance)	9
Support the smaller Associations	9

## New Solutions

Support organiser of the main events	3
Collect different already made solutions	1
Each one teach one	1

## Membership

Work/Develop the sport in new countries	8
Gain/find additional members	7
More Flexible towards associations	1

## Resourcing

Make activities financially viable	2
Provide low cost solutions for Internet/web-TV	2
AOFC Development manager	1

## Strive for Olympics

Continue Olympic journey	11
Force IOC to approve national associations	1
Liaise with International Sports Community	1

## IFF Competitions

Promote World Championships/Champions Cup	5
Focus on Marketing and Promoting the events	4
Evaluate the International Calendar	1

## Multi-sport events

Asian games participation	1
Focus on multi-sport event entry	1
Promote Floorball to regional multi-sport games	1



# Workshop

What direction shall the IFF support  
have in the future?

What focus shall IFF take?

In what kind of projects would your  
federation like to participate?



## § 4. Presentation of the Workshop results

The groups



# **§ 5. IOC Full Recognition implications for Floorball**

Mr. John Liljelund  
IFF Secretary General



# The Process for receiving the IOC Full Recognition

- IFF first applied for the IOC Recognition in 2003, which was never handled by the IOC, since they changed the criteria's for recognition
- IFF applied again in 2007 in-line with the new guidelines.
- IFF received the provisional IOC recognition in December 2008 and was given the advice that IFF needs to concentrate to work more outside Europe.
- The IOC Sport Department made a number of evaluations of IFF and our operations and the IOC Executive Board gave their recommendation to the IOC 123th session.
- The IOC 123<sup>rd</sup> session in Durban granted the IOC full recognition



# What are the implications of the IOC recognition

- The strategic approach taken in 2004 made us focus on the IOC recognition requirements, building the organisation and strengthening the IFF operations.
- Now focus must be given to enhance membership services, in order to fulfil the new IOC requirements and give us possibilities to grow.
  - Actions to be taken in both Development, Marketing and Visibility
- Now we need to build on the strengths we have
  - We means we, not only the IFF



# Process to Enter the Olympic Games

- The Summer Olympics Games have 26 ordinary sports in London 2012
- There are two sports Golf and Rugby 7, which will participate in Rio 2016 and 2020-games
- IOC has decided that there will be an additional new sport on the programme for 2020.
  - The sports on the short list are: Artistic roller sports, Baseball, Karate, Softball, Sports climbing, squash, Wakeboarding and Wushu
- The IOC decides in 2013 on this one sport.
- For IFF our opportunity is to meet the IOC requirements until April 2015 for the short list, in order to have a chance for the 2024 Olympics
- The next chance is in 2019, for the 2028 Olympic Games.



# Evaluation Criteria for Sports and Disciplines

- The Criteria's are divided into 8 different Themes and 34 Criterias

1. General themes	Added value
2. Governance	Good governance, Strategic planning, Athletes, Gender equality and Illegal & irregular betting
3. History and Tradition	World Championships & Multi-sport Games
4. Universality	NOC affiliation, Active members, Global spread



# Evaluation Criteria for Sports and Disciplines

- The Criteria's are divided into 8 different Themes and 34 Criterias

- |                |  |
|----------------|--|
| 5. Popularity  | Spectators, Media, TV coverage, General public appeal, Sponsors  |
| 6. Athletes    | Athletes' commission, Athlete Career Program and Entourage   |
| 7. Development | Development programmes, Technical Evolution, Gender Equity, Sport for All, Transparency and Fairness & Environment |
| 8. Finance     | Finance, Venue costs at Olympic Games, Technology requirements and Television production                           |



# Working together to achieve the next steps

- The only way to success is moving there together and working together.
- The focus must lie on the following in 2012 – 2013:
  - Strengthen the operations of the Member Associations
  - Provide more membership service
  - Seek affiliation of the National Olympic Committee
  - Promote Floorball on all possible levels
  - Added visibility for Floorball in Media and TV



# Next steps in the strive for multi-sport Games participation

- Breaking through the Ice:
  - World Games 2017
  - Universiade 2017
  - SportAccord Games 2014
  - SEA Games 2015
  - Asian Games 2019
  - Pan American Games 2021
  - Commonwealth Games 2016



# **§ 6. Floorball on the way to the Olympics**

Mr. Jean-Laurent Bourquin



# § 7. Universalism in Sports

The example of the Universiade

Mr. Leonz Eder

FISU vice-president



## **§ 8. Special Olympics co-operation**

Signing of the Proclamation

Mr. Denis Doolan, SOEE President and Managing Director  
Special Olympics



# SPECIAL OLYMPICS EUROPE- FLOORBALL DEVELOPMENT

## International Floorball Federation - Association Meeting

Denis Doolan, SOEE President and Managing Director

Mariusz Damentko, SOEE Sports Director

St.Gallen, December 9, 2011



**Special Olympics**

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Kennedy, Jr. Foundation for the  
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**CHANGE**  
attitudes  
**CHANGE**  
the world



INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC*

*Ordinary member of SportAccord*



# SPECIAL OLYMPICS MISSION

The mission of Special Olympics is to provide year-round training and competition in Olympic-type sports for children and adults with intellectual disabilities, of all abilities; giving them an opportunity to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

[www.specialolympics.org](http://www.specialolympics.org)

[www.specialolympics-eu.org](http://www.specialolympics-eu.org)



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**CHANGE**  
attitudes  
**CHANGE**  
the world



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC

Ordinary member of SportAccord



# Facts on Special Olympics



- Founded in 1968 by Eunice Kennedy Shriver
- Recognized by the International Olympic Committee in 1988 in Calgary, Canada
- Provides year-round training and competitions for persons with INTELLECTUAL DISABILITY
- 33 Olympic-type sports: summer and winter
- 3,7 million athletes participate
- In 180 countries



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# Europe / Eurasia Reach

**58** National Programs

**600 000** Athletes

**64,000** Coaches

**80,000** Volunteers

**28,000** Families

**33** Sports



**Special Olympics**

44



# Special Olympics Rules



- Based on International and National Governing Body rules of sport federations
- Contain few modifications
- Provide events for all ability levels
- Govern all Special Olympics competitions



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# Special Olympics Divisioning

Athletes and teams are divisioned using the following procedures:

1. By Gender
2. By Age  

Individual	Team sports
8-11	15 and under
12-15	16-21
16-21	22 and over
22-29	
30 and over	
3. By ability (**most important**)
  - 10-15% performance guideline
  - Pre-competition (entry) scores
  - Preliminary (on-site) performance
  - Minimum 3; maximum 8 per division

- **Provide all competitors a chance to excel**



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# SOEE Partnerships with Sports Federations in 2011



- European Gymnastics Union (UEG)



- European Athletics (EA)

- *Tennis Europe (TE)*



**Special Olympics**



# Maintain partnerships with European Sports Federations



- UEFA
- Euroleague Basketball
- FIBA – Europe
- ETBF (Bowling)
- LEN (Swimming)



**Special Olympics**



# Special Olympics European – Floorball Participation



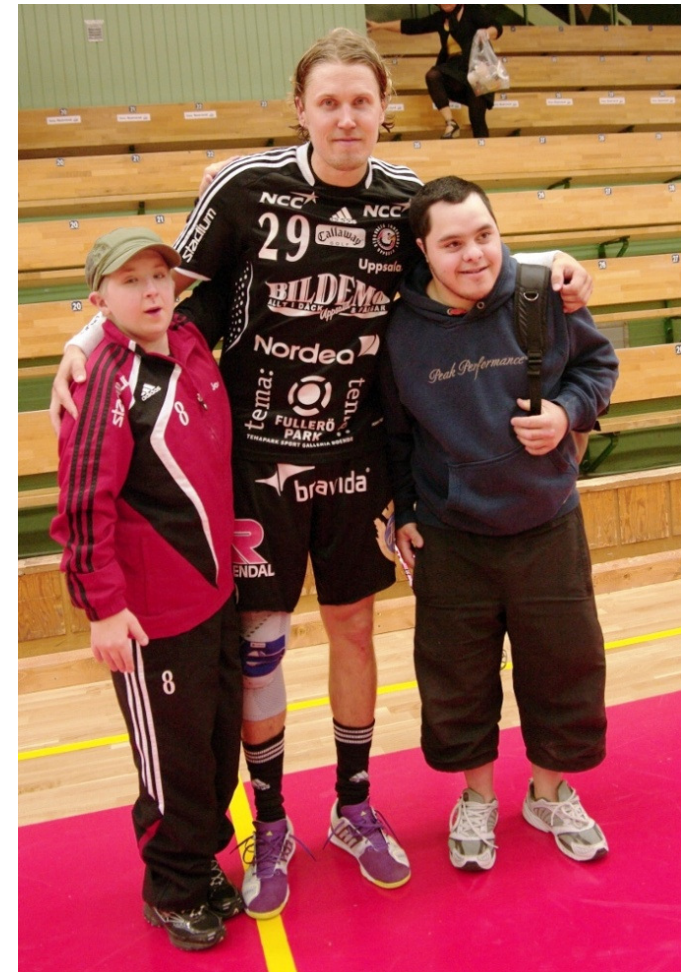
- **2008:** First Seminar with 10 pp
- **2010:** First Tournament in Bludenz, Austria
- **2010:** **2300** SO athletes registered in **17** countries:
- Austria, Belgium, Czech R., Cyprus, Denmark, Finland, Germany, GB, Greece, Ireland, Kazakhstan, Latvia, Lichtenstein, Russia, Sweden, Switzerland, Ukraine

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# IFF & SO cooperation

- SO Floorball information included in the IFF information channels and promoted on the IFF website (under Organisation & ParaFloorball)
- SO Floorball into the IFF Events as a demonstration sport
- Proclamation in St. Gallen
- IFF to further enhance SO Floorball development in the IFF member countries
- SO Floorball at SO World Games, demonstration sport in Korea'2013 (8 countries incl. 7 from E-E)





# PARTNERSHIP SOEE- IFF

- **Protocol of Cooperation** - Information shared with all national associations
- **Communication by IFF to National Floorball Federations**
  - Articles in magazine / website
- **Invite IFF representatives to SO Tournaments**
  - SOEE Tournament in Europe in 2012/2013
  - Demonstration at the 2013 World Games in South Korea
- **IFF participation at the European Sports Conference in Malta**
- **SO demonstration at IFF Championships (St.Gallen 2011 and next)**



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INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC

Ordinary member of Sport Accord

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# **§ 8. Information about the 5<sup>th</sup> World University Championships Men & Women in Prague, Czech Rep. May 2012**

LOC

Mr.



## § 9. Day 1 Summery

Mr. Filip Suman, IFF vice president



# 1<sup>st</sup> IFF ASSOCIATIONS MEETING

Kantonsspital, St. Gallen, Switzerland

9<sup>th</sup>-10<sup>th</sup> of December 2011

## Day 2 Program



# Agenda - Day 2

## **Day 2 Agenda – Filip Suman, IFF vice president**

### **10. The IFF license system-Actions needed to fulfill the set objectives**

- Details, objective and Implementation of IFF license system 2012
- Political Importance

### **11. Different development stages in Floorball**

- The early Days: **Mr. Tomas Jonsson (NOR)**
- Introducing Floorball to a new country: **Mr. Martin Vaculik (CZE)**
- A growing sport in a small country: **Mr. Ain Lillepalu (EST)**

### **12. Available IFF material and where to find it (MB)**

- The IFF information services and tools
- IFF materials



# Agenda - Day 2

## 13. Workshop(strategy groups)

- What can IFF do to support the license implementation

**Coffee break 10:30-10:45**

## 14. Workshop results

## 15. Positioning of the Floorball brand

**(JL)**

- IFF Core Country Marketing Network Group

## 16. Marketing and TV

- Building the relationship with TV-case Czech TV **(FS)**
- How to build an overall marketing strategy for Floorball **(L-GT)**
- Floorball and media marketing Downunder **(SK)**

Comments by **Mr. Risto Kauppinen**, IFF marketing function and  
**Mr. Jean-Laurent Bourquin**



# Agenda - Day 2

## **17. Presentation of cooperation and upcoming IFF events**

### **a) 4<sup>th</sup> U19 Women Slovakia 2012 (SFF)**

**- Mr. Teodor Turay, Slovak Floorball Federation**

### **b) 9<sup>th</sup> WFC Men Bern-Zürich, Switzerland 2012**

**- Mr. Daniel Bollinger, Swiss Floorball Federation**

## **18. Closing of the meeting (FS)**



# **§ 10. The IFF License System**

## **Actions needed to fulfil the set objectives**

Details, objective and Implementation  
of IFF Licence system 2012

Mr. John Liljelund, IFF secretary general



# IFF License System - background

- The strategic decision to run for a place at the Olympic Games require that we focus on how our member associations are working.
- The aim of the License system is to in a positive way guide and steer our member associations in the right direction.
- We need to secure a higher level of operations in our member associations and to ensure that the development is on a good path.
- The development of Floorball has been rapid and the organisations have sometimes had a hard time keeping up with the
- It is and will be very important for IFF, as an International Federation, to both set the boundaries and directions and at the same time control the development of the sport.



# IFF License System – background

- IFF is responsible to secure the global level and the quality of the sport.
- It is equally important for IFF to support its member associations to focus on the development of the building of an own championship, recruiting and educating referees and coaches and to help the clubs to grow.
- The evolution of Floorball worldwide has clearly shown that Floorball has developed and spread much faster in those countries, which have concentrated on building up their internal organisation first and only then focused on their National Teams.
- Also from a marketing point of view it is really important to have a real top product, i.e. the Adults World Floorball Championships, which is easy to sell and represents the spirit of the sport.



# IFF License System – Key requirements

- In order to be able to register and participate in an IFF Major Event, the National Associations concerned must fulfil the requirements according to the licence system.
- The Association shall have a vision and mission on the development of their Association, concerning both women and men and also juniors competitions and the organisation of the association.
- The Association shall accept the relevant qualification and seeding system of the WFC.
- The Association has to be a member of IFF for at least 12 months, before they can register for the WFC.
- The Association shall not have any financial obligations towards either the IFF or any other member Associations, upon the registration and also upon the participation.



# IFF License System – Key requirements

- The Association shall organise a proper national championship, with proper adjacent competition services, such as coaching courses, refereeing and a working administration. It shall appoint a contact person to IFF, who can take decisions and fulfil the required IFF information, including the information sheet.
- The participation registration shall be signed by the official signatures of the National Associations, being on the IFF member register
- All participants to WFC, qualifications and final rounds, have to respect the IFF Marketing conditions and acknowledge the IFF marketing rights on the uniform of the participating teams.
- All National Associations registering to a Major IFF Event shall submit with their registration an information form.



# IFF License System – Political implications

- It is clear that IFF can't put on such requirements to its member associations without offering tools to support the development.
- The strategic decision is to focus in 2012 and 2013 to strengthen the operations of the member associations in any way possible.
- The IFF will increase its service in the field of workshops and seminars to give tools and solutions to the National Associations.
- The process was started with the IFF Member Association Questionnaire in November 2011 and the results already presented here.
- The aim is to try to arrange as many one to one sessions during the two years as possible, which now will be possible with the new Development Coordinator.



# IFF License System – Implementation

- The License System will be implemented gradually from the Men's WFC 2014, so that there needs to be a plan of the activities made for the IFF by the end of registration by end of December 2012.
- IFF will work to find different solutions to help the member associations to find the best solutions for the national implementation of the requirements.
- All teams participating in the WFC 2014 must have fulfilled the requirement of the License system by end of November 2014.
- The IFF will set up a archive of proposals and solutions made by member associations, in order to follow the principle - Each one teach one



## **§ 11. Different Development stages in Floorball**

The Early Days – Tomas Jonsson (NOR)

Introducing Floorball in a new Country – Martin Vaculik (CZE)

A growing Sport in a small country – Ain Lillepalu (EST)



## **§ 12. Available IFF Material and where to find it**

What Materials and tools are available  
Where to find them

Ms. Merita Bruun, IFF Information Manager



# IFF Information services

**www.floorball.org:**

IFF news  
MA news  
Floorball world news  
IFF Materials  
+  
RSS news feeds from MAs  
RSS news feeds from Floorball  
sites



## Other IFF channels:



IFF Newsletter

+



IFF Facebook



IFF Twitter



IFF Flickr



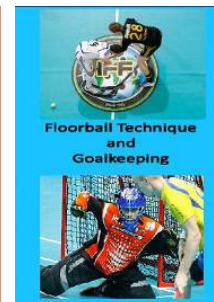
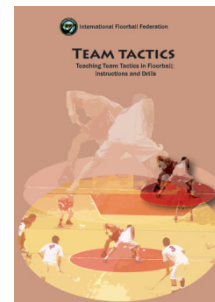
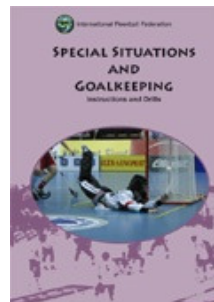
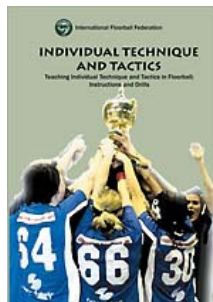
IFF Youtube



# IFF Materials

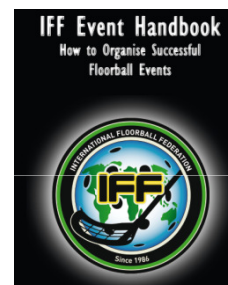
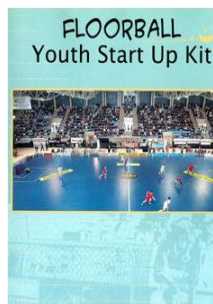
## Coaching

- 3 coaching manuals
- Floorball technique DVD



## Development

- Start Up Kit 12 lang.
- Lean Start Play

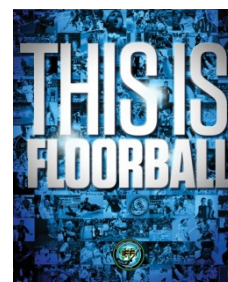


+ WADA



## Information

- Floorball Flyer
- This Is Floorball Booklets



## Referee

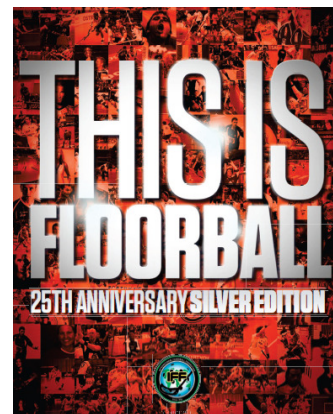
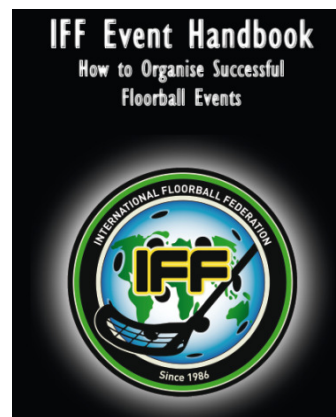
- Basic referee educational material





# New IFF Information services & materials

- New advanced referee education material
- This is Floorball web-magazines etc. on issuu
  - Updated IFF Event Handbook 2012
  - IFF mobile application
- IFF event pages embedded into [www.floorball.org](http://www.floorball.org)?





## § 13. Workshop (strategy groups)

What can IFF do to support  
the license implementation?

What are the main challenges for the  
implementation of the License system



## § 14. Workshop results

Groups



# **§ 15. Positioning of the Floorball brand**

Mr. John Liljelund  
IFF secretary general



# Floorball- an easy access to an challenging target group





# Floorball- an easy access to an challenging target group



**One World  
One Ball**

## Unique Floorball Platform:

- A High Participation Sport
- Managed by the Players
- Short & Flexible Decision line
- Own Lifestyle
- Brand Loyal Consumers
- Strong Floorball Equipment Brands
- Open for new Ideas



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Recognised by the IOC

Ordinary member of SportAccord



# Floorball- an easy access to an challenging target group



**One World  
One Ball**

## Young Target Group:

- Most Player are between 15-29 year of age
- Modern Urban Youth (19-29 years)
- Gathering First Experiences
- Forming their Consumer Preferences
- Relying on Friends Habits
- It is a Target Group which is Hard to Reach
- Consumption Oriented





# Floorball- an easy access to an challenging target group

One World  
One Ball

## Challenging Behaviour:

- Adapts to New Influences Fast
- High Sensitivity for Change
- Are Creating Information, not Only using it
- High Social Media Penetration
- Not Relying on Traditional Media Channels
- Wants to Play & Participate



Pääkallo.fi

INNEBANDY  
magazinet



flickr



INTERNATIONAL FLOORBALL FEDERATION (IFF)

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Ordinary member of SportAccord



# Floorball- an easy access to an challenging target group

**One World  
One Ball**

## Modern Values:

- Diversity
- Equality
- Fairness
- Participation
- Accessibility





# Floorball- an easy access to an challenging target group



## Adoptable Attitude:

- Flexible approach
- Challenging traditional patterns
- Creative
- Takes Calculated risks
- Cause Driven
- Self-confident
- Own Lifestyle





# Floorball- an easy access to an challenging target group



**One World  
One Ball**

## Changing Environment:

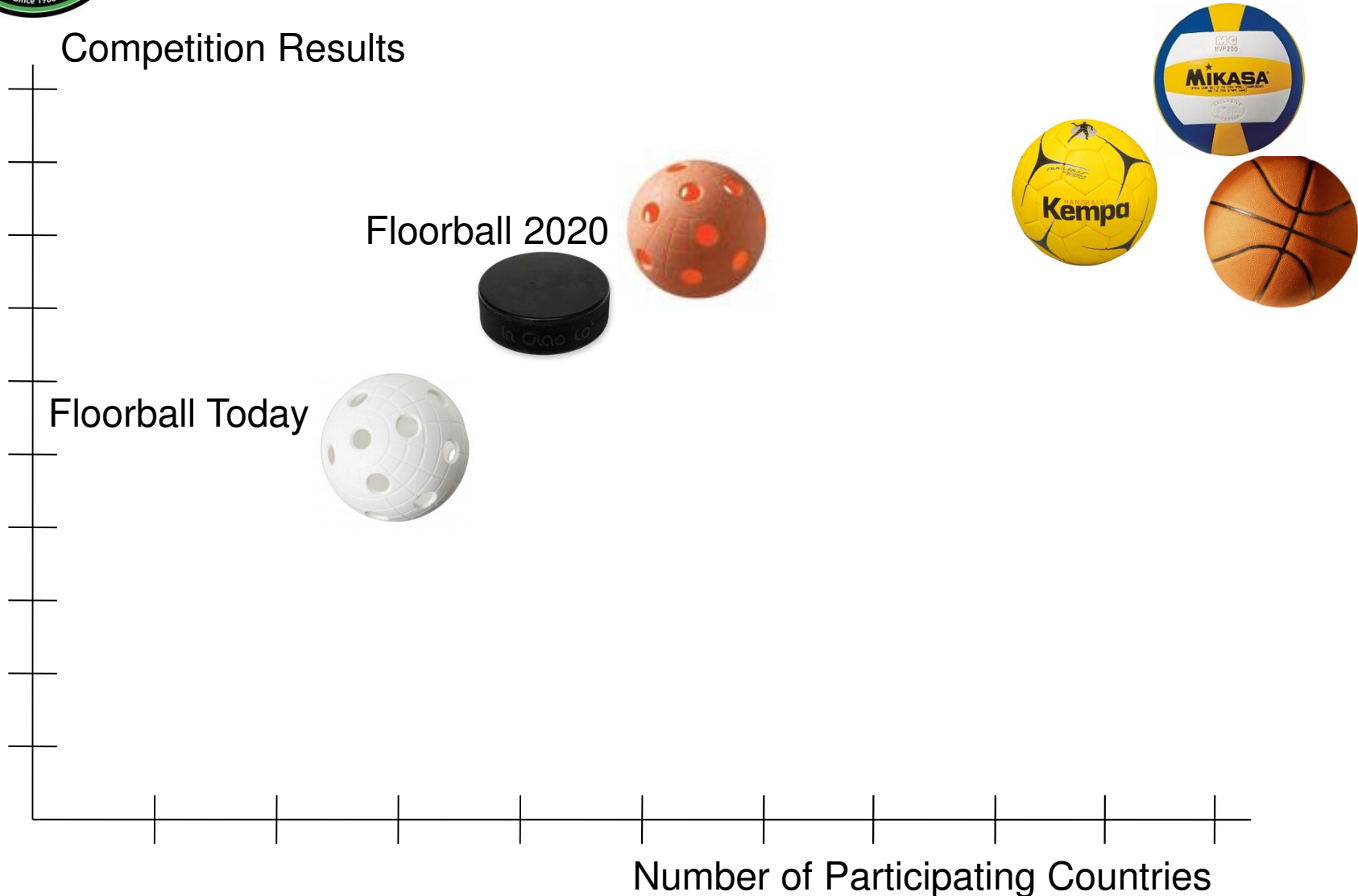
- Lot of Speed & Drama
- Easily Accessible
- Low Entering Barrier
- Fast & Proactive Learning Curve
- Applicable to Social Change





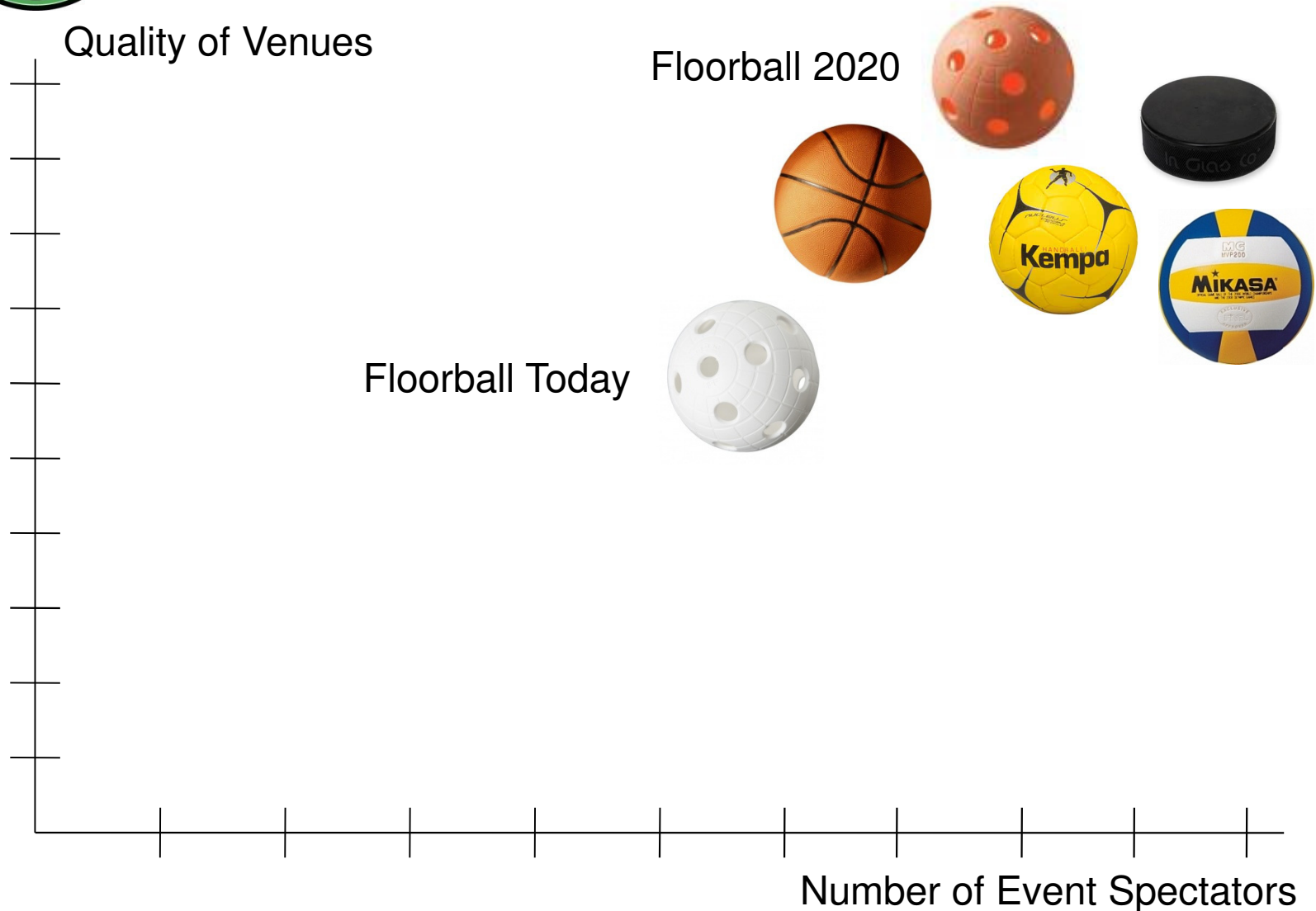
# Floorball and other indoor Team Sports position based on Quality of Competition

Competition Results





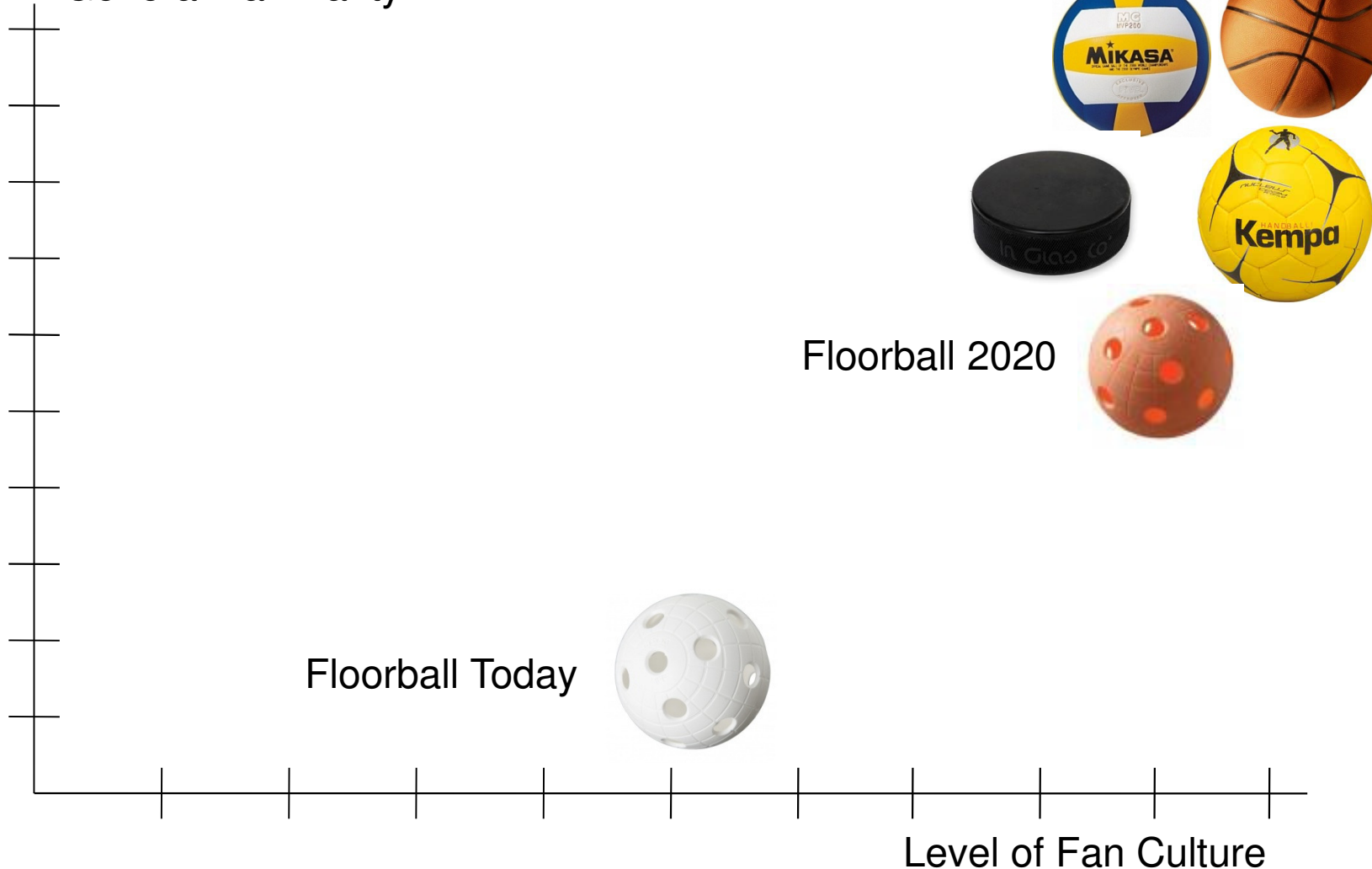
# Floorball and other indoor Team Sports position based on Quality of Competition





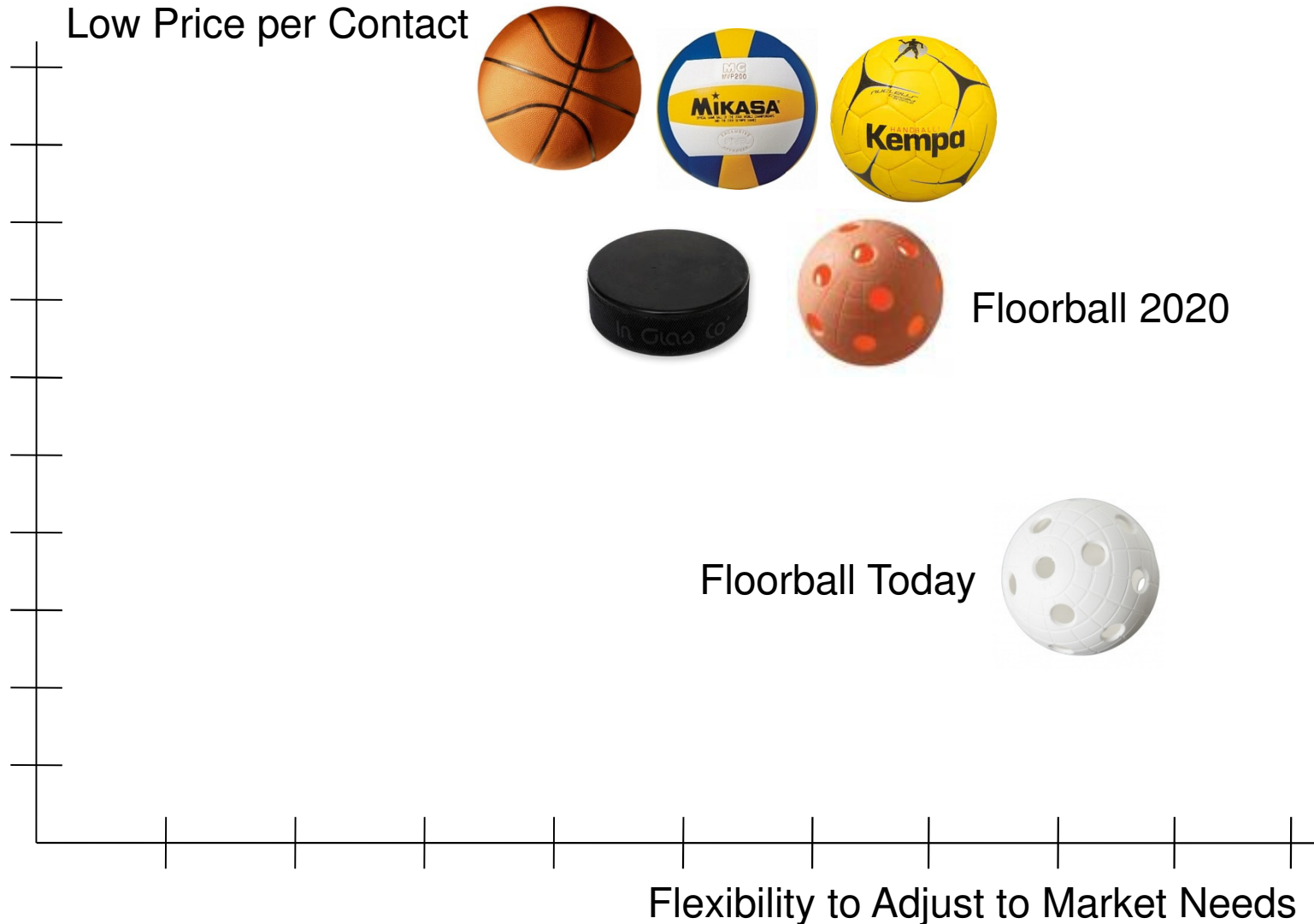
# Floorball and other indoor Team Sports position based on Commercial Value

General Familiarity



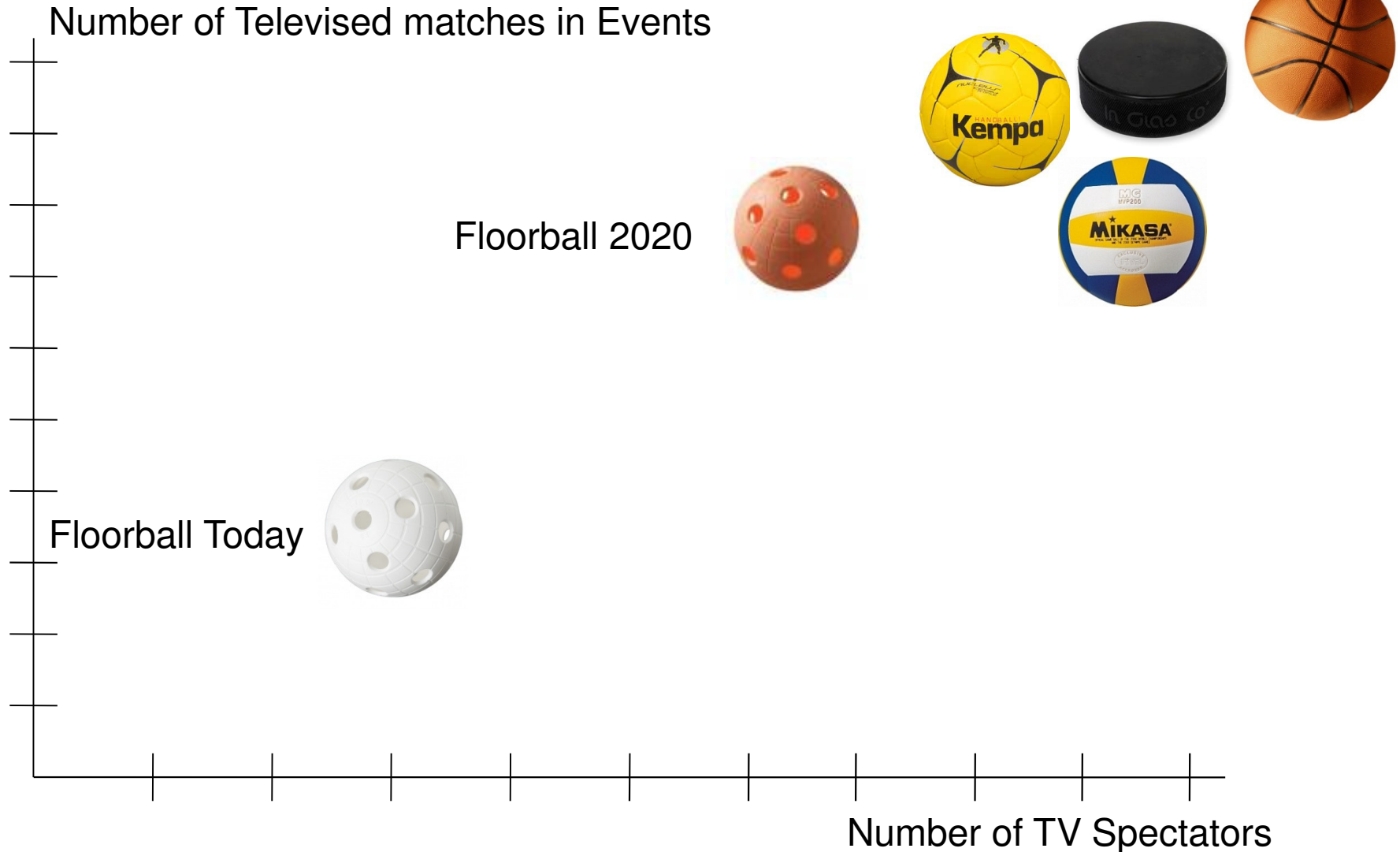


# Floorball and other indoor Team Sports position based on Commercial Value



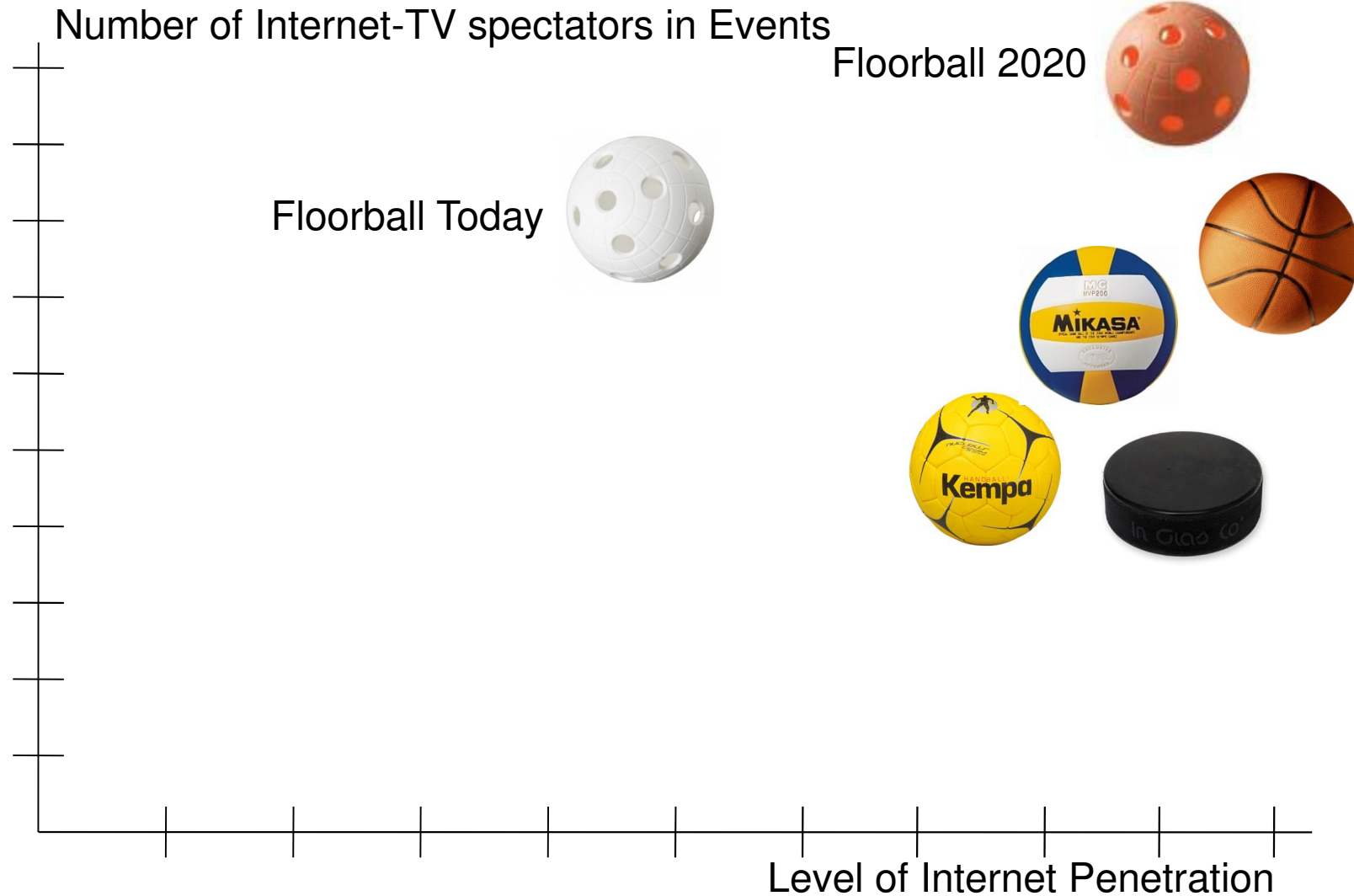


# Floorball and other indoor Team Sports position based on Visibility Contact Points





# Floorball and other indoor Team Sports position based on Visibility Contact Points







## § 16. Marketing and TV

Building the relationship with Czech TV  
(Filip Suman)

How to build an overall Marketing strategy for Floorball  
(Lars-Gunnar Tjärnquist)

- Floorball and Media & Marketing Down under  
(Stephen King)

Comments by Risto Kauppinen, IFF Marketing function



## **§ 17. Presentation of upcoming Events**

### **4<sup>th</sup> U19 Women Slovakia 2012**

Mr. Teodor Turay, Slovak Floorball Federation

### **9<sup>th</sup> WFC Men Bern - Zurich, Switzerland 2012**

Mr. Daniel Bollinger, SUHV secretary general



## § 18. Closing remarks

Mr. Filip Suman  
IFF Vice President