

IFF Core Country Marketing Network meeting in Tampere, Finland, 04.10.2013

Participants:	CFbU: Mr. Filip Suman,	CFbU President/CEO CFbU Marketing Company/Chair
	SSBL: Mr. JP Lehtonen,	Salibandyliiga Oy, CEO
	Mr. Juhani Henriksson,	SSBL Communication Manager
	SIBF: Mr. Magnus Nilsson,	Event Manager for SIBF
	LFS: Mr. Egils Sveilis,	LFS responsible for Events & Marketing
	Mr. Ilvis Peterssons,	LFS President/Acting Marketing manager
	SUHV: Mr. Daniel Bollinger,	SUHV secretary general
	IFF: Mr. Tomas Eriksson	IFF President
	Mr. John Liljelund,	IFF secretary general
	Excused: Mr. Mathias Liebing (FG) & Marcus Nilsson (NBF)	

Report on present issues

1. Roll call

Mr. Suman made a short introduction of the IFF Core Country Marketing Network and the groups tasks and objectives.

A short introduction round was made in order to introduce the newcomers to the group. The objective of the meeting is to exchange information and to discuss the visibility of the IFF Events.

2. Status check per country

All of the participating countries made a status presentation of their TV and Internet-TV visibility, the rules for this, the web page visibility and the present sponsors. The result of the presentations have been collected in the appendix.

3. Discussion session

First the groups were asked to define all the existing channels for International Floorball visibility:

- TV channels (Local, National, Regional and International)
- Internet TV (Club, Leagues, National Association, IFF, multi-sport games)
- Mainstream media (Radio, Press Agencies, Public Magazines and Newspapers)
- Floorball magazines
- Famous Ambassadors
- Internet/web
 - o Club and NA's web-sites
 - o National Sport Council web-sites
 - o National & International news sites
 - o Gambling sites
 - o Sports marketing sites – Inside the Games, Around the Rings, SportsPro, Sportcal,
 - o Independent Sport web-sites
- Social media
 - o Facebook
 - o Twitter
 - o Instagram
 - o YouTube
 - o Flickr
 - o Tumblr
 - o issuu
 - o LinkedIn
 - o Pinterest
 - o Blog's in general
- Sponsor's channels
- International Health organisations
- International Group for Women in Sports
- Mobile applications, mobile and consol games
- Direct mail communications

Report on present issues (cont.)

How to get more people to consume these channels:

- We need to build a package to enhance the content.
- We need to focus on a few specific number of channels
- IFF should be much more involved in the promoting of the event both nationally and internationally.

Facebook:

- To make the IFF FB more interesting, include more “fun” stuff in the content
- To raise the number of the FB is to use the advertising tools.
- To include IFF in the tab’s of the National Associations and include IFF in the list of the sites the NA likes

Web page:

- IFF to provide a statistics application transferring the statistical data to the members web page

Twitter:

- Need to have specific content for Twitter, not only Facebook based materials.

TV:

- Is it possible to exchange EFT games on a regular basis between the countries.
- We need to increase the number of takers.

The General Conclusion IFF just needs to push more to gain increased visibility.

5) *Practical issues*

5.1. Due to the unfortunate personal incident of Mr. Nilsson, the discussion was held without him, since he had to leave. The group discussed the use of the cooperate identity for the WFC 2014. The general feeling was that the basic idea of the Corporate identity was to have the same look and feel. The group agrees that the second event can’t have a totally different visual identity.

It was though that it is important to have the same elements included in the logo. The bar is an essential part of the Corporate Image and has to be included in the logos.

6) *Other issues*

Mr. Suman asked what are the main priority in the field of the marketing and visibility.

SSBL: Building of new TV solution, new more interactive web solution and influence media more

SUHV: Working with different players for Internet-TV, streamlining of the Corporate Identity for the Events in Switzerland and the discussions of moving to a single final.

LFS: Want to raise to the same level as the top sports in Latvia and bring the organization to a new level.

CFbU: The autumn is covered by the WFC, but loosing the biggest sponsor has to be covered, working with the look & feel of the TV matches and the renewal of the web page.

7) *Next steps and actions*

Mr. Suman concluded by saying that this meeting was the re-start of the work of the marketing group and next meeting is planned for the spring. Mr. Suman thanked the participants for their activity and commitment.

Upcoming meetings and issues

- The next meeting will be held during the spring of 2014.
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Issues that need to be discussed or decided upon or taken action upon
