

Champions Cup Steering Group meeting, Zürich, Switzerland 07.11.2013

Participants:	Filip Suman	CCSG chair, CFbU/IFF
	Ari Vehniäinen	SSBL
	Magnus Nilsson	SIBF
	Daniel Bollinger	SUHV
	Melanie Schmid	SUHV
	John Liljelund	IFF

Report on present issues

1) *Opening*

Mr. Suman welcomed everyone to the meeting and made the re-cap from previous meeting and stated that it is good to have the same persons around the table. The objective of the meeting is to evaluate the 3rd edition in Tampere, the planning of the 4th edition to be played in Zurich in 2014. Then the main question is the future of the CC and the actions forward.

2) *Evaluation of the 3rd edition of the CC played in Tampere, Finland*

Mr. Ari Vehniäinen gave a short report from the CC 2013

- The SSBL built the organization with Mr. Ismo Haapioniemi as the chair, but he left the SSBL in Autumn of 2012.
- Mr. Vehniäinen was forced to step down as the CC secretary general, due to the organizational changes within the SSBL in February 2013.
- The organizational responsibility was then given to the Floorball Club SC Classic, which had a really good cooperation with the City of Tampere. There were some challenges with organising of an international events, due to the inexperience of the LOC in this field.
- The Event was quite successful and the cooperation with the City of Tampere was really good. The City gave a lot of visibility in the City channels.
- The City would have liked to have a better connection between the CC and the WFC2015. The City was pleased that the LOC was based in Tampere.
- The sales of sponsors was not successful, since the combination of having both Salibandyliiga and SC Classic selling the event didn't work, leaving the result quite low.
- SC Classic/Tampere made the local promotion to receive audience, which was quite ok. The SSBL did not manage to get Floorball players to visit the Event, due to lack of active promotion. The number of sold tickets was
- The preliminary financial result is not ready, but the biggest financial gap is the ticket sales and the sales of sponsors, which is due to the turbulence of the organizational change within the SSBL. The total income with the reserves from 2011 and 2012 was around 250.000 and the costs around of 265.000 euro. The estimated loss is around 90.000 euro.
- There were a total of 5 countries showing a total of 7 TV matches. The TV broadcasts and the Internet-TV gathered a total of 444.434 spectators.
- The cooperation with IFF worked well – there were a lot of questions from SC Classic towards IFF. The LOC was pleased with the preparatory meetings.
- The cooperation with the teams went quite well. There were some issues to get the information from some teams in the beginning. The transportation of the teams worked well. LOC is pleased with the flexibility to play with the starting time of the Games.
- SC Classic made a good work with the audience activation, including Samba groups, battle speaker and a good look&feel.

Report on present issues (cont.)

2) *Evaluation of the 3rd edition of the CC played in Tampere, Finland*

Mr. Nilsson informed that the Swedish teams were very pleased with the service provided by the LOC organizer. The general interest for Floorball in TV has risen, but it is hard to say yet if it has been effected by the CC. The SIBF is working to promote the International Events more in Sweden.

- The teams felt that it was much better organised than last time Rönby participated in 2008 in Finland

Mr. Bollinger also felt that it was a solid event and the teams were happy. the issue is still to fill the event during the week. There was a lot of media exposure on the web made by the SUHV and their partners.

Mr. Suman informed that the Czech teams were pleased with the organization, but the Czech was not that pleased with their own performance. The number of spectators was not as high in the Czech TV, when there was no Czech team in the final games. The interest about the tournament was higher than before in the Czech Rep.

3) *Preparations for the CC Zürich 2014*

- The Event will be organised by the local club Grasshopper Club Zurich, which has an experience with IFF events and knows the Sallesporthalle,
- The target is to have the finals on TV and a total of 10.000 spectators around.
- Ms. Melanie Schmid will be the project manager from the SUHV and the LOC will arrange the local preparations
- The preliminary budget is 315.000 CHF in income and the estimated costs are around 674.000 CHF. The costs might be lowered due different solutions.
- Accommodation for the foreign teams in the Youth hostels, with meeting rooms available. The transportation could be organised by the Public transportation.
- Milestones for the preparations:
 - o Start cooperation with marketing company Nov/2013
 - o Reserve accommodation Nov/2013
 - o Fix the contract the with LOC Nov/2013
 - o Define visual image Dev/2013
 - o Communication concept Dec/2013
 - o Match fixture Q1/2014
- The price for the Czech, Finnish and Swedish teams is 12.500 Euro/team, which the SUHV will invoice the federations.

Mr. Suman felt that the Steering Group can make a decision in contradiction with the CC agreements. The CCSG made the following decisions:

- The CCSG approved the transportation of the teams by public transportation on a straight right, supported by a LOC representative and a car for the team stuff.
- The CCSG approved that a total of 3-4 persons in a room is possible if all the players they have separate single beds.

4) *How to organise the Champions Cup in 2015-2018*

Mr. Suman opened the discussion of the Champions Cup for the future based on the standpoint that it is extremely important to continue the Champions Cup for the 2015-2018 and keep the connection with the 2nd level EFC tournament. This standpoint has been supported by the EFT country presidents.

The decision for the 2015 needs to be taken latest in March-April 2014.

- Mr. Nilsson expressed that we need to have a cheaper solution for the Swedish federation and if there is a possibility to find a better investment for the money spent in the future. The concept needs to stabilize especially on a financial level.
 - o How can the CC be used to enhance the visibility of Floorball to new markets. Need to build a marketing plan and sales of the Event.
 - o The tournament needs to be organised more together with the IFF.
 - o The SIBF is lacking the organization to run the Events in Sweden.
- Mr. Vehniäinen explained that the financial question needs to be solved in a better way, in order to have a positive result. The present investment is pretty big at the moment. The SSBL has discussed the timing of the CC

Upcoming meetings and issues (cont.)

5) *How to organise the Champions Cup in 2015-2018(cont.)*

- Mr. Bollinger finds that the SUHV is in favor to continue the CC, but the financial investment must be on a more feasible level.
- Mr. Suman confirmed that the CFbU feels that there is need for a Top Club competition, where the champions can take part.
 - o The CC is a good tool to close the gap between the EFT and the runner ups.
 - o There was some criticism of the system after having been relegated from the tournament after two matches.
 - o The financial constraints are problematic and there are no possibilities to invest as much in a single event.

Mr. Suman concluded the target of the Champions Cup, The target for the Champions Cup is to create an interesting high level sport and entertainment competition for the top European clubs, attracting a large number of spectators, followed in both the national and international media and being a financially profitable event. The evaluation is as follows:

- The sports level has been enhanced and the teams are pleased with it
- The media visibility has risen remarkably, with number of TV matches.
- The number of spectators at the Event has been only fairly reaching the target, but is still at a fairly good level.
- It is only in the financial constraints target, that has not been met so far.

Discussions, Solutions and New Targets:

- To work with the National marketing of the event, to attract spectators
- In order to find the potential of the CC, the target of spectators and sold tickets must increase by 30-50 per cent for the next four years.
- The timing is not possible to change, within the present active season.
- Need for a CC project manager to work on the project on a regular basis.
- Need to create a common presentation material, based on the experience of previous events. To build a visibility package
- The participation of the Host City in the event is the key for the selection of the city. We need to build a Host City package.
- Find a common sponsor for the Champions Cup, by the support of the stakeholders providing space for the CC.
- The main issue is to save the costs, especially the team, transportation and venue costs. The solution is to set a minimum standard of organization and then it is for the organizer to find the suitable cost.
- Open the Floorball Manufacturer Village for other sport related sectors.

There are three major income sources:

- City support – long time cooperation
- Marketing – Local and International sponsors
- Spectators – Mainly local spectators

6) *Next steps*

The CC Countries are to come back with their proposals on the Discussion list by the December 20th to the IFF Office.

Mr. Liljelund will try to make a collected proposal by the 10th of January 2014

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

- Next meeting to be held in last part of January if needed based on the result of the proposals from the countries.

New ideas, etc...

- Each country to give examples of their good and not so good solutions.