



## INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC  
Ordinary member of SportAccord*

## Appendix 17

### IFF Information Function report May 2013

#### IFF Website & CC website

The process of changing the IFF website layout is ongoing. Aim to have the website up and running during autumn 2013. The focus is on images, videos and social media as well as the ongoing events. The result service slider launched for the Champions Cup page can be used also during other IFF events as well as international weekends (all floorball events that use the IFF on-line match records). Draft proposal of the new layout design attached.

Small changes have been made to the Champions Cup match result sliders, clearly showing which team wins/loses and link from the result (or “-“ before start of the match) to the on-line match record.

In the process of changing the website an evaluation and comparison has been made between different IFs (May – June 2013), evaluating their websites and social media channels to find good models (attachment given during the meeting).

#### Social Media

More focus has been put on images and videos. Not sure about the added value with the different Event facebook pages especially if there are not much efforts put on promoting the event and adding “own” content etc.

#### IFF Events Mobile App

The CC mobile app is on its way with the same content as the WFC 2012 app. Asics has been contacted to have an app sponsor for CC.

#### Meeting with IIHF

Meeting report attachment given during the meeting.