

IFF Core Country Marketing Network meeting in Berlin, Germany, 28.04.2014

Participants:	CFbU: Mr. Filip Suman,	CFbU President/CEO, CFbU Marketing Company/Chair
	SSBL: Mr. JP Lehtonen,	Salibandyliiga Oy, CEO
	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
	Ms. Melanie Schmidt,	SUHV Marketing & Events
	FD: Mr. Mathias Liebing,	FG PR & Marketing
	NBF: Ms. Monika Bakke,	NBF CB member
	IFF: Mr. John Liljelund,	IFF secretary general

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, thanking all the countries for being present at the meeting for the first time.

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 on present matters

All of the participating countries made an updated 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 1.

Evaluation of the National highest league marketing – Swot analysis

(SUI, GER, SWE, LAT, FIN, NOR and CZE)

Strengths:

Positive image of National Association
Good National League Coverage
National Team Players good coverage
Good sports quality of the League
Present in the Big Cities
Increased media coverage
New teams in play-off
Social media/Internet knowledge
Sales of Partnerships is developing well
Floorball 3rd biggest recreational sport
Good TV Product

Weaknesses:

Lack of Sponsors
Lack of resources to work with marketing
Lack of proper venue infrastructure
Clubs are organised by volunteers only
Gap between the Clubs in the League
Unstable financial situation of the Clubs
League Events don't match the image
Media coverage in the traditional media
Too few non-players as fans
Not found the high profile persons to represent
Low number of spectators in Arenas
Too Centralised to the big cities

Opportunities:

The new Super Final marketing (CH/CZ)
There will be a National series
Very motivated new clubs joining
Build a web-TV/Social media offering
Better comm. utilisation of web-TV
Enhance sales of commercial rights
Possibility to introduce one Final Day
A real Family Sport Image
Can differentiate from Trad. Sports
Low entrance level for sponsors/media

Threats:

Not that much interest from TV to Floorball
Not interest from new fans
Some Clubs are growing stronger
TV4 Sport channel structure change
Higher cost for Players/Overheating
Decreased interest of spectator for Finals
Develop the Clubs – more results needed
Clubs interested to build own brand, not Sport
Not seen as an Elite Sport
Money Talks!
Clubs are not aiming as high as the Association
TV getting too fragmented – Low Reach

Report on present issues (cont.)

National Selling System and Best Practises

FIN:

- Sales persons makes a lot of contacts to companies ongoing (around 100 companies/year) – Open Door/Cold Contacts,
- Analyse the response and start to develop the content of the proposal if there are interest. Some 50 % lead to a proposal
- If get meetings arranged – the result level is very good
- Promise any marketing solution they want – Flexibility in solutions and execution of the sponsorship
- It is important to demand that sponsors put activation money into their budgets.

SWE:

- One sales person for main partners – to increase the value of the contracts
- Enhance the Sponsors in Activation of Floorball to the target groups and be more involved
- Distribution of the SIBF Led screens to the League Clubs
- Contact to over 20 companies, over 100 companies for the WFC

LAT:

- Contacts around 50 companies per year, through LFS and Marketing Companies, to whom to pay commissions.
- Seek support from the Donation Funds of the Companies who are avoiding tax payments

SUI:

- Looking for the right solution for the SUHV, now trying to do it in-house but have used marketing agencies before.
- The SUHV has presently no muscles to work with a strong sales force in-house, but still needs to find a good sales approach.

GER:

- FD is building the packages on their own and have used a marketing agency before.
- The media coverage is too low for any more organised approach of Companies.
- Contact to over 40-50 companies during the last year. Problem is that you have to explain what Floorball is all the time.

CEZ:

- Mostly worked with Agencies and sold everything for a fixed sum before.
- This was changed a two years ago, since the CFbU started own company to work with Sponsorship, Marketing and TV/Media and this proved very successful with can income tripled.
- Working with the present partners and activations is working well, but the system of sales to new partners is lacking behind ideal situation due to personal recourses.

NOR:

- No system, nobody takes care of this field in the association

New projects for the next seasons

SUI: Super Final and launch of the new web page (working on mobile devices)

FIN: Launch of new web page – Beta version published. Club development, Super Final?

LAT: Super Final, Promotion Games in underdeveloped cities, WFC2016 Preparations

GER: Development program to the schools, strengthen the social media operations

SWE: Move the SM Final to a new venue & U19 WFC2015

NOR: No strategy yet, but after the AGM, actions are to be taken.

CZE: Build on the Fan knowledge aspect, CRM programs, Improve the selling system

3. How to increase the visibility of Floorball

Mr. Liljelund presented the idea of building a joint Floorball TV Magazine based on three pillars, National Leagues Sport News, Profiles & Stories, Promotion of National and International Events.

The countries with present TV quality materials are positive that the material they possess can be used and the other are positive to work with the idea. The way going forward is to return back with ideas of the content and the way of producing this. Discussions to be held with EBU upon how to spread the material. A plan will be prepared for the next meeting

Report on present issues (cont.)

4) *How to start selling Floorball together*

Mr. Liljelund made a short brief of the present sponsor situation and company pyramid in the National Associations and the IFF. The Issue is that we are not able to sell Floorball due to our low number of contacts (TV viewers, which makes an interesting product impossible to sell due to this. In order to build a package which has elements which would interest a major player, we would need to consolidate National and International Elements. The package could consist of the IFF Events, EFT/Friendly Internationals, National Finals/Cup and it should include new type of elements and activation of fans and audiences.

The value of such a cooperation can't harm the national sponsors or the national fields of present and potential partners, so the package would have to be big enough to interest the federations.

Presently there are a number of fields of industry that are open in all the countries, which should be the basis for such a package. The next steps in the process should be:

- To build a proposal of what the package could consist of and how it could be used in the different countries
- To then in a second phase build the sales system of such an International package
- If these two are solved, we need to seek the political approval from the concerned National Associations and in the last phase start to look at the financial aspects and the deviation of the revenue.

5) *Champions Cup process*

Mr. Suman reported on the process of the Champions Cup and the way to go forward. The Process is still ongoing and the EFT countries are discussing the solutions.

6) *Practical Issues*

Floorball Branding statement – Attributes:

- Speed, indoor, spirit, young, team, flexibility, physical, simple, action, ball
- Home work for the Associations to bring their ideas.

7) *Other Issues*

WFC2014 National Activation

Mr. Nilsson made a short report on the preparations of the WFC2014 in Gothenburg and the ticket and accommodation status for the final week-end.

There are under 2000 tickets left to be sold.

The LOC is going to make some Evaluations of the Media visibility and Spectator Experience in the Arena.

WFC2014 TV Situation

The offer has been sent to the CCNMG countries and we have asked for the reply by end of May. It would be very important to increase the number of TV matches.

8) *Next steps and actions*

Mr. Suman thanked the participants for a good and open minded meeting.

Upcoming meetings and issues

- The next meeting will be held during the autumn of 2014.

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

- To contact EBU to discuss the possibilities to distribute an International Floorball TV magazine (JL)
- To prepare a proposal for an International Floorball TV Magazine for the next CCMNG meeting (FS/JL)
- To build a proposal of what the package could consist of and how it could be used in the different countries (FS/JL)
- To then in a second phase build the sales system of such an International package (CCMNG)
- If these two are solved, we need to seek the political approval from the concerned National Associations and in the last phase start to look at the financial aspects and the deviation of the revenue. (ExCo)