

### IFF Core Country Marketing Network meeting in Kloten, Switzerland, 07.11.2014

<b>Participants:</b>	CFbU: Mr. Filip Suman,	CFbU President/CEO, CFbU Marketing Company/Chair
	SSBL: Mr. JP Lehtonen,	Salibandyliiga Oy, CEO
	SIBF: Mr. Magnus Nilsson,	SIBF Event Manager
	Mr. Anders Liljebblad	SIBF Sales (observer)
	LFS: Mr. Egils Sveilis,	LFS responsible for Events & Marketing
	SUHV: Mr. Daniel Kasser,	SUHV Marketing & Events (new)
	Mr. Jörg Beer,	SUHV CB Marketing (observer)
	FD: Mr. Mathias Liebing,	FG PR & Marketing
	NBF: Ms. Monika Bakke,	NBF Floorball section president
	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 again at this meeting.

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 experiences in the field of marketing, media and sales to discuss the ways to increase the visibility of the sport in general and the IFF Events specifically.

##### *2. Update of marketing situation and sales in the countries*

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.

The countries reported on their general situation and the updated web and social media numbers

##### *Status report on the Big Projects for the next seasons*

SUI: Super Final (18.04.) and launch of the new web page (working on mobile devices), both Men's and Women's final matches are on Swiss TV. Only some 1000 tickets left to sell for the Kloten Arena.

FIN: Preparations for the One Final has started and there is a lot of discussions with the Clubs. Few new partners have been found despite difficult situation in field of sponsoring generally in Finland.

LAT: WFC2016 Preparations slowly starting.

GER: The development of the federation has been tough. The federations financial situation was very difficult, due to the U19 WFC. There has been cuts for the marketing.

SWE: Move the SM Final to a new venue in Globen Arena for 2016 & U19 WFC2015 in Helsingborg.

NOR: Started the building of a marketing team inside the federation. This will then be the basis group that will start building the process.

CZE: Building a new web site, under the domain Czech Floorball. Working a lot with TV, looking for a new main partner.

Mr. Liljebblad gave his personal analysis that the numbers are not big enough to get in between the major sports in Sweden, as also the sport is not a new. We don't have the big enough numbers to reach big sponsor, but need to find new ways to reach new partners. We need to build the stars and the looking after the new swedes. The Swedish Floorball has been looking for the direction for a number of years, this has been the reason to try to find the next step – become interesting to the big players.

Mr. Lehtonen also felt that we are in a very challenging situation in Finland, to get new companies to Floorball. The basis approach has been to be different in Finland.

## Report on present issues (cont.)

### *WFC2014 Status report*

Mr. Nilsson made a short report about the preparations for the WFC2014.

The focus has been on the Floorball Family for ticket sales. The Final is almost full and there are already over 70.000 spectators in the Arenas. For the group stage there has been a campaign for the local clubs that they can receive 20 tickets for a Swedish matches and 40 tickets for other matches, for all 400 local teams. There are some problems with the first quarter final, with quite low numbers. The target is to have over 150.000 spectators.

The last phase of the marketing has started, to sell tickets to the city in Gothenburg, there is a lot of visibility created together with the sponsors (Honda, Scandic, Unihoc, GP, Swedish Fair).

In the City center there is the Opening Ceremony in connection to the City. The WFC Song is being launched in the coming weeks, performed by an artist who represents Sweden at the junior Eurovision Song Contest on Malta in November.

Mr. Suman stressed the fact that the WFC is the only chance to reach new fans, since the national interest is on the National Teams. So all federations need to prepare their communication plans how to maximize the effect of WFC. Both Czech Rep., Finland and Germany will bring own media crew to make stories.

### *3. Discuss the basic proposal for the IFF-TV Magazine*

Mr. Suman made a short re-cap on the process for 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.

Mr. Suman and Mr. Liljelund have prepared a proposal which the CCMNG discussed. The main goal for the whole process

Mr. Liebing asked if the signal be cut into pieces. It was answered that the takers can do whatever they do.

Ms. Bakke asked if they form Norway can provide good enough pictures, taking into account the audience, the venue etc. The technical production is not very difficult.

Mr. Lehtonen stated that we need to focus on the flashiness, using the post production system, for the TV-magazine. We need to include close-ups, slow motions, expressions and audience reactions. We need to seek the woow-effect. Can we do something in YouTube to gain a lot of viewers?

Mr. Liljeblad thinks that we need to have the product on the level with top sport or to do it an own way. Are we looking to create content to spread the sport or to create revenue for the sport? You need to be careful not just give the content away on a long basis. You do need to get properly recognised in the already existing important markets. Having a number of flags is not going to fool anyone on a commercial level.

Mr. Suman felt that if we need to reach the new markets, we need to have the traditional TV visibility, in order to find the general sports fans. An outside company could be able to spread it outside the present countries.

Mr. Liljelund felt that you can combined the commercials interests for the existing markets and the possibilities to increase overall visibility for the sport.

The group concluded that the countries are positive to the idea. The main target has to be totally clear as it steers the whole process. The Czech Republic, Finland, Germany, Latvia and Sweden confirmed they are willing to provide the video material for free from their Finals the EFT played and other top events in their countries, as they own the rights. The situation in Switzerland is a little more difficult as the Swiss TV owns the right, but the SIHV will investigate the possibilities to be able to provide the material. Norway does not have the material yet. Discussions of the main target is still open, but both the commercial and the visibility aspect has to be taken into account when the content is planned. The product must be of the best possible quality. We need to define exact numeric goals for the project.

### *4) How to start selling Floorball together*

Mr. Suman made a short brief of the reasons for this approach, as when we were approaching some partners, the coverage we offer is not regular enough and doesn't reach an enough coverage in numbers. The basis for this is to increase the visibility and the outcome was to try to find a way to create a package to sell it together, which would be interesting for a bigger company.

## Report on present issues (cont.)

### **4) How to start selling Floorball together (cont.)**

The proposal was built based on the discussions in the CCMNG. The proposal is just a first phase of the process. The decision was to create a first level proposal and not a final decision. The CCMNG discussed the matter.

Mr. Kasser felt that the level of income is not big enough, compared to their own sponsoring packages in Switzerland.

Mr. Lehtonen was of the opinion that the money is an issue, but the more important is to raise the level of the sport since the effect of global partner is important. For the SSBL the sum is not the most important thing. This could bring a big player to the sport. This could benefit everyone. On the national level there are companies who are interested in what partners the IFF. It must be a one off solution and thinks it is a good idea. The country which is involved in selling has to be rewarded.

Mr. Suman felts that it is important to find a first big partner, it could bring an additional value for the sport.

Mr. Nilsson felt that since it can be difficult to deal with the commercial rights, this has to be made in a very simple way and agree on the sales system. Important to keep the process easy. Otherwise we might need to invest a lot of time in it. It has to be a “One Size fits All”-solution, keeping down the work related resources.

Mr. Liebing felt that it has to be interesting enough for the companies, the question behind is to fulfill the Partners ideas. Ms. Bakke felt that this could be important for a number of smaller countries.

Mr. Sveilis felt that there can be a number of issues related to the operations supports the idea of easy solution.

Mr. Liljelund told that this same approach has been made by for example the Swedish National Football Clubs. You have to consider the problems, without activation, as the number of only visibility packages are shrinking on the market. It will need a lot of tweaking to make it interest, which would require some local mending.

Mr. Beer felt that that this is a good way for look for solutions, we need to try to put the finances to the side in the beginning. The project needs to be built on the easy solution process.

Mr. Suman concluded that the CCMNG countries are positive to a simple One Fits All Solution. Mr Suman and Mr. Liljelund was given the task to build a proposal of a possible packages which will be sent out in January to the group.

### **5) Advise Book for smaller/new Countries and Elite Clubs on Marketing**

Mr. Suman reported on the Each One – Teach One Action Plan, to create a help material for the smaller national associations. The idea is to collect some key issues for the material:

- How to work with marketing and sales with only volunteers (club/smaller federations)
- How to build sponsorship packages
- Likely fields of industry where you can find sponsors
- How to work with the execution of sponsors
- Sponsorship presentation
- Federation/Club basic fact sheet

### **6) Any Other Business**

#### *Update of the IFF Guidelines for IFF Corporate Identity*

Mr. Liljelund gave a short update on the new guidelines of the Event Corporate Identity The new rules are to be in force from December.

#### *Information on the status of the Champions Cup 2015 – 2017*

Mr. Suman informed that Czech Rep., Finland, Sweden have agreed to organise the Champions Cup, with participation of Swiss teams. The organisers have approved the basic agreement and the regulation for the CC, but the Swiss federation has had some open issues still. The discussions will continue tomorrow. An investment of a CC Brand Manager is also included in the agreement.

#### *WFC 2014 TV situation*

Mr. Liljelund gave the information that a total of 17 matches out of 48 will be produced for the TV. There are a total of 6 countries secured the signal and discussions are ongoing with two other.

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 spring 2015
  - The proposal of the Combined Sales Package shall be sent out in January 2015
- 

**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 next phase proposal for an International Floorball TV Magazine for the next CCMNG meeting (FS/JL)
  -
-