

Champions Cup Steering Group meeting, Prague, Czech Republic 30.01.2015

Participants:	Filip Suman	CCSG chair, CFbU/IFF	
	Milan Rantakari	SSBL	
	Magnus Nilsson	SIBF	§ 1. – 3., 5.-6.
	Edwin Widmer	SUHV	
	John Liljelund	IFF	

Report on present issues

1) *Opening and Objectives*

Mr. Suman welcomed everyone to the meeting and made a short re-cap that there has been a lot of work done to save the Champions Cup competition in the last six months. The objective of the meeting is to define the Achievable Goals for the CC in 2015-2017 and prepare the Job Description of the CC Brand Manager.

2) *Preparations for the Champions Cup 2015*

Mr. Suman informed that the Champions Cup 2015 will be played in Mlada Boleslav in the same venue as the last version in 2011. The project will be on a daily basis led by Ms. Petra Nachtigalova who was already involved in the WFC 2013 LOC. The LOC will start its work in a few weeks, in order to have the basic information out before the National Championships Playoff starts. The first information package will be sent out in a few weeks, also based on the outcome of this meeting.

3) *Discussion upon what are the achievable goals of the Champions Cup 2015-2017*

The Goals set-up in 2010 has mostly been met, as they were set quite vaguely in the preparation of the 1st phase of the Champions Cup. Now the aim is to work towards the clearly defined some achievable goals for the three years period.

- To uphold the high sporting level of the tournament
- Build a Financially Stable Tournament, securing an financially even result for the organiser and a reduced deficit for IFF
- Additional Spectators in the Events, with an average of 1000 spectators per game (Total 10 decisive games in CC)
- Build a More Recognized Brand (Brand Book) of the Champions Cup, to increase the Awareness of the tournament
- Secure Increased Visibility for the CC, during the period from League Play-off to the tournament
- Embed the Champions Cup in the Competition system of the National Associations and nominate a Project Leader in the Stakeholder Countries.

The CCSG discussed the possibility to propose that the CC week-end should become an International week-end within the International Calendar.

4) *Discussion upon the Content of the Champions Cup Brand*

Mr. Suman concluded that the basic content of the CC Brand was already discussed in the previous point, in relation to the goals of the Champions Cup. More detail discussion will start after brand manager appointment.

5) *Approve upon the task list of the National Associations when not organising the Event*

Mr. Suman started the discussion about the tasks that the stakeholders have to be perform in the period February – April 2015, in the field of the Promotion and Visibility to increase the Visibility and the Awareness of the CC

The following ideas were listed in the discussions:

- Led screen film in the TV matches
- “Ticket to Mlada Boleslav” cheques for the National Champions
- Jumbotron Films in Super Finals
- “Ticket to Mlada Boleslav” on the Facebook & Social Media for all the Clubs playing the play-offs and NA’s
- Provide information in the Finals: How to Get to Mlada Boleslav for the fan’s
- Agreement with National Media Partners – Support Stories
- Facebook Activation Tool for the qualified team on the IFF Facebook on the 18.04 (Minna Nurminen)

6) *Proposal for Champions Cup Brand Manager*

Mr. Suman gave a short description of the process for the creation of the proposal for the Job Description for the CC Brand Manager, based on the proposals from the stakeholders the following attached proposal has been made (enclosure).

The proposal is built so that this position would be a half time employment and IFF would try to find a second half-time position within the IFF organization, if there can be a task the chosen person is suitable for.

The CCSG made the following comments to the Job Description.

SWE: Very pleased with the proposal. More focus on the sales part and cooperation with the stakeholder’s sales organisations and outside companies.

SUI: Questions concerning the reporting line and the role of the Process Control. It is important to keep it clear who has the responsibility.

FIN: It is important to have the full-time employment, to have the best possible outcome of the investment.

CZE: Important to start the sales activities already before the CC 2015 and collaborate with the Stick manufacturers.

The CCSG agreed that the Job Offer shall be published in the stakeholders channels on the 10th of February. IFF will prepare a job offer in beginning of next week. The application dead-line is the 27th of February. The CCSG discussed that the selection process for election of the person, shall be handled by Mr. Suman and Mr. Liljelund. The Top 3 applicants CVs to be sent to the CCSG members for quick comments (if not present or interviewed in the next CCSG)

7) *Discussion on how to start the planning process for the 3rd Edition of the CC 2018 -*

The CCSG had a short discussion of the direction for the IFF Club Competition in the future, based on the present constraints of financial result, level of sports, need to include more teams in the tournament, in order to develop the sport. The discussion will be continued in the next CCSG meeting.

8) *Conclusion and Closing (FS)*

Mr. Suman thanked the CCSG members for a good meeting

Upcoming meetings and issues (cont.)

- IFF will send out the proposal for the Job Offer on the 4th of February to the stakeholders
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Issues that need to be discussed or decided upon or taken action upon

- All stakeholders to publish the job offer for the IFF CC Brand Manager on the 10.2.2015
- Application time for the position is set to 27th of February.

New ideas, etc...

- Coordination between the Core Country Marketing Network Group