

***Men's World Floorball Championships 2014 in Gothenburg - report***

**Positive**

Opening ceremony: Big part of Gothenburg's opening of 'Christmas city'

Arenas: All matches under 'one roof' – sold out final with amazing atmosphere

Spectators: New record of spectators attending the games 104.400

TV: 9 countries broadcasting 17 matches live from the event, with a total of 6.1 million viewers.

YouTube: Over 800,000 views. TV4 made professional broadcasting for the web and broadcasted all matches on TV4 Play Premium

Fun Zone: New dimension of WFC event with activity area

Ceremonies in connection to the matches: Effort in making professional introduction

Co-operation: Town of Gothenburg and regional Floorball district

Sustainability: WFC was certified regarding environment

Doping: Anti-Doping education and advice was done to all athletes

Visibility: As a non Floorball visitor in Gothenburg you couldn't miss that there were a WFC

Ambassador gathering: Minister of sports together with participating teams ambassadors

**Negative**

Financial: The WFC will have a negative result due to lower sponsor income and higher cost than planned budget

**Other**

Media in general are more interested in Floorball after the championship

**Jury report WFC in Gothenburg**

Overall this was a very good tournament with little problems in the areas that normally is a challenge. Co-operation with office and organizer went very smooth already from the start. But information before the tournament between IFF and

There happened some incidents that made us to propose a change of the competition regulations for national teams, CC and EFC regarding §11 other disciplinary matters

The challenge we have to solve for the upcoming tournaments is the information flow to and from RC so we don't end up in the situations that we had during the championship