

**Champions Cup Steering Group meeting, Prague, Czech Republic
20.05.2015**

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 thanked everyone of arriving and arrainging the meeting on such a short notice.

The objectives of this meeting is to discuss the start of the CC Brand Manager, to discuss the goals and expectations for the three upcoming CC-tournaments and the planning of the future.

2) *Preparations for the Champions Cup 2015*

Mr. Liljelund informed that all the teams which should register for the Champions Cup 2015 have registered and also a first version of the match schedule has been proposed to the LOC.

Mr. Suman informed about the

- The LOC will send out their first information letter to the teams in a few weeks.
- The Czech TV has not yet provided their input to the proposal of the match schedule, but discussions are ongoing.
- The organization is easier, as they have the readymade solution from the CC2011, especially as the local club are qualified for the Event, which will create spectator interest in the City.
- The Accommodation solution is the same as in 2011
- The ticket sales started during the Super Final. The tickets can be printed at home
- Prague is the arrival airport and the LOC will organise the transportation from there

Activation of CC during Finals:

SSBL: Visibility on the LED screens in the finals and the price check, some promotion during Playoff. Some potential fans exists for SPV and SC Classic. Mika Kohonen has made a deal with the SPV and he promoted the Champions Cup in the Finnish press

SUHV: The visibility was not very good during the SuperFinal, despite internal discussions. Willer-Ersigen and Piranha Chur has a good fan base.

SIBF: The visibility was not very good in the Finals (but showed some LED-expo for CC in TV-matches during the play off of the leagues) – the winning ticket was forgotten in the production company. The SIBF had three Events in three weeks (EFT, SuperFinal and U19 WFC 2016) and was therefore quite busy during the spring!

The SIBF made a good promotion of the CC during the U19 WFC in Helsingborg. The teams are Falun and Mora.

CFBU: The LOC organised a time clock of the qualified teams, which was used in the O2-arena.

The feedback from the LOC was that only SSBL seemed to have had a good plan to concerning the CC.

Next Steps in the preparations:

The local coordinator (National Association) should cooperate with the clubs to try to find fans to come to the Event. Build a special package for the participating teams.

Present a national plan of how to build a story for the Champions Cup and promote the coming events.

Build a solution for the cooperation with the manufacturers for a long term agreement and give possibilities to bring other elements to the Event. The plan of promoting the Event is a part of the deal (Sales meetings, Promotional materials). The CCSG prefers to have the CC open for all manufacturers for CC2015. The issue will be discussed with the Brand

Report on present issues

Manager.

3) *Status Report of the Process to Employ a CC brand Manager*

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Mr. Liljelund made a short status report on the process. The job offer was published on the web pages of all stakeholders. The job offer gave a total of nine applicants, which was quite little and less than expected.

Two set of interviews were carried out, with six in the first bunch and out from there three persons were selected for the second interview, held in Copenhagen in connection to the IFF CB meeting.

The job was offered to Ms. Brigitta Wegmann, who for personal reasons in a later stage backed out. In order to not loose speed we have discussed with Milan and found a solution, which is ok for Milan, IFF and the SSBL

The Swedish federation raised a possible question of conflict of interest in the role of Mr. Rantakari, which the IFF will have to clarify internally, with the Declaration of Conflict of interest to the CB.

The CCSG recommends to employ Mr. Milan Rantakari accordingly:

- The employment is first half-time from 1.8. to 31.12.2015.
- Then IFF will employ him as responsible for Marketing, for the second half, as of 1.1.2016 for the two year period.
- Milan will continue in the SSBL Board until end of 2016 and in the IFF CB as the Finnish representative until the GA 2016. Based on the discussions in the CCSG, Mr. Rantakari will in the CB declare Conflict of Interest in issues related to the Champions Cup for 2015 and additionally in all fields related to Marketing starting from 1.1.2016..
- Milan will start some preparatory work during summer and coordinate plans with CC2015 LOC

The CCSG agreed that IFF would close a job agreement with Mr. Milan Rantakari, based on these points.

4) **Discussion upon the objectives and targets for the Champions Cup and the CC Brand Manager**

Mr. Suman made a recap of the General Goals that have been discussed and agreed upon in the last meeting. The general objectives are set as:

- To uphold the high sporting level of the tournament
- Build a Financially Stable Tournament, securing an 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 Countries.

Mr. Rantakari asked what the readiness is in the federations to have an active CC project leader in the National Association. The CCSG concluded that this is a key success factor reaching the set objectives for the CC.

The project leaders shall be nominated by the end of June. The project leaders are to participate in Mlada Boleslav.

Concrete targets for the coming years:

- 2015:
- Build Brand Portfolio with a Brand with the same look & feel,
 - Build Sales Packages and related materials,
 - Build a system for communication with teams and federations to increase visibility in the non-organising countries
 - Build a system for Social Media and web visibility
 - Support a National Strategy for National promotions
 - Coordinate activities
 - Secure Manufacturers participation in the CC2015

- 2016:
- Build a national plan for the CC marketing on a yearly level
 - Secure sales of the Marketing Rights
 - Build process to secure more spectators for the Event.
 - Coordinate fan based travel
 - Act as a financial advisor for the organiser
 - Seek new channels to present the CC, to increase visibility
 - Build a marketing network of the participating teams sponsors
- 2017:
- No ordinary games during the week-end (only play one day in the week-end)
 - Provide support to the participating clubs

5) *Discussion of the Work Tasks of the CC Brand Manager*

Mr. Suman presented the work flow in the CC:

- The CCBM will make proposals to the CCSG, which makes the decision and the CCBM then takes the issue to the NA project leader
- The CCSG will have two meetings per year to discuss the preparations, with one meeting in November to evaluate the last edition and then a meeting in March for the next event.
- There might be a need to include the project leaders to at least one meeting.
- The daily business will be handled in the IFF Office

6) *Other Issues*

A) Discussion on how to start the planning process for the 3rd Edition of the Champions Cup 2018 and forward.

The process is to have an agreement of the time table and the direction for the continuation in end of 2016, based on our plans and the Events in 2015 and 2016. The aim must be to look for a four year solution for 2018-2021, with participation of all the present stakeholder.

The CCSG needs to agree upon the process for the revision of the 3rd Edition CC during 2015. There is a need to work with the goals and communicate them to the clubs, to ensure a broad commitment. An evaluation of the process and the whole tournament has to be made during 2016

7) *Conclusion and Closing*

Mr. Suman thanked the CCSG members for a good meeting and concluded that the next meeting will be after Mlada Boleslav

Upcoming meetings and issues (cont.)

- IFF will prepare an employment contract to Mr. Rantakari by end of May (JL)
 - National Associations are to nominate a CC project leader by the end of June (All)
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Issues that need to be discussed or decided upon or taken action upon

- Build-up of an Action Plan of the CC Brand Manager (MR)
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New ideas, etc...

- Coordination between the Core Country Marketing Network Group