

IFF Men's World Floorball Championships 2014: Final report August 2015

On behalf of the Swedish Floorball Federation (SFF) we would like to thank the International Floorball Federation (IFF) for a great cooperation during the IFF Men's World Floorball Championships 2014 (WFC 2014) in Gothenburg, Sweden.

The IFF Central Board appointed in December 2010 Sweden to host the WFC 2014. The cooperation between the SFF and IFF regarding the Championships has in general worked very well, while the following four challenges have been identified from our side:

The agreement

The SFF sees it as essential that an agreement between the parties will be signed shortly after the host has been appointed.

The corporate identity

The WFC 2014 was the first IFF event that fully used the new IFF Corporate Identity. The work regarding the approval from the IFF of all the graphical originals/elements has taken a lot of time for the parties' operational resources.

The commercial rights

The most partners of the IFF have an exclusive right in their fields, not only in exposure, but in practical also regarding the sales rights. The possibility for an organizer to sign an agreement with a national retailer in the sports equipment business has therefore been very limited, which has effected the marketing income for the local organizer in a negative direction.

The economic result/outcome

The SFF has invested a lot in WFC 2014 with positive effects in both a short as a long time perspective for the sport in a national as well as in an international view (see Appendix 1). The economic result for the SFF during a four year cycle shows an outcome of minus 5.8 million SEK for the WFC 2014. The main reason for the outcome was due to lower sponsorship revenues than expected.

Finally, the SFF and the City of Gothenburg have been honored to host the IFF Men's World Floorball Championships in 2014, and are looking forward to welcome you back to Sweden again for new international floorball events.

For the Swedish Floorball Federation

Göran Harnesk
Secretary General

Magnus Nilsson
Event Manager

Appendix 1 – Statistics/Facts about WFC 2014

Appendix 2 – Local organization of WFC 2014

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Spectators/Ticket sales

The WFC 2014 in Sweden was a huge success for the Swedish Floorball Federation with an audience of 104 445 spectators, a record for a WFC-tournament. During the WFC 2014 there were several other records, for example, the highest spectator figure for an opening day, when 7 529 spectators watched the Sweden-Latvia game. Another new record, this time for a groupstage match, was when 10 414 spectators watched the group final between Sweden and Finland.

Tourism

The total tourism economic turnover of WFC 2014 is amounted to nearly 60 million SEK. Sponsor Insight's/Rubin Research's survey from the event showed that over 14 000 unique tourists visited the City of Gothenburg on the occasion of WFC 2014.

TV

Agreements was signed early with Swedish TV4 as host broadcaster for the event. TV4 thereby took overall responsibility and also coordinated all the webcasts from the WFC. This made it possible to see all the matches from the WFC 2014 on TV4 Play Premium (national) and through IFFs YouTube channels (international).

A total of 800 000 viewers watched the matches on IFFs YouTube channels, and 17 WFC-matches was broadcast directly to nine countries, with a total of 6.1 million viewers. Nationally, when the WFC-final between Sweden-Finland was broadcasted on TV4 it created a new viewer record for floorball with 542 000 viewers and a further 21 300 people watched the final on TV4 Play.

Press

A total of 262 accredited media representatives participated at the event (including TV), of which 97 were foreign. Sponsor Insight's analysis of how the Championships appeared in the national media, shows the following:

TV (during December 2014)

The number of elements	90
The time for the elements	65:13:33
Number of viewers	18 289 000

Press/web (during 2014)

Number of articles	4 791
Number of readers	324 859 000
Total media value (net)	30 652 000 SEK

Official website - wfc2014.com

During the year of 2014 the home page had 187 000 unique visitors from 142 countries.

Social media

From December 2013 the WFC-organization was responsible for the IFFs official Facebook page regarding the World Floorball Championships [www.facebook.com/worldfloorballchampionships]. During the period 5-14.12.2014 the number of likes on it increased to over 1 300. WFC 2014 used IFFs Events Mobile App during the event, which was downloaded nearly 7 000 times during the period.

Match arrangements

In Sponsor Insight's spectator survey the visitors gave the WFC 2014 very high ratings. 96% of the audience experienced the event as very/fairly good. Many of WFC sponsors receive high recollection values in the same survey. The WFC 2014 became a real family event and just over half (55%) visited the Championships together with the family. 4 of 10 (39%) of the visitors came from the local area, while the other large groups came from southeastern Sweden (20%) and from Eastern Sweden/Stockholm (18%).

Volunteers

For recruitment, management and accreditation the WFC-organization used the system Mobilise, which also handled other target groups for accreditation (participating players, international delegates, media etc.). In total there were over 1 000 officials/volunteers accredited during the event, of which the volunteers only are estimated to have worked a total of over 15 000 hours. In the Volunteer Center nearly 4 500 meals were served to the volunteers.

Logistics

The total number of bus transfers are amounted to more than 400 (divided into 20 WFC-buses), and the total number of the other passenger transports are amounted to about 300, which were handled by 15 cars.

Appendix 2 – Local organization of WFC 2014

Steering Committee

Krister Azelius, Chairman of the Steering Committee/Board Member of SFF
Tomas Engholm, President of SFF
Maria Åhgren, Board Member of SFF
Göran Harnesk, Secretary General of SFF
Stephen Selindh, President of Gothenburg Floorball Association

Operations

Magnus Nilsson, Director
Ulf Widell, Head of administration
Tobias Linderöth, Project Manager Event
Lise Backby Moberg, Project Manager Fun Zone
Anna Mjörnvik, Göteborg&Co
Bo Djupström, Gotevent
Frida Björkroth, Gotevent Lisebergshallen
Cecilia Lönegren, Svenska Mässan
Katja Taponen, Booking Manager
Linn Enckell, Marketing Manager
Therese Blomqvist, Marketing Assistant
Mats Neuendorf, Communication Manager
Ulf Jörnvik, Press Manager
Emma Salomonsson, Social media
Anna Andersson, Journalist
Tommy Holl, Photo Manager
Jeanette Mill, Accreditation/Volunteer Manager
Kajsa Eriksson, Arenadressing Coordinator
Lina Nilsson, PR Event
Peter Wiklund, Event Producer
Niclas Jonzon, Event Producer
Mikael Björk, Backstage Manager Scandinavium
Emil Enander Boqvist, Floor Manager Scandinavium
Dick Sandberg, Backstage/Floor Manager Lisebergshallen
Birgitta Bortas, Backstage/Floor Manager Lisebergshallen
Jörgen Odh, Project Manager Opening Ceremony
Anders Liljeblad, Sales Manager
Erik Nilsson, Partners
David Andersson, Partners
Ida Edstrand, Project Coordinator Fun Zone
Tommie Elgestål, Security Manager
Lars Wahlström, Competition Doctor
Pontus Carlsson, Competition Coordinator
Jennifer Mayer, Ceremonies
Ulf Andersson, VIP-program
Mats Lomander, VIP-program
Kim Andersson, Ticket-/VIP-coordinator
Claes Johnsson, Transportation Coordinator
Kevin Prah, Referee host
Leon Fuchs, Referee host
Carl Otterström, Referee host
Sofie Engel, Environmental Manager