





General update

- Match Schedule and TV matters:
 - Match Schedule ver 2 to be launched at beginning of September
 - TV negotiations almost closed – LOC satisfied about broadcasting in Finland
- Volunteers recruiting:
 - 58 applications – 250 volunteers needed
 - Schools and clubs will be contacted next
- Event accepted as Eco Compass candidate (support from the Government)



10th IFF Women's World Floorball Championships 2015
4.-12.12. Tampere, Finland





Ticketing

8/25/2015

- Currently tickets sold and distributed for promotional purposes: 26 tournament tickets and 430 other tickets
- Next steps:
 - contact clubs/teams directly for sales, promoting tickets through social media and marketing campaigns
 - promotional campaigns at major floorball events
 - 26.8.: 100 days to the WFC –campaign with hiding 100 floorballs around Tampere
- Travel Agency engaged to offer travels to fans from Finland and abroad. Details will be sent to member associations within 1-2 weeks.



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Marketing / Sales

8/25/2015

- Marketing situation challenging – a lot of "no thank you" replies
- Still going on with contacting new companies and trying to be innovative!
- Signed contracts: Koskiklinikka (Medical Services), Finnish Army, Sokos Hotels (IFF and LOC hotel), Image Wear (part of volunteers' clothing)
- Letter of intent: K-rauta (Building and Home improvement Trade)

Social Media

- Facebook followers: 8'238 (goal: 20'000)
- Instagram: 3'152 (goal: 7'000)
- Twitter: 335 (goal: 5'000)



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