

## Champions Cup Steering Group meeting, Espoo, Finland 10.06.2016

<b>Participants:</b>	Filip Suman	CCSG chair, CFbU/IFF
	Kari Lampinen	SSBL
	Magnus Nilsson	SIBF
	Michael Zoss	SUHV
	Milan Rantakari	IFF/Champions Cup Brand manager
	John Liljelund	IFF secretary general

**Report on  
present issues****1) Opening and Objectives**

Mr. Suman welcomed everyone to the meeting in Espoo in Finland and welcomed the especially welcoming [Mr. Zoss Michael](#) who is now for the first time participating in the CCSG. In addition Mr. Suman made a short recap of the path to where we are now in the process and the situation for the Champions Cup, to update Mr. Zoss.

**2) Approval of the Agenda**

The Agenda was approved

**3) Minutes from the previous meeting**

The minutes were already approved earlier.

**4) Country updates**

Mr. Suman felt that there is not a need to go through the tasks from the previous meeting as they will be handled in the special topics on the Agenda. The Project managers have been nominated in the countries Czech: Ms. Petra Nachtigalova (has left the CFbU on the 31.5.), Finland: Mr. Janne Bruun, Sweden: Mr. Magnus Nilsson and Switzerland: Mr. Daniel Kasser.

All teams have registered, with the only change that the Finnish ladies will be represented by the runner up SC Classic, as NST will change so much that there are no idea to participate with a very unexperienced team.

**CFbU:** The CC was promoted quite well, with commercials on the rink and on the led. There was an ad in the program, ads on the Jumbo screen and the ticket to Borås were given to Champions The commentator mentioned that the Champions are qualified to the CC in the TV broadcast.

**SIBF:** There was a campaign run during the Super-Final week and in the Event itself in the SIBF channels. There was visibility on the led screens and the ticket was given to the winners. Sponsor insight made a question of the awareness of the CC, with 25 % had knowledge that it will be played in Sweden in 2016. A total of 70 % numbers had heard about the CC in some way. The Club teams don't have promoting the tournament as their primary task, so there are limited efforts made in the process.

**SSBL:** The ticket to the winner was presented during the Super-Final and the CC-banner is on the SSBL web page. The SSBL only made the minimum at this time and Classic has made a news on their web page. it is a though job to get the clubs to work this early with the Events. There is a need to work with only effective topics, to not overspend resources.

**SUHV:** The CC was promoted in the Super-Finals with the Ticket to the Borås and the banner on the web page, but not much more was made. The problem is to get Swiss spectators to the Event. Switzerland wants to participate more actively in the future, as this is good for the [CC](#).

**IFF:** The IFF channels were used for promotion, in all possible fields and the Super-Finals were followed in depth.

Mr. Suman expressed that the CC will only be as good as the Clubs are in their operations. There needs to be a balance of how much to push the Clubs from the Associations and how much resources can be used in the process.

## Report on present issues (Cont.)

### 5) *Status report of Champions Cup 2016 in Borås*

Mr. Nilsson reported on the preparations of the CC2016 in Borås. The LOC works very closely with the City of Borås and the Cities production company. There are a lot of promotional material made and visibility in the Social Media. The cooperation with the local club has worked very well and they have started the education of volunteers.

The ticket sales has not taken off yet, as there are just a few tickets sold for the Friday and around a hundred for Saturday and Sunday. The Swedish TV has an agreement with TV4 and the production company Sportsground will produce and TV4 will produce matches with Swedish participants. There can be up to ten matches in Swedish TV, but probably at least 8 matches. The stream will be done on the IFF YouTube stream for free. The target is to have a small deficit.

Czech TV (Nova) and Finnish TV (YLE) will probably be showing the matches of their respective teams.

The SIBF has raised a regulation question, to in the future not have the privilege to train in the tournament venue the day before the Event. This will be discussed for the next editions.

There is a Preparatory meeting between the IFF and the LOC on the 15<sup>th</sup> of June, to discuss the level of the organization of the Event.

### 6) *Activity and communication plan for June-September 2016*

Mr. Rantakari reported on Marketing of the CC2016 and presented the CC2016 Communication plan. The non-organising and Clubs needs to know what they are supposed to do and the CCSG decided to run the following actions:

June:	15 <sup>th</sup> Re-posting social media Borås materials
	22 <sup>nd</sup> Re-posting 100 day's to the CC
July:	Clubs to take pictures and video's for the SOME, Clubs to re-post
August:	Posters, advertising materials to participating teams
	Banners on Club web-sites
	Fan competition – win tickets to CC
	Promotion of the Fan package NA and Club
September:	Promotion via National Associations – League matches and Cup's
	Clubs: SOME material for reposting
	Weekly CC news on the National Association channels

IFF has been in active contact sending emails to the participating clubs asking them to re-post the IFF publications in the SocialMedia. The preparation for the Fan campaign is still in progress.

### 7) *Branding of the Champions Cup*

Mr. Rantakari presented the latest version of the CC Brand Portfolio/Brand Book, which is designed to give the guidelines for the organisers of the same look & feel for the CC tournament.

The CCSG discussed the following topics:

- The level of unity for the use of the different organizer to use the logo and the way to use the system. The overall feeling was to keep the logo, topography, coloring and text solution fully the same and the other elements (title and picture style) can be chosen by the organiser.
- The logo should be in specified area (bar) and the layout of the elements were agreed.
- The logo can only be on black or white background.
- In the manual there should be instructions on how to use the logo on the web and the SocialMedia.

### 8) *Sales of the Champions Cup*

Mr. Rantakari presented the sales offer of the CC Title Sponsor, with the price of 20-25 thousand EUR. The proposal includes a number of the activation and promotional possibilities, next to the Venue commercials. The Title Partner would be visible with-in all the CC communication from February to October, with the support of the Clubs and National Associations. The problem is to convince the companies of the value of the Champions Cup. The question is how the Champion Cup could support the Brand and providing the support their values.

### Report on present issues (Cont.)

The CC should be part of the sponsors Brand, through the pre-marketing actions of the Event. There are activities related to the Super-Finals as well.  
The CCSG agreed to the proposed content of the sales offer..

#### 9) *Manufacturer interest*

Mr. Liljelund made a short presentation of how to move forward with the manufacturer support to the CC. The idea is to build an activation campaigns in the Floorball environment to engage the fan to the event.  
The CCSG agreed to continue the discussions.

#### 10) *Organising the CC with big youth or recreational tournament*

Mr. Liljelund made a short report of the idea to connect the CC with a major youth or recreational tournament in the future. Giving the possibility to use the local teams and brining the players from the participating countries.

The CCSG was positive towards this concept and Mr. Nilsson felt that this model could be interesting for the Cities. Mr. Zoss, felt that this approach could bring the real feeling of the close connection between the youth and the star players. Mr. Lampinen felt that it would create a totally different feeling, with youth from the participating countries.

#### 11) *Continuation of Champions Cup after 2017*

The CCSG discussed on the different forms of the continuation of the Champions Cup 2018 onwards. Mr. Liljelund gave the feedback from the IFF Athletes Committee on the format of the Champions Cup, which is that the Event is very important, but the format is not ideal. The risk of only playing one game at the tournament is not good!

The CCSG discussed on what type of models for playing the Champions Cup exists and which would be preferred, based on the fact of what is good for the sport and bearable for the Clubs. Based upon this discussion the financial calculations will be made.

The basis of any future CC system, cannot bring new costs, without bringing new income and have black figures. The CC must have the best teams participating to keep the level.

The Swiss proposes to play the CC in a three level tournament, with home and away games and a small final tournament. The Finnish clubs proposed to play the tournament in early January. It was said that it would be needed to combine the CC with a youth tournament. Possible to split the Men's and Women's tournament, but that will create some issues.

The CCSG decided to start the process of building a Final4 tournament concept paper with some kind of qualifications

#### 12) *Any other issues*

There are no other issues.

#### 13) *Next CCSG meeting*

The next meeting will be held in Borås, Sweden in connection to the Champions Cup on the 1<sup>st</sup> of October, 2016.

#### 14) *Conclusion and Closing (FS)*

Mr. Suman thanked the CCSG members for a good meeting

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### Upcoming meetings and issues (cont.)

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**Issues that need to be discussed or decided upon or taken action upon**

- Send a detailed Communication Plan to the participating Clubs and national Associations (MR)
- The SIBF will communicate the process concerning the distribution of the TV signal (MN)
- To follow-up on the regulation question raised by Sweden to prepare for the next version of the CC regulation (JL)
- Finalise the Brand book based on the discussion in the CCSG (MR)
- Provide a guideline on how to use the logo in the Social Media and the web page. (MR)
- Finalise the Sales Offer for the CC Title partner and contact Agencies and Companies (MR)
- Continue the discussion concerning the Skills competition (JL)
- Build a concept for combining the CC with a youth or recreational tournament.
- Prepare a concept for possible qualification system for a Final4 (MZ)

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**New ideas, etc...**

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