

Final Report



Table of Content

1.	Summary	4
2.	Event Planning and Design	5
2.1.	Local Organization	5
2.1.1.	Patron and Ambassadors.....	6
2.1.2.	Council.....	6
2.1.3.	Local Organizing Committee	6
2.1.4.	Managers	7
2.1.5.	Team Guides.....	8
2.1.6.	Volunteers	8
2.2.	International Floorball Federation	9
2.2.1.	IFF Central Board.....	9
2.2.2.	IFF Office.....	10
2.2.3.	IFF Jury.....	10
2.2.4.	IFF Referee Management and IFF Referees.....	10
2.3.	Tournament City - Tampere	11
2.4.	Participating teams	12
2.5.	Objectives and goals	13
2.5.1.	Objective 1: a journey	13
2.5.2.	Objective 2: Continuous development – sustainability	15
2.5.3.	Objective 3: Top conditions and recognition for top athletes	17
3.	The Event, results and attendances	18
3.1.	Event History	18
3.2.	Match results and attendances	18
3.3.	Media facts and figures	21
3.3.1.	Media representatives	21
3.3.2.	WFC 2015 on TV	22
3.3.3.	WFC 2015 on YouTube	22
3.3.4.	WFC 2015 website www.wfc2015.fi	23
3.3.5.	WFC 2015 IFF Events Mobile App	23
3.3.6.	WFC on Social Media.....	23
3.4.	Ticketing	24
3.4.1.	Ticket prices	24
3.4.2.	Sales statistics (provided by Lippu.fi)	25
3.5.	The Match Organization	28
3.5.1.	Match Program	28
3.5.2.	VIP and Hospitality	28
3.5.3.	Security and Accreditation.....	28
3.6.	Finances	29

4. Conclusion and future development.....30

5. Sponsors30

6. Annexes (in Finnish)31

Final Report: Updated 1.3.2016 JG

1. Summary

The 10th IFF Women's World Floorball Championships 2015 were in many ways a success for floorball, the organizer as well as women's sports in general.

This due to a great cooperation between all the stakeholders involved in the event, the city of Tampere, the government, all the partners and suppliers as well as a great group of 350 volunteers, the patron and the ambassadors, the staff of the Floorball organizations and last but not least the participating teams.

Especially the recognition of the event in the media, locally as well as worldwide, was more than expected. 34 matches were shown on TV or Internet TV, which was a new record for Women's World Floorball Championships. The final was watched in Finland by 289 000 TV viewers. During the final a peak of 839 000 reachability was registered. New records were achieved also in the amount of attendance. The group match between Finland and Switzerland on 5th December 2015 did reach the amount of 3 476 spectators, which is a new record for the group stage, whereas the final match between Finland and Sweden, played on 12th December, was followed on spot by 6 517 enthusiastic people. This was a new record per match.

In addition to the above mentioned records, the local organizers did set several objectives in order to improve the image of floorball as well as further develop the level of events. Actions were taken such as involving people from outside the floorball society, educating new specialists in certain areas and implementing new event management tools. The event was much more, than just one of many other world championships.

As a conclusion, the theme of the championships, Magical Together, was achieved after a long process of planning and preparing.

During the championships it was announced by the International Floorball Federation, that Finland will host the Men's World Floorball Championships in 2020. The next five years are very important to further increase the knowledge of floorball.

By the time this final report was finished, not all relevant information was available, and some of the facts need to be updated.

Thanks to everyone involved in the 10th IFF Women's World Floorball Championships 2015.

Jeannette Good, General Secretary
10th IFF Women's World Floorball Championships 2015

2. Event Planning and Design

The local organization started at an early stage to plan and design the event. There were a lot of objectives and goals required to show off with, since it was 18 years ago that the previous Women's World Championships were held in Finland and five years since Finland hosted the Men's World Championships.

The Event Planning and Design goes through some of the main topics in events, especially the structure of the organization, as this is the pillar of any event.

2.1. Local Organization

From the time the 10th IFF Women's World Floorball Championships 2015 was nominated to be hosted by Finland to the event itself, there were three different Boards at the Finnish Floorball Federation. This did affect the structuring and planning of the organization at some point, until the situation calmed down approximately one year before the event itself.

The General Secretary of the Championships started to work with the project in September 2014, which was just enough time to do the final event planning and run through the event. As mentioned earlier, the time the General Secretary started, there were already many working groups and objectives set, but nothing was planned on the organizational structure.

The structure of the organization was set as follows:



2.1.1. Patron and Ambassadors

The Minister of Transport and Communication, Mrs. Anne Berner, was acting as Patron for the event.

Two Ambassadors were nominated, Mr. Mika Kohonen, to represent the Top of Floorball Players as well as Ms. Laura Österberg Kalmari, a well-known former National Team Football player and sports professional. Especially Laura Österberg Kalmari's commitment to the event was exceptional; there was a lot of support from her already before the event itself. During the championships, she took part in a seminar for girls' and women's floorball.

2.1.2. Council

Function	Name
Finnish Floorball Federation	Ismo Haaponiemi, President of the Board of the Finnish Floorball Federation (replaced Mika Kaltala in January 2015))
Ministry of Education and Culture	Hannu Tolonen, Senior Advisor
International Floorball Federation	John Liljelund, Secretary General
City of Tampere	Anna-Kaisa Heinämäki, Deputy Major (replaced Olli-Poika Parviainen)
Local Organizing Committee	Tuulikki Kangasluoma, President of the local Organizing Committee and Member of the Board of the Finnish Floorball Federation
Local Organizing Committee	Jeannette Good, General Secretary of the championships

The council met once before the event, on 31.10.2014 in Hämeenlinna.

2.1.3. Local Organizing Committee

Function	Name
President	Tuulikki Kangasluoma, Board Member of the Finnish Floorball Federation
General Secretary	Jeannette Good
Tournament Coordinator	Hanne Nyrönen, Member of the Staff of the Finnish Floorball Federation
Competition Manager	Ari Vehniäinen, Head of Competitions at the Finnish Floorball Federation
Sport director of City of Tampere	Pekka P. Paavola
Event director of City of Tampere	Perttu Pesä
Operations Manager of Hakametsä	Vesa-Pekka Salminen (replaced Jari Tolvanen)
Member of Organizing Committee	Esa Koivisto, Director of the club Koovee
Member of Organizing Committee	Harry Hannelius, President of Ilves Floorball (replaced Jari Luukkanen in Oct. 15)
Member of Organizing Committee	Pasi Peltola, General Manager of the club SC Classic
Member of Organizing Committee	Jukka Lintula, Member of the club Koovee
Sales and Marketing Manager	JP Lehtonen, CEO of the Finnish Floorball Ltd.
Communication Manager	Juhani Henriksson, Head of Communications at Finnish Floorball Federation
Adjacent Services	Arja Kilpeläinen, Board Member of the Finnish Floorball Federation
Adjacent Services	Kim Sällström, Head of Club Development at the Finnish Floorball Federation

The Local Organizing Committee met on a monthly basis between 1.11.2014 and the event. Managers and specialists were invited to join the Local Organizing Committee according to the agenda.

2.1.4. Managers

Function	Name
School cooperation, junior program	Eeva Welling, staff member of the Finnish Floorball Federation
Accreditation	Jan Kondo, staff member of the Finnish Floorball Federation
LOC Manager of Hakametsä	Jani Holopainen, staff member of the Finnish Floorball Federation
Ceremonies	Janne Bruun, staff member of the Finnish Floorball Federation
VIP manager	Jari Kinnunen, staff member of the Finnish Floorball Federation
Volunteers manager	Johanna Vasankari, staff member of the Finnish Floorball Federation
Statistics	Lasse Lepola, staff member of the Finnish Floorball Federation
Medical services	Marja-Leena Lehtonen, Koskiklinikka
Press Manager	Markku Huoponen, staff member of the Finnish Floorball Federation
Ticketing manager / Eco Compass	Miira Kuvaja, Freelancer
Referees	Mika Saastamoinen, staff member of the Finnish Floorball Federation
web site and social media	Mika Hilska, staff member of the Finnish Floorball Federation
Sales Consultant	Mikko Aikko, staff member of the Finnish Floorball Federation
Statistics	Mikko Kaksonen, staff member of the Finnish Floorball Federation
Ringside patrol	Mikko Helanen, staff member of the Finnish Floorball Federation
IFF Flights and accommodation	Minja Yläräkölä, trainee
Accreditation	Minna Koivisto, trainee
LOC Manager Tampere Arena	Nina Peltola-Styrman, staff member of SC Classic
Ringside patrol	Olli Junttila, staff member of the Finnish Floorball Federation
Transportation Manager	Sanna Kartaslammi, club representative of Ilves Mikko Hernetkoski, club representative of SC Classic
VIP Manager	Satu Johansson, volunteer
Match Secretariat	Terho Laaksonen, staff member of the Finnish Floorball Federation
VIP Manager	Teresa Turhanen, staff member of the Finnish Floorball Federation
School cooperation, junior program	Tiina Koivisto, staff member of the Finnish Floorball Federation
LOC Manager Hakametsä	Tommi Palonen, club representative of Koovee
Marketing	Toni Nikunen, staff member of the Finnish Floorball Federation
Volunteers' manager	Tuija Salomaa, freelancer

Most of the Managers were nominated from the staff of the Finnish Floorball Federation and the clubs cooperating with. In order to fill all the necessary positions, some of the managers were hired for the event. Managers were in charge of their teams, they selected their staff in cooperation with the volunteers' manager. Each manager was in charge of the task description and introduction of the team members to their duties, they did the shift planning and daily reporting on behalf of their teams.

2.1.5. Team Guides

Team	Team Guide
Australia	Riitta Joutsu-Hänninen
Czech Republic	Erika Svahn
Denmark	Noora Halonen/Roosa Mikkola
Finland	Marjo Liljelund
Germany	Denise Krug
Japan	Jussi Ala-Lahti / Iina Sorsamäki
Latvia	Janne Känel
Netherlands	Veera Inkeroinen
Norway	Henna Yläsuo
Poland	Jorma Turunen
Russia	Maria Ylander
Singapore	Sari Romppanen
Slovakia	Iiro Leinonen
Sweden	Riitta Svahn
Switzerland	Raija Rekola
USA	Roosa Mikkola/Minja Yläraakkola

Team Guides were recruited through the volunteers' application process and were interviewed before their appointment. Some of the Team Guides did contact the LOC directly as they knew already the team they wanted to be guide of. It was quite a challenge to find team guides that could be available for the period of a minimum of 10 days. We had Team Guides from the local area, but also from abroad. However, all of them have been in Tampere and they knew more or less about the city. In addition, they all spoke at least Finnish and English.

2.1.6. Volunteers

Points of interest:

- Volunteer recruiting started in May 2015. Most of the appointments were made in October-November 2015. Even during the event itself, several people (most of them friends and family of volunteers) wanted to join the volunteer team.
- Some of the teams could have used some more volunteers, especially the building and dismantling crew. However, overall we were satisfied with the amount of volunteers.
- EcoCompass guides were recruited from the Tampere University of Applied Science (TAMK). During the event, they were also helping in all kind of customer service activities.
- Volunteers did get free meals and outfits according to their duties. They were allowed to follow matches, whenever off duties and they received tickets for friends and family.

Function	Amount
EcoCompass guides	101
VIP and customer services	30
Team Guides and referee hosts	22
Statistics and result services	21
Security	21
Adjacent services (in and around the arenas)	21
Match Secretariat	18
Building Crew	18
Medical Services	15
Ticketing	13
Transportation	13
Accreditation	9
Media Services	9
Anti-Doping Chaperones	9
Info Desk and office	8
Marketing assistants	5
IT services	3
Total of volunteers	338

2.2. International Floorball Federation

2.2.1. IFF Central Board

Function	Name
President	Tomas Eriksson
Vice President	Filip Suman
Treasurer	Monica Bakke
Member	Jörg Beer
Member	Heiko Jassman
Member	Stephen King
Member	Magdalena Kotikova
Member	Carlos Lopez
Member	Johanne Mikkola
Member	Milan Rantakari
Member	Martin Klabere

2.2.2. IFF Office

Function	Name
Secretary General	John Liljelund
Competition Manager	Stefan Kratz
Competition Coordinator	Sarah Mitchell
Operations Coordinator	Veli Halonen
Information Manager	Merita Bruun
Marketing	Milan Rantakari

2.2.3. IFF Jury

Function	Name
Jury Chairman	Martin Klabere
Jury Member	Andris Dzenis
Jury Member	Jan Jirovsky
Jury Member	Heidi Leb

2.2.4. IFF Referee Management and IFF Referees

Function	Name	
Head of referees	Sami Rahikainen	
Referee Observer	Frank Leuenberger	
Referee Observer	Lubos Maly	
Referee Observer	Göran Norberg	
Function	Name	Country
Referee	Lucie Hejnova	Czech Republic
Referee	Jitka Romancakova	Czech Republic
Referee	Martin Petrik	Czech Republic
Referee	Tom Podlesny	Czech Republic
Referee	Tom Kirjonen	Finland
Referee	Jyrki Sirkka	Finland
Referee	Juhani Kirves	Finland
Referee	Henrik Snellman	Finland
Referee	Sandra Zurbuchen	Switzerland
Referee	Corina Wehinger	Switzerland
Referee	Roland Brändle	Switzerland
Referee	Remo Neidermann	Switzerland
Referee	Therese Edin	Sweden
Referee	Frida Nilsson	Sweden

Points of interest Organization:

Staff:

- Only two persons worked full time on the project: The General Secretary from September 2014 – January 2016 and a tournament coordinator from November 2014 – December 2015.
- It was not obligatory for the staff of the Finnish Floorball Federation to take part in the WFC2015. It was agreed with each staff member individually, which task they would take over.
- In order to ensure, that the most critical sectors were manned, some of the managers were hired just for the event; also, there were many trainees involved in the planning of the event.
- Due to the changes in the organization of the Finnish Floorball Federation as well as the heavy workload, most of the staff members were able to focus on the championships at a very late stage, which increased the pressure of the preparations a lot.

Accommodation:

- The Sokos Hotel Ilves was selected as headquarter accommodation for IFF as well as the local organization. The location of the hotel as well as the size and the experience the hotel has in international events were the main reasons of selection of the accommodation.
- A media hotel was appointed for the event, the Sokos hotel Villa. Due to a lack of interest and bookings at this hotel, we decided not to set-up any additional services at this hotel.

Transportation:

- A shuttle service between the arenas and the IFF/LOC hotel was running through the tournament, 1 ½ hrs prior to the first match of the day until two hrs after the last match. Everyone appreciated this service. It saved a lot of additional bookings and misunderstandings. The only challenge occurred during the first couple of days prior to the matches, when the shuttle service was not in place yet.

Cooperation IFF and LOC:

- The cooperation between IFF and LOC was very smooth from the first moment the organisation of the event started until the end. IFF staff was always ready to help and advice, this was extremely important in the beginning of the preparations, as the General Secretary of the LOC as well the tournament coordinator had very little experience and knowledge on Floorball events. The IFF Event Handbook and additional guidelines and regulations were the pillar for the LOC. For future events, these documents could be even more detailed in order to assist less experienced organizers (for example draw procedure and event).
- After each day's last match, a daily meeting took place. Representatives from IFF (Jury, Referee Management, and staff) as well as LOC (General Secretary, Competition Manager, and Venue Manager Hakametsä) were present to discuss shortly the issues of the day. This was a very efficient way to ensure, that the level of organisation increased towards the finals. The daily reports assisted the LOC in focusing on the right things. By following points, already after the second day there was merely minor things to report.

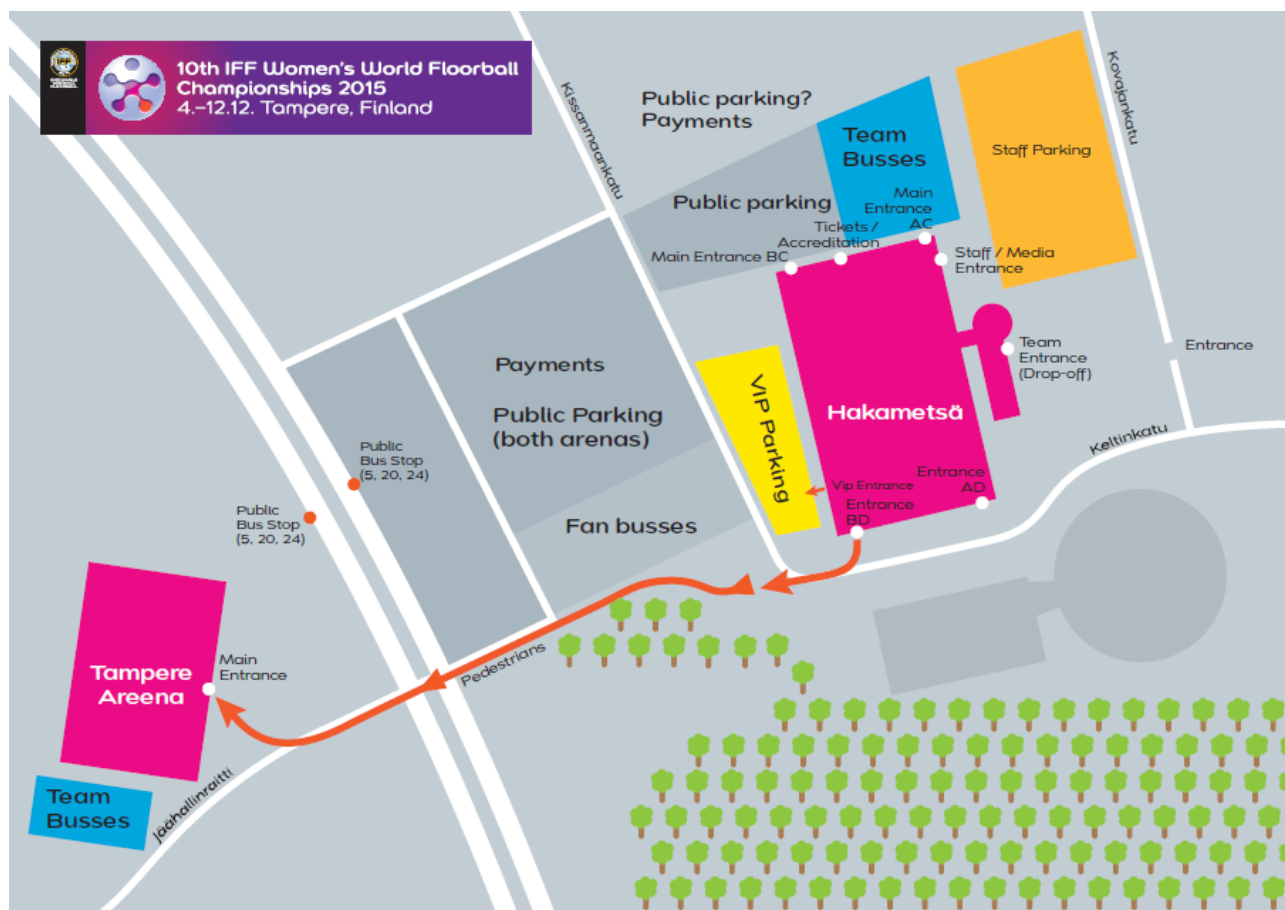
2.3. Tournament City - Tampere

The city of Tampere did win the bid of being the host city due to large range of cooperation and commitment the city was willing to take in connection with the Women's World Floorball Championships. In particular, in marketing and promoting the event, cooperation with the basic education and pre-school as well as the Sports Services.

The Tampere Event Office was supporting throughout the event planning as well as the implementation phase, in order to ensure that the recognition of the event in Tampere itself was remarkable.

The two venues Hakametsä Arena and Tampere Arena worked as a great complex for an international event of this size. The personnel of the Tampere City Sport Services did a great job to ensure that the facilities did meet the international level of standard and the cooperation between the personnel and the staff of the local organizing committee was excellent. In addition, to mention the time available for the set-up of the Hakametsä Arena was very well planned.

Tampere Arena was the second arena, with matches where we expected less spectators. Even though some of the sanitary facilities and dressing room assignments needed some special arrangements, the size of the arena was very suitable.



Spiral Hall in Tampere was a training venue. In addition, the Hakametsä Arena and Tampere Arena were also training halls, when not in use for match activities.

The Project with pre-school and basic education was planned a long time ahead of the event itself. The coordinator from the city's side was Mikko Tiirikainen. In cooperation with the clubs represented in the Local Organizing Committee local elementary and pre-schools were visited in order to introduce floorball. In addition to that, the classes and schools were invited to visit the championships as well as support a national team. The city of Tampere was also involved in the promotion campaign at the Särkänniemi amusement park by recruiting guides for the observation and activities at the floorball rink.

2.4. Participating teams

The Team Service Manager, before their arrival, contacted participating teams. Once arrived the Team Guides took over and reported to the Team Service Manager.

The local organization ordered transportation for the teams according to their request, already prior to the official time of the event.

Laundry service and meals were available at own cost at both arenas.

The match recordings were available on a web-based system, free to be download right after the matches. Since this was the first time this system was used in English and this way, there were some minor issues, but once the system worked, everyone was very satisfied.

Teams were not charged for tickets, once they dropped out. The tribunes that were not valid for public sales (standing tribune) were used for this purpose.

2.5. Objectives and goals

The values for the Championships were set already at a very early stage of the planning of the event.

- Equality: equality in sports and sport organizations
- Sense of community: to feel the sense of community throughout the event, from planning to the dismantling of the event
- Joy and passion from floorball: express the joy and passion of floorball and show it to people not knowing about the game or sports

2.5.1. Objective 1: a journey

The main objective was to build a journey from the bidding process to the championships and beyond. On the journey, we focused on the following tasks:

- **Magical Together –theme throughout the journey, to create a unique spirit that unites**

Viivi Ahola was named as promoter to focus on activities and promotional events in the Tampere area. The target was to reach people from Tampere area not involved in floorball.

Some of the events:

- 1st of May for Children in Tampere
- Särkänniemi amusement park had a rink from May until August, where visitors could play floorball free. (visitors during summer time approx. 494 000)
- 100 floorball hidden in Tampere – 100 days to go to the championships

During the event, a unique spirit was achieved at the arenas among the spectators as well as the staff. Facts and statistics to be seen under point three. Event itself, results and attendances.

In 2015, immigrants and their integration in the society were a main topic. In connection with the championships, we invited about 200 immigrants from the Tampere area. They appreciated the invitation very much.

- **Use of Social Media's dynamic way of communication**

Social Media channels such as Facebook, Twitter, Instagram were used already at an early stage of the preparation. It was agreed with IFF, to use the official sites that are at the WFC organizers use and move on to the next organizer, once the championships are over.

- **Mini-World Championships for women and girls as well as partners**

Mini-World Championships called Diamond tournaments were due to staff resources focusing on girls only. In 2014 three tournaments were organized and in 2015 four tournaments, including Tampere area. A total of 51 teams in 2014 and 61 teams in 2015 took part in the tournaments.

Partners were taking part in a Mini-World Championship on the 10th December at the Tampere Arena. This was very much appreciated.

- **Sponsor and Partner networking**

A different kind of approach in partner networking was used by creating new concepts that have not been used before. The event sale was one of the biggest challenges throughout the event. This has been a general subject in all the sports events lately, Companies are very careful in participating in new project and events. However, we did manage to get some new sponsors and partners on board, some of them at a very late minute. This was possible due to a flexible sales system.

- **Tailor made travel packages for companies, clubs, fans, families**

Together with Matkapojat travel packages were designed to encourage teams, families and companies to travel in groups to the championships, also fans from abroad were targeted. Unfortunately, the service was stopped a couple of weeks before the event due to a lack of interest.

Task	Goal	Achieved
Ticket buyers	14'000	6'600
School children as spectators	6'000	1'008
Volunteers	400	350
Suppliers and organization	200	200
Team representatives	400	400
Total attendance	45'000	36'147
Total attendance on the final day	7'500	10'836
Attendance at Finland matches	4'000	2'559 (FIN-NOR) 3'476 (FIN-SUI) 2'049 (FIN-POL) 2'312 (FIN-GER) 4'676 (FIN-CZE) 6'517 (FIN-SWE)

2.5.2. Objective 2: Continuous development – sustainability

To strengthen the image of floorball and to increase the amount of girls and women playing this sport, is an objective itself when hosting an event of this side, it is important to plan also beyond the event itself.

- **Cooperation with clubs to organize Diamond Events for girls playing floorball as well as introducing the sport to schools during 2014 / 2015**

School visits were organized for all teams and most of them succeeded. Most of the teams and schools did appreciate this kind of program and keep it as a nice souvenir of the event. As an organizer, we feel, that this was one of the most important parts of the promotion of floorball and its fan culture.

Clubs did visit pre-school and basic education schools to introduce floorball. These visits continue also in the future.

- **Engaging more women in floorball by inviting them to be a coach, volunteering for a club or just for the Championships and offering them the education / seminar**

The Finnish Floorball Federation is part of the "Coach like a Woman -project", leaded by the National Olympic Committee, to encourage and support women to start to coach or something else in sports.

During the Championships there were also a lot of trainees (all female), developing their knowledge in sports management and event planning.

- Viivi Ahola, Thesis on increasing of sales of the WFC2015 in Tampere
- Vilma Pekkala, trainee and focusing on adjacent services as well as cooperation with pre-school and basic education
- Henna Määttä, Master in Business Studies, specialisation of Sport Management - Thesis on Game Event Evaluation
- Minja Yläräkkö, studying Event Producer and trainee as event coordinator and Team Guide
- Outi Mikkola, trainee/volunteer with the main topic on volunteering
- Matilda Salminen, trainee, studying Event producer, focusing on the adjacent program outside the arenas.

On 5th December a seminar on Girls and Women's Floorball was organized, where for the first time young floorball players were involved in the discussion and workshop of the seminar. The Finnish Floorball Foundation was making this seminar possible. Discussions and planning is going on in order to continue the concept and spread it out throughout Finland.

- **Launching a Respect – program in order to express our appreciation of long term dedication to floorball**

The 5th December was the Respect day of the Championships. This included all kind of elements of respect. The campaign Red Card against racism was implemented in the official pre-match program, immigrants were invited to the match between Finland and Switzerland as well as the former national team players and Finnish champions were invited.

The Finnish Floorball Federation did also start the Legend concept in connection with its 30th anniversary. The Legend title is still to be achieved by a female representative.

- **How to implement sustainability and the environmental aspect and protection at major events?**

After some investigations of the possibilities to achieve the EcoCompass event actions and especially the support of the National Olympic Committee and Sport Finland led to a totally new aspect of the organization of the event. The full report (in Finnish will be added once it is finished).

The 10th IFF Women's World Floorball Championships is among the first international sports tournaments organized in Finland aiming for the title of EcoCompass Event.

EcoCompass Event is an environmental management system designed for the use of different kinds of events. The idea is to provide the organizers tools to arrange an environmental friendly event. EcoCompass for Events is organized by the Ministry of Education and Culture. The Finnish Olympic Committee and VALO, Finnish Sports Confederation coordinate it.

The main parts of the tournament we were looking after with our own choices were:

- transportation
- accommodation
- food services
- fan products
- the waste practices of the venues
- office practices

It was our intention to create new ways to consider the environmental questions in sports events. The idea is that our solutions are useful for the future tournaments and events. Moreover, of course we wanted to set an example about environmental considerations and actions for the international sports community!

Documentation has been as much as possible digitally, flyers, posters and other material has been produced only at a limited amount and more focus has been set on social media. The official match program was digital and only a small amount of paper version has been printed and sold.
http://issuu.com/salibandyliitto/docs/wfc2015_magazine/1?e=1837252/31720730

A lot of effort was seen in what kind of food was served to the volunteers and guests. Travel recommendations and shuttle services were established. Waste sorting and guidance was one of the most visible elements of the project, when over 60 youngsters were volunteering in the EcoCompass project.

During the championships, the event was audited and we did meet all the requirements of the title of a EcoCompass Event.

http://www.wfc2015.fi/news.asp?kieli=826&tyyppi=&id_tiedote=3975&offset=0

Read more about EcoCompass:

<http://www.ekokompassi.fi/en/> (in English)

<http://www.ekokompassi.fi/> (in Finnish)

Task	Goal	Achieved
Number of girls teams	300 (2016-17)	225 (2015-16)
Schools visited by clubs during autumn 2015	30	20
EcoCompass Event	Meet all the ten criterias for the title	All ten criterias met and assessed on 10.12.2015

2.5.3. Objective 3: Top conditions and recognition for top athletes

- **We ensure that the championships environment is supporting the top athletes' requirements**

This was considered when planning the set-up of the event, such as distances, level of hotels proposed to the teams, arrangements at the arenas.

- **The introduction of the national team players will be brought to the grassroots level and supporters at events, meeting school classes etc.**

The ongoing promotion of women's floorball at all levels, during diamond tournaments, at promotional events prior to the championships, on social media did achieve the recognition and increase the fan culture for women's floorball.

- **We want to organize a remarkable Event in Finnish Sport through the amount of spectators as well as the content of the Event.**

The 10th IFF Women's World Floorball Championships were definitely the most remarkable sports at the beginning of December in the media channels as well as locally in Tampere. This can be considered as a great success, media was still days after the event talking about the championships, which has not happened often in Women's Sports.

YLE, the Host Broadcaster, did show all Finland's matches live or partly live on channel 2. In addition to that, also the match for the 3rd place was broadcasted. There were a lot of news feeds as well as morning TV did implement the championships in the program.

Match	YLE broadcasted
4.12. Norway – Finland	Live
5.12. Switzerland – Finland	Partly live
7.12. Finland – Poland	Delayed
9.12. Finland – Germany	Partly live
11.12. Finland – Czech Republic	Partly live
12.12. Switzerland – Czech Republic	Live
12.12. Sweden - Finland	Live

More figures at 3.3. Media facts and figures.

- **To present on national and international level Finnish studies and knowledge concerning the health of athletes, such as injury prevention by Kati Pasanen.**

Initially it was planned to organize an international seminar, but due to the lack of resources and organizational challenges, it was decided to have a Finnish only seminar. The National Team and Top Floorball Division of the Finnish Floorball Federation organized the seminar.

3. The Event, results and attendances

3.1. Event History

The Women's first world floorball championship was organized in 1997. The tournament is organized every odd year, this competition was the 10th edition.

Competitions and top three: (standing after the Championships 2015)

Year	Winner	2nd place	3rd place	Host country
1997	Sweden	Finland	Norway	Finland (Åland Island)
1999	Finland	Switzerland	Sweden	Sweden
2001	Finland	Sweden	Norway	Latvia
2003	Sweden	Switzerland	Finland	Switzerland
2005	Switzerland	Finland	Sweden	Singapore
2007	Sweden	Finland	Switzerland	Denmark
2009	Sweden	Switzerland	Finland	Sweden
2011	Sweden	Finland	Czech Republic	Switzerland
2013	Sweden	Finland	Switzerland	Czech Republic
2015	Sweden	Finland	Switzerland	Finland

Women's WFC Medals		Gold	Silver	Bronze
Sweden		7	1	2
Finland		2	6	2
Switzerland		1	3	3
Norway				2
Czech Republic				1

3.2. Match results and attendances

Group stage matches

Date	Match	Group	Result	Attendance
4.12.2015	Slovakia – Russia	D	4-2	154
	Germany – Sweden	B	1-16	222
	Norway – Finland	A	1-14	2559
	Poland – Switzerland	A	3-12	110
	Japan – Denmark	C	3-5	117
	USA – Netherlands	D	7-4	115
4.12.2015	Daily attendance			3277
5.12.2015	Latvia – Czech Republic	B	2-15	207
	Slovakia – USA	D	15-2	517
	Switzerland – Finland	A	4-6	3476
	Singapore – Australia	C	5-4	117

	Poland - Norway	A	4-2	102
	Russia - Netherlands	D	8-2	98
5.12.2015	Daily attendance			4517
6.12.2015	Netherlands – Slovakia	D	1-13	198
	Germany - Latvia	B	3-3	160
	Switzerland – Norja	A	9-1	322
	Ruotsi – Tshekki	B	17-2	448
	Japani – Singapore	C	4-3	89
	Tanska – Australia	C	7-3	120
6.12.2015	Daily attendance			1337
7.12.2015	Sweden – Latvia	B	7-0	456
	Czech Republic – Germany	B	9-1	280
	Finland – Poland	A	5-2	2049
	Denmark – Singapore	C	7-5	111
	Australia – Japan	C	8-6	153
	Russia – USA	D	9-4	97
7.12.2015	Daily attendance			3146

Group Standings

Group A

Team	Matches				Goals		Points
	Played	W	D	L	for	against	
Finland	3	3	0	0	25	7	6
Switzerland	3	2	0	1	25	10	4
Poland	3	1	0	2	9	19	2
Norway	3	0	0	3	4	27	0

Group B

Team	Matches				Goals		Points
	Played	W	D	L	for	against	
Sweden	3	3	0	0	40	3	6
Czech Republic	3	2	0	1	26	20	4
Latvia	3	0	1	2	5	25	1
Germany	3	0	1	2	5	28	1

Group C

Team	Matches				Goals		Points
	Played	W	D	L	for	against	
Denmark	3	3	0	0	19	11	6
Australia	3	1	0	2	15	18	2
Singapore	3	1	0	2	13	15	2
Japan	3	1	0	2	13	16	2

Group D

Team	Matches				Goals		Points
	Played	W	D	L	for	against	
Slovakia	3	3	0	0	32	5	6
Russia	3	2	0	1	19	10	4
USA	3	1	0	2	13	28	2
Netherlands	3	0	0	3	7	28	0

Play-off stage matches

Playing system: The two best teams of group A and B qualified directly to the quarterfinal. Teams placed 3rd and 4th in group A and B and the teams placed 1st and 2nd in group C and D made it to the first playoff round (played before the quarter-finals).

Date	Match	Group	Result	Attendance
8.12.2015	Latvia – Australia	PO2	10-3	212
	Germany – Denmark	PO4	3-2 PS	205
	Norway - Slovakia	PO3	2-4	195
	Poland – Russia	PO1	4-1	167
	USA – Japan	13-16:1	10-2	63
	Singapore – Netherlands	13-16:1	3-4	53
8.12.2015	Daily attendance			895
9.12.2015	Switzerland – Latvia	Q3	9-2	168
	Czech Republic – Poland	Q4	8-2	202
	Finland – Germany	Q1	16-0	2312
	Australia – Norway	9-12:1	1-11	102
	Russia – Denmark	9-12:2	6-7 OT	61
9.12.2015	Daily attendance			2845
10.12.2015	USA – Netherlands	13th	7-1	110
	Australia – Russia	11th	4-14	147
	Norway – Denmark	9th	2-0	207
	Sweden – Slovakia	Q2	15-1	460
	Japan – Singapore	15th	5-4 OT	52
10.12.2015	Daily attendance			976
11.12.2015	Germany – Poland	5-8:1	5-2	412
	Slovakia – Latvia	5-8:2	3-4 PS	196
	Finland – Czech Republic	Semi 2	4-3	4676
	Sweden – Switzerland	Semi 1	7-3	3034
11.12.2015	Daily attendance			8318
12.12.2015	Poland – Slovakia	7 th	2-0	74
	Germany – Latvia	5th	2-5	222
	Switzerland – Czech Republic	3rd	5-4	4023
	Sweden - Finland	Final	5-4 PS	6517
12.12.2015	Daily attendance			10836
Attendance whole event				36147

Points of interest:

- New attendance per match record: 6 517 (SWE-FIN final)
- New group match attendance record: 3 476 (FIN - SUI group match).
- New total daily attendance record: 10 836 (final day)
- WFC 2015 total attendance: 36 147, which is the 2nd highest number (the Women's WFC record is from the WFC 2013 in Czech Republic: 43 806)

Final Standings

Position	Team	Position	Team	Position	Team	Position	Team
1	Sweden	5	Latvia	9	Norway	13	USA
2	Finland	6	Germany	10	Denmark	14	Netherlands
3	Switzerland	7	Poland	11	Russia	15	Japan
4	Czech Republic	8	Slovakia	12	Australia	16	Singapore

3.3. Media facts and figures

3.3.1. Media representatives

Journalists	72	Journalist/Photo	Journalist TV/Radio	Journalist print/web	Journalist web
		17	17	24	19
Photographers	17				
Video	3				
Radio	1				
TV Crew (Technicians etc.)	25				
Total Accredited	119				

Points of interest:

- 50 different media organizations from 12 countries were represented on spot.
- Due to a new accreditation system, media accreditation could start only one month prior to the championships.
- An additional media tribune was built for the journalists, in order to meet the international standard. The media tribune as well as the whole set-up of all media facilities was very much appreciated.

3.3.2. WFC 2015 on TV

A total of 34 WFC 2015 matches were shown on TV or Internet TV in a total of 75 broadcasts in 14 different countries.

- In Finland the Final was watched by 289 000 TV viewers and the total number of viewers in the seven TV matches was over 1.2 million.
- In Sweden the WFC 2015 final had an average of 314 000 spectators. The total number of TV viewers in the 8 TV matches was over 630 000.
- In Czech Republic the semi-final against Finland was watched by 123 000 viewers. The total number of WFC 2015 TV viewers was 465 000.
- In Slovakia the highest number of TV viewers was reached during the Slovakia versus Norway play-off game when over 105 000 viewers watched the game. The average number of viewers in Slovakia was over 70 000 per match.
(The IFF has not yet received the TV numbers from other countries.)

The TV rights are with IFF, who contracted the Host Broadcaster YLE as well as the production company PolarHD. The local organisation was involved in the negotiations and it agreed to buy some additional broadcasting of team Finland's matches in order to get the maximum visibility of the Championship.

3.3.3. WFC 2015 on YouTube

Combined statistics for both IFF Floorball Channels

Statistics Period: 1st – 16th December 2015

Video uploads: 197

Performance

Views: 515,013

Estimated minutes watched: 5,313,770 (= 3,690 days or 10 years)

New subscribers: 1,315

Engagement

Likes: 1,808

Comments: 19,298

Shares: 1321

Most watched videos (based on estimated minutes watched)

Top 5:

SWE v FIN Final

SWE v SUI Semi-final

Final Highlights

SWE v SVK Quarter-final

SVK v LAT 5th-8th

More details on wfc2015.fi: http://www.floorball.org/wfc2015/news.asp?kieli=826&id_tiedote=4009

3.3.4. WFC 2015 website www.wfc2015.fi

Official WFC website numbers November 15th December 15th 2015: users 112 931, sessions 235 055.

- Numbers during WFC (4-12.12.2015)
- Total amount of users during WFC: 101 705
- Most amount of users/day: 21 111 (12.12.2015)
- Total amount sessions: 226 942
- Countries visiting: 118
- Total page views: 698 201
- pages/session: 3,08

3.3.5. WFC 2015 IFF Events Mobile App

The IFF Events Mobile App has now been downloaded by 29 707 users.

Android: 15 927 downloads

iOS: 14 400 downloads

Top countries:

Top countries:

1. CZE 3 542
2. SUI 1 974
3. FIN 1 534
4. SWE 1 397
5. GER 1 093

1. SUI 3 490
2. SWE 3 480
3. FIN 1 250
4. CZE 893
5. NOR 660
6. DEN 626

Numbers during WFC 2015

Users: 5 457

Sessions: 137 883

Views/session: 5,94

Top 10 countries/sessions

1. Finland 29 553 (21,43 %)
2. Switzerland 18 933 (13,73 %)
3. Czech Republic 18 569 (13,47 %)
4. Germany 12 516 (9,08 %)
5. Sweden 8 807 (6,39 %)
6. Slovakia 8 516 (6,18 %)
7. Japan 4 747 (3,44 %)
8. Latvia 4 300 (3,12 %)
9. Denmark 3 978 (2,89 %)
10. Netherlands 3 715 (2,69 %)

A total of 1 630 persons took part in the ASICS guess the results competition.

3.3.6. WFC on Social Media

WFC Facebook

facebook.com/worldfloorballchampionships

Total likes after WFC 2014: 6 846

Total likes after WFC 2015: 9 929

= + 3 083 likes since WFC 2014

IFF Facebook

facebook.com/IFF.Floorball

Total likes after WFC 2014: 31 226

Total likes after WFC 2015: 32 916

= + 1 690 likes since WFC 2014

IFF WFC Twitter

twitter.com/iffwfc

Total followers after WFC 2015: 706
(was not in use in WFC 2014)

IFF WFC Instagram

[instagram.com/iffwfc](https://www.instagram.com/iffwfc)

Total followers after WFC 2015: 4686
(was not in use in WFC 2014)

IFF Flickr https://www.flickr.com/photos/iff_floorball/

Total amount of views during WFC 2015: 922 036

Most amount of views (December 5th): 336 907

Followers during WFC: 264

IFF Twitter

twitter.com/IFF_Floorball

Total followers after WFC 2014: 6 874

Total followers after WFC 2015: 10 012
= + 3 138 followers

IFF Instagram

[instagram.com/iff_floorball/](https://www.instagram.com/iff_floorball/)

Total followers after WFC 2014: 3 004

Total followers after WFC 2015: 21 401
= + 18 397

3.4. Ticketing

Ticketing was planned a long time ahead of the event. Ticketing prizes and the strategy were updated in November 2014.

3.4.1. Ticket prices

Tournament Ticket: 143,50 €

- Tournament ticket valid for the whole tournament from 4th to 12th December.
- Tickets in category 1
- Bought only in advance!

Day tickets

- Day tickets only were sold, valid for the whole day and both arenas. Re-entering was possible.

Group Stage

Ticket Type	Price in advance	Price from the venue
Adults	17,50 €	22,00 €
Children, 6-17 years	6,50 €	12,00 €
Students, pensioners, special groups	6,50 €	12,00 €
Family ticket (2 adults + 2 children)	36,00 €	36,00 €
Team adults (15 persons)	100,00 €	NA
Team children (5 adults 20 children)	75,00 €	NA

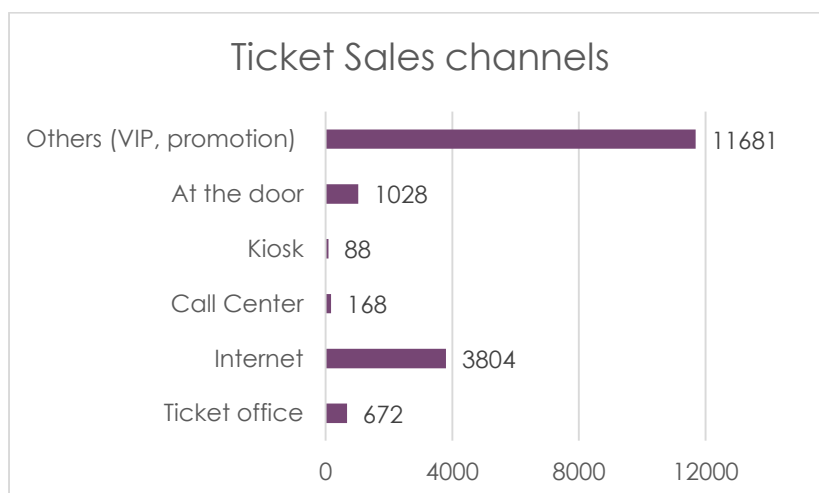
Licensed players get a 3 € reduction. Reduction is for tickets bought from the venue.

The Finals Weekend, 11.-12.12. One ticket, two days

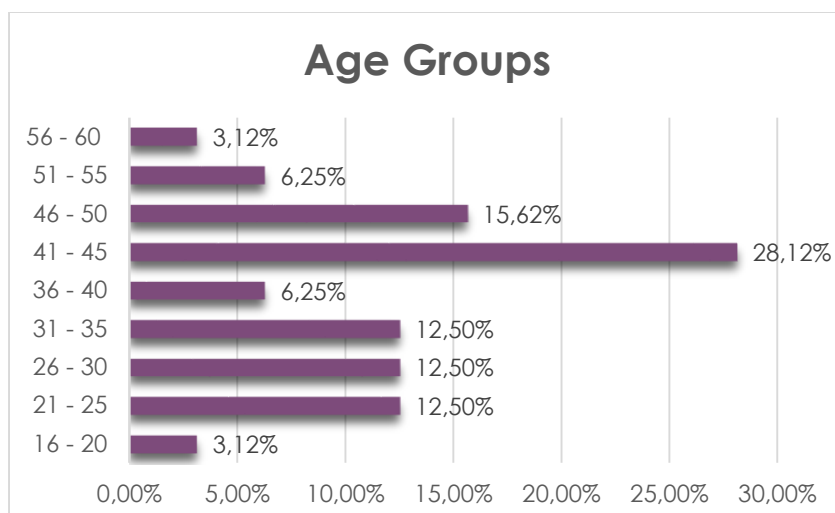
Ticket Type	Price in advance		Price from the venue	
	Cat. 1	Cat. 2	Cat. 1	Cat. 2
Adults	63,50 €	43,50 €	73 €	53 €
Children, 6-17 years	32,50 €	22,50 €	42 €	32 €
Students, pensioners, special groups	32,50 €	22,50 €	42 €	32 €
Family ticket (2 adults + 2 children)	130 €	86 €	130 €	86 €
Team adults (15 persons)	NA		NA	NA
Team children (5 adults, 20 children)	NA		NA	NA

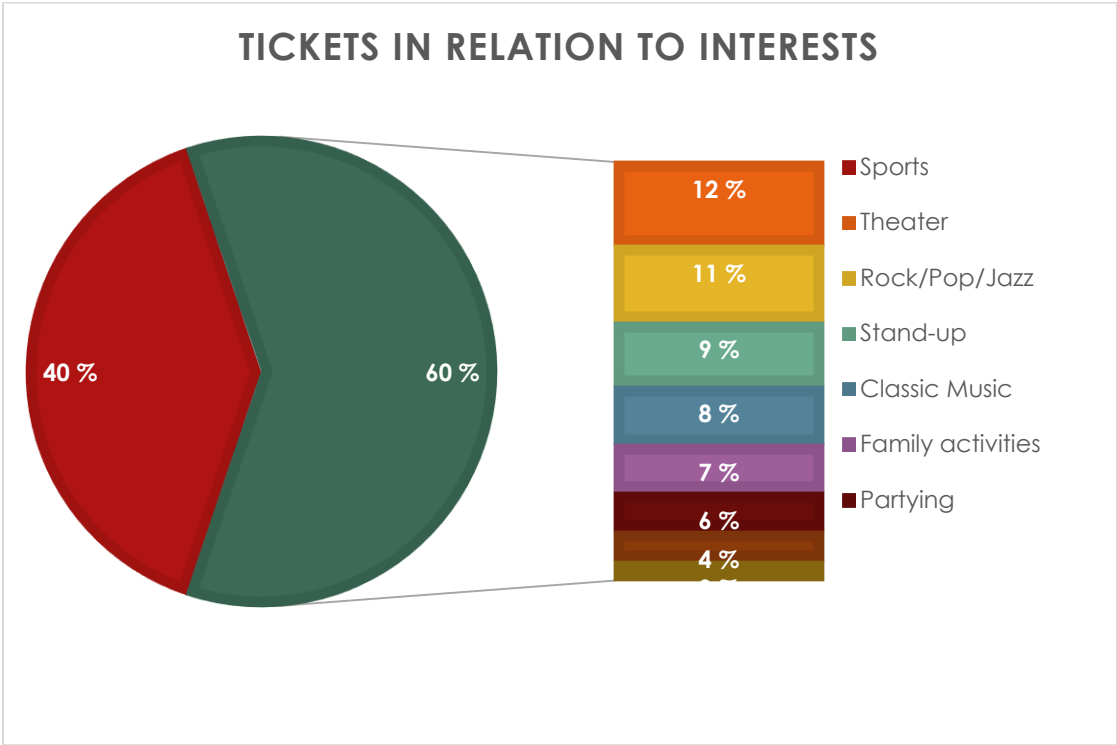
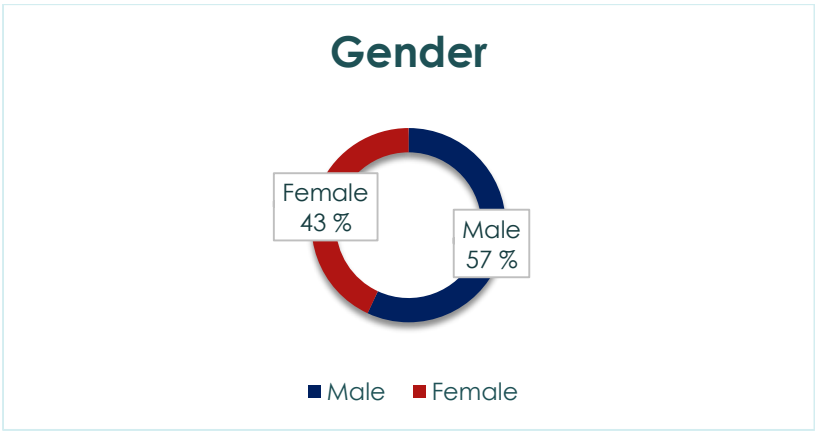
Licensed players get a 3 € reduction. Reduction is for tickets bought from the venue.

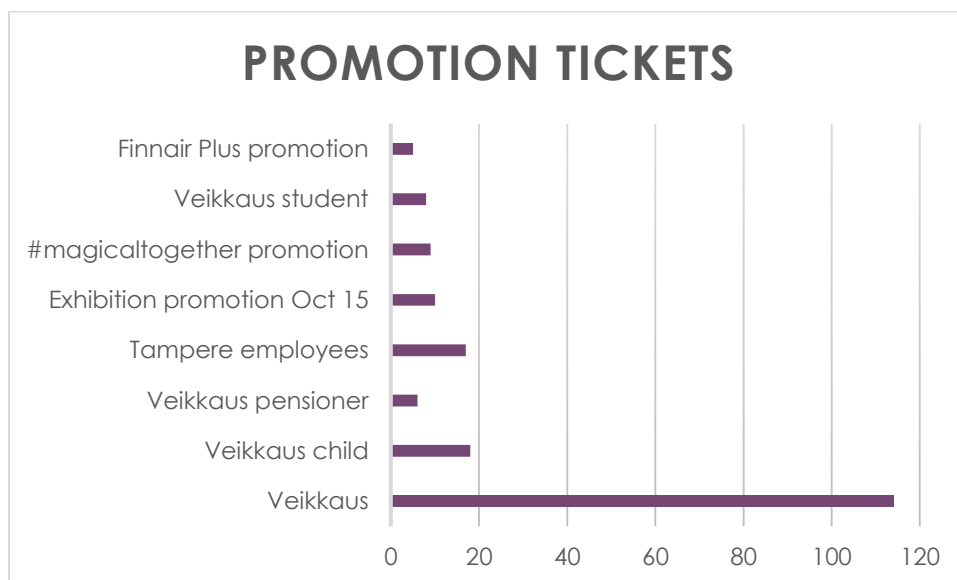
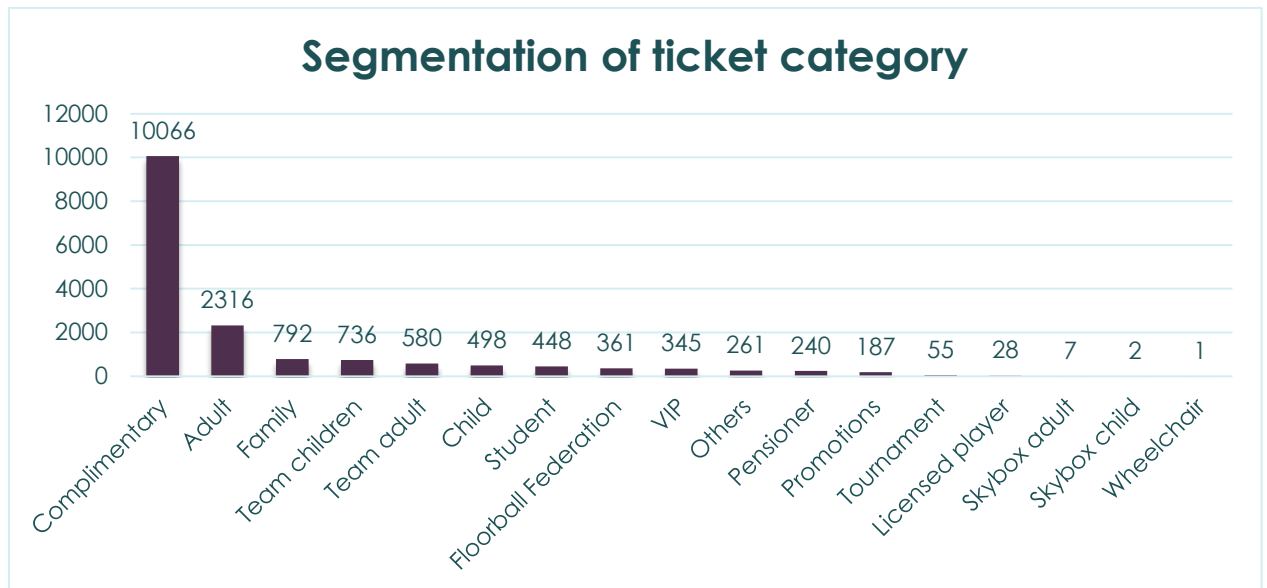
3.4.2. Sales statistics (provided by Lippu.fi)



Most of the tickets were issued by the local organizer itself. Internet sale was possible even on match days, until the start of the last match.







Points of interest:

- Ticketing started in May 2015 with the team tickets.
- Team tickets sales was planned for Finnish floorball clubs, in order to gain some money. 1316 persons did follow the championships with a team ticket and a total amount of 10.000 euros was refunded to the clubs. The effort and time used for the team ticket sale system was higher than expected compared to the amount of tickets sold.
- The average of tickets bought by person was between 2,17 and 5,42
- 40 % of the spectators were interested in sports, however, 60 % of the spectators indicated to be interested also in something else than sports.
- There were several promotional ticket campaigns; the overall sales of these campaigns did not meet the expectations.

3.5. The Match Organization

3.5.1. Match Program

When designing the program around the matches the following key aspects were considered:

- A ceremony manager was appointed for both arenas to ensure the running of the program and the timelines.
- In addition to the floorball matches, some entertainment around the matches was needed. A stage was installed on rink level, to be used for interviews and entertainment.
- Cheerleaders, the event mascots (dragon, musketeers, Santa Claus, Unihoc mascot) were bringing some magic to the games.
- Activities such as floorball fortune games, quizzes, photo walls were popular.
- As a surprise, supporting teams were provided with t-shirts
- We invited the well-known Finnish floorball supporter to the Championships, to introduce the culture of supporting to the spectators.

The result of all these elements was seen during the final, when the Hakametsä arena was all white (with the exception of a small corner of Swedish fans).

3.5.2. VIP and Hospitality

It was decided to combine the VIP and the Hospitality Section. The focus was on Finland games, with a meal and entertainment. This reception was also used to award Finnish Floorball persons.

As a floorball innovation the reception room was decorated with Floorball Photos, which actually could be bought by the guests.

3.5.3. Security and Accreditation

59 persons were appointed in the security crew. Some of them were volunteers, 13 persons did participate in the security course that was organized prior to the event. All other were appointed through the local club Koovee.

The cooperation with the local authority was very smooth. Some small challenges with the entry control did take place in the beginning, but they were all solved in time for the final weekend.

The accreditation system was launched for this event, with some challenges. Other than planned, it was not possible to transfer directly the data of the volunteers to the accreditation system. This did add a lot of manual work. During the event the opening hours were too long.

3.6. Finances

Financial Report (28.1.2016)

	Actual	Budgeted	Difference
Receipts	519 700,07 €	930 000,00 €	- 410 299,93 €
Ticket income	140 478,30 €	300 000,00 €	- 159 521,70 €
Other sales	42 221,77 €	15 000,00 €	27 221,77 €
Government	200 000,00 €	250 000,00 €	- 50 000,00 €
City of Tampere	80 000,00 €	215 000,00 €	- 135 000,00 €
Sponsorsales	57 000,00 €	150 000,00 €	- 93 000,00 €
Expenses	- 673 181,07 €	- 994 999,00 €	321 817,93 €
Sponsorship and sales expenses	- 142 440,26 €	- 355 040,00 €	212 599,74 €
Salaries	- 100 308,70 €	- 120 959,00 €	20 650,30 €
Event Preparation	- 31 141,70 €	- 38 000,00 €	6 858,30 €
Final Tournament	- 399 290,41 €	- 481 000,00 €	81 709,59 €
Final Balance	-153 481,00 €	- 64 999,00 €	- 88 482,00 €

3.7. Influential report

In cooperation with the Olymic Committee, Valo (Finnish Sports Organisation), Sport Finland and the Sport Business School Finland (Haaga-Helia Institute) an influential report of the event was made. The full report in Finnish is enclosed.

Some highlights:

- 22,8 % (3'220) of the spectators were local, 73,5 % (12'470) were from Finland other than Tampere, 3,7 % (460) were from abroad
- A clear majority of spectators (71.4 % of all spectators, 92.7 % of spectators other than from Tampere) travelled to Tampere with the Championships as first reason.
- All the foreign visitors answering the research stayed for at least three nights in Tampere. An average of 6.1 nights in Tampere was reached.
- Total amount of money spent in the event area is 1'032'000 € and in the Tampere area 2'394'000 €, in total 3'426'000 €

4. Conclusion and future development

The 10th IFF Women's World Floorball Championships 2015 was a learning and developing process for many people. Not everything went exactly according to plan. Also to mention that at the end of December the U20 Men's Ice Hockey World Championship did take place in Finland, which was of course one of the events we were competing with on all levels.

When starting to plan and design the event, it would be important, that already at that point the leader of the project as well as the managers would be appointed and involved. The event reaches a totally different level of commitment, when the same people involved in planning are also in charge of the implementation.

Especially in smaller organizations, it is hard to find the additional working time for a big project like a world championship. This needs to be planned well in advance. It has to be decided if the employees are limiting their daily work and dedicate a certain percentage of work time to the project or if some areas of the event should be outsourced. If planned well and set the duties right among the employees of an organization, the event can be a great tool of motivation and personal development, sometimes just some changes to the daily routines can be enough. However, an event of this size and importance should be implemented in the whole organization and activities of a Host Federation.

Motivation and education was taking place with some of the employees in this event, whereas the implementation of the event in the Federations activities and structure was not met, too many changes in the organization happened during the preparation of the WFC, a new board, a new organizational structure, a new Superfinal.

But in the end, the image we managed to build through the championships can be seen as a great achievement and something everyone involved should be proud of.

It is now time to step forward and further develop floorball and event management at the Finnish Floorball Federation to be ready for Men's Championships in 2020.

5. Sponsors

IFF Sponsors

Asics
Gerflor
Unihoc
Swerink

WFC2015 Sponsors

Veikkaus
K-rauta
Volkswagen
Finnish Army
Koskiklinikka
Image Wear
Bauer Media
Tampereen ammattikorkeakoulu
Tampereen aikuiskoulutuskeskus

Ravintola Hook
IKH
Sokos Hotels
Decens
Hämeen Ilmesaneeraus
Eerikkilä
Subway

The sales of sponsorship contracts was very challenging due to the economic situation in Finland as well as the structure of the organisation. The LOC did not manage to get many existing sponsors on board; new sponsors were mainly local companies, entering with a rather small fee. The club representatives of the LOC had the opportunity to participate in the sales, unfortunately without succeeding.

6. Annexes (in Finnish)

Annexe 1: Influential report
Annexe 2: EcoCompass report