

Champions Cup Steering Group meeting, Borås, Sweden 01.10.2016

Participants:	Filip Suman	CCSG chair, CFbU/IFF
	Janne Bruun	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 and thanked everyone on arriving to Borås. Mr. Janne Bruun introduced himself as the new Finnish Event Manager, who's task is to focus on the top sport events.

The aim of the meeting is to be able to find some solutions for the development of the Champions Cup and how to play in the future.

2) *Minutes from the previous meeting*

The actions to be taken has been done accordingly to the decisions of the previous CCSG meeting.

3) *Country updates*

SUHV: there was activation on the web-pages for the CC by the association and GC Zurich. There were very little actions taken by the clubs. There was just basic communication.

SSBL: After the summer vacations the association has used the SoMe channels, has made some news about the CC. Classic has woken up far too late to promote the Event, but there are some 30 supporters from Finland in Borås.

The concentration was on the national season.

CFbU: The clubs have not been that active, Chodov woke up in August. The association promoted the CC in the season start press conference. The web-site has been dressed for the CC.

IFF: The club involvement is very limited, if the national associations are also not actively reacting to promote the event. IFF has communicated directly with the Clubs, but the reaction was quite poor, mainly the Swedish teams, Nauka and Greåker reacted. IFF has promoted videos of Nauka and Greåker and the Slogan competition. The activation from the City of Borås has been really good, though they have many other events. The IFF Newsletter has focused on the Champions Cup in September. The IFF Mobile App was also activated for the CC.

The CCSG discussed the activation and communication plan agreed in June.

All the national leagues are playing their regular games during the CC, which doesn't support the value of the CC. The conclusion was that very little happened in the countries for a number of reasons. The problem is that the Clubs really need ready-to-do material and even then positive push and reminders are needed or not much will happen. We didn't succeed to get a good picture of the Event to the public in advance, so we need to build a better image of the CC. The competition can only be successful, if the stakeholders are in favor for it.

4) *Status report CC2016 Borås*

Mr. Nilsson made a short report of the CC2016 organisation. The City has been very active, with City Dressing with CC-banners and included the CC in their social media channels. The City has put a lot of effort into the Event. It is hard to find a City which will do more. This has however not had the effect we had expected, as there have been only few spectators. So far the financial result has been under control, but the ticketing can be a critical in the end. The TV costs are mostly paid by the TV company TV4 and the marketing sales has been very good. The main challenges have been to attract spectators in the Floorball community. The participating clubs foreign and domestic has a limited focus and number of fans. There has been bad result with the local school project. The school project will be evaluated.

The expectations for the spectators for Saturday and Sunday is around 1000 sold tickets.

The marketing of the Event had been outsourced to the City, but the SIBF was responsible for the communication to the Floorball community.

There are eight TV matches in TV4, seven in TV α Sport and the men's final in TV12

5) ***Champions Cup2017, Seinäjoki, Finland***

Mr. Bruun gave a short information about the CC2017 preparations, which will be played in Seinäjoki, some 380 km north-west from Helsinki. Everything in the City center is within walking distance. In the area Floorball is the biggest winter sport and there has not been any bigger nor international floorball event in the region for a long time.

The Seinäjoki Arena will be re-opened for the Champions Cup, with new portable stands with 3000 spectator seats. There will be a new arena with two training rinks, making it possible to shorten the schedule between the games.

The Event will be organized by the SSBL, supported by the local club SPV. SPV will run the transportations and arena operations.

The preliminary budget shows a negative result of 50.000 EUR, with a budget reservation by the SSBL by 50.000 EUR.

The SSBL needs to check the income from the Swiss Clubs, if they are included already in the accommodation prices.

The challenges are the finances, the fact that Seinäjoki doesn't have an international airport and the team transportations are very costly. Also the build-up of the arena is quite challenging, as the arena is a football arena.

6) ***Sales and Branding of the Champions Cup***

Mr. Rantakari presented the situation with the introduction of the CC Brand Book and the preparations are ongoing with the SSBL.

The selling is connected to the Combined Sales and the question was raised if the CC could be sold separately.

The CC should be included in the national sales plan of the National Associations.

7) ***New Ideas for organizing the Champions Cup***

Manufacturers current interest – Skill Competition

Mr. Liljelund reported that the interest towards the traditional Manufacturer village is very limited, but there could still be a possibility to work with a manufacturer outside the venue.

The present option is to work with one company, who would use the rights, in order to make an activation campaign related to the Champions Cup. Also the idea of combining the CC with a Major Recreational tournament was discussed.

The Office will continue working with the single company option.

7) ***Workshop - Future of the Champions Cup after 2017***

Mr. Zoss presented his idea of how to organize the Champions Cup in the future.

The problem is related to finance, no predictability, not enough spectators, poor sponsorship, unfavorable schedule and somewhat unhappy clubs.

There are too many goals which can't be reached with one activity.

The qualification is not needed and we should go with the top4 nations and four teams for men and women. The IFF takes bigger responsibility of running the tournament, commissions the LOC, sponsor sales and financing would be under control of IFF. The CC Manager is in charge of the whole CC. The CC should be played in central floorball city, for local spectators, which are the key for success. Possibility to play the CC in the same city for a number of years.

The main cost of the Event, is the accommodation and food. Each team get a flat money rate to arrange the accommodation and maybe the travel. To increase the prize money to increase the interest and divide the tournament for the women and men (different tournaments or different starting dates)

The present goals of the CC are black financial numbers for the organiser, over 1000 spectators in average per match and increased TV and media visibility. The problems are the level of the costs and we need to find a sustainable solution. The era of the investments as such is over.

The CCSG discussed the SUHV proposal and everyone felt that men and women have to be treated equally and played at the same time. The main question is to cut the costs.

The preferred tournament would be built on this:

- Follow the present goals (to achieve black figures, average 1000spect. /match, increased TV & media visibility)
- Final 4, based on the WFC ranking
- Men and Women together on equal terms
- 2 to 2,5 days
- Possibility of one City for 2-3 years
- CZE, FIN and (SWE) say that a local club is needed for success.
- Setting the Flat rate for the accommodation
- Term/time frame has to be checked (October or January)
- Secure the City support.

SUHV could consider the organization in the future.

The CCSG decided to write a concept paper based on the discussions by end of October.

The National Associations are to give their answers by the 25th of November.

Meeting at the WFC (3.-11.12.2016).

8) *Any other issues*

Nothing to discuss.

9) *Next CCSG meeting*

The next meeting will be held during the WFC in Riga, Latvia

10) *Conclusion and Closing (FS)*

Mr. Suman thanked the CCSG members for a good meeting

**Upcoming
meetings and
issues (cont.)**

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

**New ideas,
etc...**

- All CCSG members are to look over the different ideas and make some cost calculations based on the different ideas by 25th of November (All)
- NAs also to survey their national top Clubs views and comments on Champions Cup e.g. ask the latest CC participating clubs