

IFF Core Country Marketing Network Group, Hotel Borås, Borås, Sweden, 30.09.2016

Participants:	Filip Suman	CFbU President, CCMNG Chair
	Roman Urbar	CFbU Marketing manager
	Nils-Ola Nilsson	DaFU Secretary General
	Egils Sveils	LFS Vice President
	Ilvis Peterssons	LFS President
	Monica Bakke	NBF Floorball President
	Frank Norseth	NBF Floorball
	Magnus Nilsson	SIBF Event Manager
	Michael Zoss	SUHV Secretary General
	Daniel Granec	SFF President
	JP Lehtonen	SSBL Salibandy Ltd CEO
	Roman Urbar	CFbU Marketing Manager
	John Liljelund	IFF Secretary General
	Milan Rantakari	CC Brand Manager

Excused

Marcin Rudzinski	PFF Secretary General
Michael Lachenmaier	FG Secretary General

Report on present issues

1. *Opening and Short Recap (FS)*

Mr. Suman opened the meeting and welcomed everybody to the 2nd CCMNG meeting of the year.

Poland and Germany are not able to attend this time, due to other obligations and the fact that the Floorball Germany secretary general Mr. Lachemaier has been released from his position by the CB of the Floorball Germany.

Mr. Suman asked for an open and active discussion.

Mr. Urbar introduced himself and he is working as the Marketing Manager of the CFbU.

2. *Country updates (ALL)*

Finland:

Last season the Superfinal was held for the first time, which made a 40.000 EUR profit from mainly ticket sales, especially when the arena was very expensive and the teams get a lot of the income.

Still problems with the media, even though the year was quite successful.

The Superfinal needs to be much better in the 2nd time, but it still requires a great effort for and from the league. The brand of Floorball is not growing in the media and numbers are not good nor increasing. The league or the national team is not that appealing compared to others.

Plan is to ring back a mobile game for Floorball, with the partners in the end of the year. Plans for much more brand and mass media marketing.

Latvia:

Positive development with the launch of the Superfinal, big arenas and the outdoor events. Increase in the media has been clearly visible. The opening of the league this year, was played outdoor in Riga, together with the National Sport Council, with around 8000 spectators during the day. It was organised during the European Week of Sports. Big effort to put up and also budget was high 50,000EUR of which 1/3 was paid by the LFS. Floorball took part in the Latvian Olympics during the summer, as the second non-Olympic sport with orienteering.

The preparation of the WFC has helped to increase the marketing and promotion of the sport in Latvia

Norway:

Floorball is growing for youth and men, but not for women and girls. The new web page has been launched and the feedback has been positive. No real sponsors yet, but we have started some combined sales with some other 10-15 sports. TV2 will show 12 games from the WFC, which is a major breakthrough.

Slovakia:

The Slovak federation has now started to build the national federation and find a company to support the development of the league and the Slovak matches in the WFC to be broadcasted. The Finals will also be broadcasted in TV.

There have been discussions to change the system for governmental support of the non-Olympic federations. There is a commercial TV running a campaign for school floorball.

A contract has been made with a marketing agency and they have promised the federation a fixed sum of money.

Report on present issues (cont.)

Switzerland:

The TV situation is very bad, as the National TV shows none interest to Floorball. There is a lot of focus on media, without any return of investment. So the SUHV has built an internal platform to reach bigger numbers and a broader visibility. The Swiss Unihockey-TV has started quite well, supported by the clubs.

Working on the House of Switzerland for the WFC.

SUHV will lose Adidas after 24 years, who stays in football and athletics. A new sponsor is under negotiation. The agreement with the marketing agency has been revoked, as there were no results.

Czech Republic:

During the summer there were the Olympic Fun Parks in 3 cities, where floorball was included. This was possible to connect to the Olympic Games. A lot positive feedback, as there was a lot of people trying floorball.

The task for the season is to improve the quality of the video streaming of the league. Here we are working with high-lights, to get them broadcasted by media. The challenge is to find a platform for the streaming, as the agreement is ending with the present partner. There will be 25 league matches on TV and the Czech national team matches on TV. TV numbers are going down, as the main target group is going down. Therefore, the main channels are VOD and YouTube.

New sponsor agreement has been signed with T-Mobile and the plan is to build a mobile application? Continued agreements with Puma and moved from Zone to Unihoc.

Working a lot with the clubs, CFbU gives money and education, but demands cooperation and certain standards of communication and PR. This has changed the attitude of the clubs. The Clubs organised the Open Air game for the season opening, with 1700 spectators in really bad weather. The Czech Men's league will move from 12 to 14 teams.

Denmark:

A lot of the activities are related to the vision project of the National Sports Confederation and the NOC. Last year an increase of 20 per cent of clubs. So far in 2016 there are a lot of new clubs joining the federation. This requires a lot of support to the clubs to get members etc.

Run three projects Floorball for all, youth and competition. The name has been changes to Floorball Denmark, with a new logo and visual image. There is a new web page planned to go live in the next coming years. Focus on coach education. There is a huge strategical process ongoing.

Sweden:

New agreement with the main sponsor Svenska Spel, for three years with an increased value of 15 per cent. New apparel partner as Asics will not continue the material production. It is a tri-party agreement with the brand Xercise, NEH and Team Sportia. Also a web-shop is under planning. Negotiations are ongoing concerning a new car company, as the cooperation with Honda has ended. There is a prolonged agreement with TV4, which will produce 60 matches during years, 40 from the leagues and the rest from EFC, CC and Friendly Internationals. The SIBF will not pay for this anymore, apart from matches in the main TV channel. This clarifies the overall situation quite a lot also for international matches. The web-TV agreement has also been prolonged with the platform company for the VOD and a monthly package.

Report on
present issues
(cont.)

3. *The Combined Sales (MR)*

The Combined Sales presentation has been finalised in June. Now the process has started to approach a number of Agencies:

- Star squad Finland (SportsMedia)/CEO Mika Sulin – discussions ongoing
- Brand Building Blox- discussions ongoing
- Global Sports and Entertainment Consulting/UK&US Jamie Corr
- Malja BTL Oy/Miikka Vahtera – Case Yonoton for WFC
- Advisport/Jean-Laurent Bourquin – Three Swiss and French companies
- Commercial Sports Media/Jonas Persson – discussions ongoing
- Antolainen Consulting -on hold
- RDKL Helsinki/Tom Koivulehto – discussions ongoing

The main target is to have a deal with an agency by the end of the year 2016. In 2017 the target is to have actual 1-2 partner deals signed during the year.

The CCMNG discussed the process of the sales and how we would cooperate with the Agencies. The approach is open to see what the agency can make, in order to sell the few contract.

Pair discussion – How can the NA's contribute in the process:

- The companies want to have a business cases or campaigns.
- Use the digital stories and strengths of our young target group, to raise awareness with the Companies, like Heineken is doing in Football. Entertain and bring something new.
- Any project needs to be very concrete with a certain product, market and target group.
- IFF needs to be more active.
- How shall we work to get more out of our commercial rights? Do we sell the WFC rights the right way? Can we sell single matches nationally?
- Increase numbers in general
- Target the Agency or target the companies directly and finding the **right persons** to talk to. Bring IFF together with the **right contacts**.
- Make a list of the target companies in the different countries: also the decision makers or where decisions are made e.g. Berlin, London head office
- New Companies: FlexKom (mobile solutions of M-commerce) Car Lease plan companies,

4. *The World Games (FS/PiL) (Appendix 2)*

The CCMNG discussed what the plans are in respect to the World Games:

Finland: Have received the memo, we should say it out more directly that it is the most special Event Ever for Floorball. We should get into the media.

Norway: There are no real actions taken yet, the plan is to educate the players and market it on the web-sites.

Slovakia: Nothing done so far, no actions yet. Include it on the web, educate players and speak to the Ministry of Sports and NOC. Ministerial visit to TWG.

Switzerland: House of Switzerland will support the World Games as much as possible. Start to tell the story internally first and then go external. The National Teams are well aware of the situation.

Denmark: Are at the same stage to prepare the change of the mind-set of the Floorball community, which is a huge difference in the national associations.

Sweden: The preparations have started, but it is hard to reach the players at the moment. Discussions have started with the Press manager Sebastian Nurmi.

Latvia: The discussions have started and it is a good project, even though the Wroclaw TWG is not on the high level compared to WFC. The Polish fans are they key to success.

Czech Rep: There is a growing awareness about how important this Event will be, but they are not thinking about next summer and the World Games.

Mr. Liljelund gave a short report of what is planned from the IFF side for the marketing of the World Games.

5. *GSI Sportcal research (PiL)*

Mr. Liljelund presented the key factors from the Global Sport Index research from 2015. The CCMNG discussed the short presentation and discussion on what NAs need to be aware of e.g. the most important measures in the sports world and what expectations there are.

The data collection for the GSI Study 2016, has already started with the organisers and Sportcal.

6. *Workshop: Role of the CCMNG (ALL)*

The CCMNG discussed the role of the network group, trying to defining the role of CCMNG for the future, when it comes to the working methods: numbers of meetings, timing, most important issues to be discussed to gain the best concrete benefits. The outcome was concluded like the following:

- There should be a main goal that we are working towards – Increasing the visibility of the sport
- Best Practise reports on special topics, based on the EOTO-thinking, web-pages, Social media, Sales, Marketing
- Work more with the bigger Events.
- The number of meetings is good, with two meetings per year during international events. Even though we could work more together.
- Include more information and statistics and looking for new projections
- Have activation plans or documents to use locally.

7. *WFC 2016 (LAT / LOC of WFC2016)*

Mr. Sveivils informed that the practical preparation of the venues is running well, but the sales of the marketing rights have not developed in the right direction. There are a number of barter deals made for the organising. The biggest challenge is the sales of tickets, where there has been a total 5.500 tickets sold, so far mostly abroad. In order to secure the financial result, one will need to sell close to 20.000 tickets in total.

Sweden is planning to promote the WFC during the EFT in Växjö. The SIBF Newsletter has posted ticketing for the WFC to approximately 40.000 emails.

Finland are activating all partners and make a number of campaigns, bringing a team of five journalists to produce material for SoMe, Partners, Finnish Media and SSBL channels. In addition, SSBL are bringing about 50 partners to the Event. WFC is the easiest way to get visibility and the campaign is equal to the SuperFinal.

Norway will try to advantage of the fact that TV will show WFC matches

8. *Corporate Identity*

Mr. Liljelund presented the ideas of how IFF will work with the IFF Corporate Identity in the future. The IFF will bring a proposal in the near future.

9. Any other questions (ALL)

Mr. Rantakari made a short presentation of the Elisa Fansat streaming.
Next CCMNG meeting

10. Closing of the Meeting

Mr. Suman thanked everyone for a good, open and active participation and discussions in the meeting.

Upcoming meetings and issues

- The next CCMNG meeting will be held on **the 3rd of March, 2017**
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Issues that need to be discussed or decided upon or taken action upon

- Next CCMNG meeting to discuss the sales system for the WFC marketing rights
 - Prepare a World Games info for the TV commentators for the WFC
 - Prepare discussions on special issues and Best Practises, like web-pages etc.
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New ideas, etc...