

**IFF Core Country Marketing Network Group, Quality Hotel Royal
Corner, Växjö, Sweden, Friday 05.05.2017, 13:00 -18:00**

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|----------------------|------------------|-------------------------------------|
| Participants: | Jörg Beer | SUHV, IFF Board member, CCMNG Chair |
| | Nils-Ola Nilsson | DaFU Secretary General |
| | Mathias Liebing | FG Marketing |
| | 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 |
| | Kimmo Nurminen | SSBL Salibandy Ltd CEO |
| | Roman Urbar | CFbU Marketing Manager |
| | Marcin Rudzinski | PFF Secretary General |
| | John Liljelund | IFF Secretary General |
| | Milan Rantakari | IFF / CC Brand Manager |

Excused:

Proposed Agenda

**Report on present
issues**

1. Opening, short presentation and recap (JB)
2. Approval of the agenda (JB)
3. Minutes from the previous meeting (JB)
 - 30th September, Borås, Sweden
4. Country updates (ALL)
 - Please prepare to present - **5min** for each association
 - 2-3 biggest challenges / failures during the last 2- 3 years
 - 2-3 biggest successes during the last 2-3 yrs.
 - Main goals on marketing and sales for 2017 - 2018

Please also update the Data sheet, so fill in the **Green** parts in writing and send it via email to John & Milan. These are not to be presented.
5. The Combined Sales (IFF/MR)
 - What has been done, what is planned until the end of 2017
 - Next steps and discussion: NA´s contribution and being part of achieving the best results, new ideas

BREAK
6. Corporate Identity, IFF Brand (IFF)
 - Presentation

IFF – Office Report

7. Update on The World Games (PFF/MR & IFF/JL)
 - Discussion about the Action plan
 - Next Steps
 8. Update of the GSI Sportcal research (IFF/JL)
 - Short presentation and discussion on most important measures, expectations
 9. Role of the CCMNG & Best Practices (ALL)
 - Defining the role of CCMNG
 - Practicalities, working methods
 - 2-3 Best practice, benchmark -case presentations
 10. Short update on the U19 WFC2017 (LOC, SIBF/MN)
 - Overall Status including sponsorship, TV
 11. Update on the WFC2017 (LOC, SFF/DG)
 - Overall Status including sponsorship, TV
 - What is needed from the other NAs marketing and communication wise
 12. Any other questions (ALL)
 - Issues raised by the participants
 - Next CCMNG meeting
 13. Closing of the Meeting
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