

Appendix 23

IFF INTERNATIONAL LOBBYING ACTIONS 2017

As the IFF we need to continue to assist our NA's to carry out lobbying in their countries to support the ongoing work by IFF at the International level and continue the work that achieves the following

- **Recognition of floorball by decision makers at the National level and those from countries who are also involved in the International sports bodies.**

There are a number of areas we can help the NA's work with. These are detailed below including the possible actions for the NA's to take.

1.0 MEDIA

- Connect with TV including local community TV. Focus on NA's contacting and developing relationships with local TV stations to take WFC broadcasts. Develop a package on how to approach and sell the idea.
 - Viewer No's
- Social Media competitions and plans on how to increase no's
- Approach Local media on local stories
- World Games to be focussed on all Media actions. Deliver to all NA's the World Games activation plan

2.0 AMBASSADORS

- Use famous sports people at events/activities such as demonstrations
- Target influential people as ambassadors or to attend events etc
- Invite Ambassadors
- Use famous people/teams to promote events, activities etc

3.0 COOPERATION

- Connect floorball with other sports in your country
- Approach multi clubs to have Floorball included and look at cross marketing
- Working with similar sports for grants, use of resources and marketing
- Cooperation with other Federations for use of resources, marketing, grants etc
- Lobbying to other sports to have them become aware of Floorball so when the sport is raised at NSO and similar other sports will know of Floorball

4.0 EVENTS

- Present sport to local authorities, be involved in local events, festivals etc
- Involve floorball in levels other than "professional" such as schools, universities etc
- Get involved in other events such as Special Olympics
- Participate or hold Charity events
- Hold clinics, mini games etc at Intermission at sports, community and arts major events
- Showcase sport in public places such as public squares, beaches, shopping centres etc

5.0 CONTACTS

- Contact and establish good relationships with NOC
- Actively contacting Organisations, NOC, NSO
- Meet with other NSO's

6.0 COMMITTEES/BOARDS

- Join NOC working groups, committees

7.0 IDEAS to promote Floorball

- Models playing floorball use Media to promote
- Playing Ice/Water Floorball use Media to promote
- Playing Beach Floorball use Media to promote
- Hold Floorball demonstrations at other major sports events in your city
- Put floorball in the IKEA store play area for children with plastic sticks and balls
- Viral marketing campaign
- Reality TV show that follows a club or international team for a period such as WFC

IFF LOBBYING ACTIONS 2017

THE IFF Lobbying action plan for 2017 is based around the above ideas and is proposed to include the following actions

- Action the Ambassador program by sending the package to each NA
- Send the above list of action suggestions to each NA as a Package document
- Hold an International Floorball Day that progresses across the world and link to a social media campaign. Use the World Games as the Theme for the day. IFF to promote this on all social media channels as well
- Work with countries participating at World Games to assist to have invitations sent to NOC, NSO and IOC members in their country to attend. IFF office to contact the countries directly.
- Work with countries organising WFCQ and WFC to assist to have invitations sent to NOC, NSO and IOC members in their country to attend. IFF office to contact the countries directly.
- IFF office to approach IKEA to run the "IKEA Floorball" store play area for children with plastic sticks and balls and coordinate the marketing/media program around the event. Maybe link into the International Floorball day