

Champions Cup Steering Group meeting 2/2017, Kirchberg, Switzerland 03.11.2017

Participants:	Kimmo Nurminen	CCSG chair, IFF
	Tomas Frank	CFbU
	Kari Lampinen	SSBL
	Magnus Nilsson	SIBF
	Kristoffer Fält	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. Nurminen welcomed everyone to the 2nd for 2017 meeting and thanked everyone on arriving to Kirchberg, Switzerland. The aim of the meeting is to continue the building of the Concept for the Home & Away Based system for the Champions Cup, based on the present status. We need to be focusing on finding solutions for the future and the goal is to continue building on the Home & Away Concept.

Mr. Nurminen concluded that the Agenda was approved as proposed

2) Minutes from the previous meeting

The actions to be taken has been done accordingly to the decisions of the previous CCSG meeting, apart from preparing the embryo of the Contract for the Organisation of the CC, which will be made until the end of November.

3) Preliminary report of the CC2017 in Seinäjoki

Mr. Lampinen made a preliminary report of the CC2017 organisation, based on the presentation from the Event Manger Mr. Janne Bruun.

Overall you can without doubt conclude that the CC 2017 was a huge success, with a total of 12609 spectators, with 8944 unique spectators. The maximum number of 2470 was in the game between Falun – SPV and the average number of spectators per game 1050,8 are new Champions Cup records.

The main Partners K-Rauta, Ilmari (cloths) and Härmän Liikenne (transportation) and income was around 14.000 – 15.000 Euros. It was hard to sell just one Event and the marketing rights were divided with a part to SPV, which has the local sales experience.

The success was built with the fact that there was a good partnership with the LOC and the Main arena in the same building with also two practice venues.

The Challenges were more on the financial side. The ticket sales targets were not reached, with less tickets sold in the venue. The problem is that the spectators don't know the Champions Cup, which needs to build the brand of the CC.

The Finance was some 20.000 – 30.000 better than budgeted, but will still make a loss of 90.000 – 100.000 EUR. Compared to the previous CC in Tampere 2013, this Event gave a much better result.

The media situation was really good, with 5 matches on the public channel 5 (TV5) in Finland, 4 matches on the Swedish TV4, two high-lights form Swiss Matches on SRF (SwissTV) and one game streamed live on the SRF web page. In addition there were eight games with English commentary on the Olympic Channel. The total number of spectators was around 3 million, with all the news broadcasts.

Mr. Rantakari concluded that the activation zone and the venue was really good and can be a option for the future. The IFF is really happy with the overall organization and the LOC and the City involvement.

The CC web page had some 17.000 unique users, the Social Media posts had a reach of some 15,8 mill and the CC had some 2200 mobile app, compared to the TWG over 4000 users. The Social Media figures will only grow if the participating countries actively promote the event on their own channels, like was the case of the World Games. The YouTube channel had over 121,000 views and over 1,3 mill hours viewing.

Report on Present Issues (Cont.)

Mr. Zoss explained that the SUHV tests some smaller cities and venues, where the cost especially in Switzerland, are much smaller. For example, the Men's EFT 2017 and the springs TV project will be a good learning for the future.

Mr. Frank finds the numbers from Seinäjoki to be quite good and the Czech Floorball is looking on how to be able to lower the cost.

Mr. Nilsson explained that to build the set-up for the Champions Cup in Borås, it was much more easier to arrange the transportation and board & lodging compared the previous CC-event in Sweden.

The Teams were mostly happy with the arrangement, even if there would have been some concern before the Event about the travel to Seinäjoki.

4 CC Home & Away Working Group – Wroclaw meeting

Mr. Rantakari gave a basic report of what the CC Home & Away working group has done to prepare a questionnaire about the Concept in the matter.

The working group made a questionnaire, which has only been answered by 7, out of which most are from Finland. The overall results are that both genders should be included, the games should be played during the autumn, there can be more than one team per country and they would prefer a mix of tournaments and M&A games. The answers were negative to week games, but there was some favor of playing the two games in one city. The clubs don't think that there will be more spectators in matches against the foreign teams. Further the teams are unsure if it is interesting to play against teams of different level and they want to build the system based on the national team ranking. The clubs disagree on when the Final should be played, but they want to have it in different arenas.

The survey clearly shows that there is no consensus how the Clubs feel about the concept. The CCSG felt that it might be difficult to get more or better answers from the clubs.

Mr. Lampinen introduced the idea of single games based on ballot.

In the discussion Mr. Zoss felt that the concept is still worth while trying in the future, even if it looks more difficult than expected. Mr. Frank felt that we should continue to develop the concept, as the Czech clubs are interested. The problem is that the teams are first looking on the finances. Mr. Nilsson felt that there is not a need to include the lower level teams in the system. The Swedish Teams have asked for Home & Away games. Mr. Nurminen expressed that the Finnish clubs are not against the Home & Away concept, but worried for the financial cost structure. Mr. Lampinen felt that the idea to look at the Home & Away was maybe a bit too optimistic, as the feeling that the development level is too short to move to a new format. We need the financial investment first to build the set-up.

Mr. Nurminen felt that we can't bring the product to the sponsors, if we don't have a ready Product, and the cup-concept is still possible.

Mr. Nilsson feels that we need to start the analyses of the financial implications of the Home & Away matches. There should also be a discussion about the criteria for participation, for example of the number of home spectators.

The CCSG concluded to make a 2nd round of thoughts in the form of a wish-list and nono's by mid-January, based on which the working group is to prepare an updated version of the Concept paper by mid of February

In addition, the Swedish Federation would make a financial analysis for the implications of a change of the System, which could be ready by the end of November.

5 **CC 2017**

The proposal from Sweden is to arrange the Champions Cup on either Thursday-Friday January 3-4 or Friday-Saturday January 4-5, 2019. The purpose with the days are to find the best way to coordinate the Champions Cup with a bigger youth tournament.

7) **Next CCSG meeting**

The next meeting will be held during the WFC 2017 on 9th of December in Bratislava, Slovakia.

8) **Conclusion and Closing (KN)**

Mr. Nurminen thanked the CCSG members for a good meeting

Upcoming meetings and issues (cont.)

- Bratislava 9th of December at 12:00 in The Hilton Hotel, in connection to the WFC
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Issues that need to be discussed or decided upon or taken action upon

- All parties will make a wish-list and NoNo-list for their preferences for the Champions Cup before the mid of January 2018.
 - The Swedish Federation will make a financial analysis for the implementation changes of the Champions Cup for the meeting in December
 - The H&A working group will make an updated version of the H&A Concept paper based on the list.
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New ideas, etc...

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