



International Floorball Federation

APPENDIX 12



THE WORLD GAMES

WROCLAW 2017

20th – 30th July 2017
Wroclaw, Poland

IFF Event Evaluation



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1. General

The IFF was admitted membership of the International World Games Association (IWGA), upon our application by the IWGA AGM in St. Petersburg, Russia in May 2013. Directly after the membership was granted IFF applied for inclusion in the Wroclaw World Games 2017 as a demonstration/invitational sport. The Wroclaw World Games organisers turned down Floorball in favour of the following four invitational sports: American Football, Indoor Rowing, Kickboxing, and Speedway.

At the IWGA AGM in April 2014, in Belek, Turkey, where the sports program of The World Games 2017 was to be decided, the IWGA Executive Committee proposed that Floorball would replace Netball, if the INF would not be able to ensure that the best national teams would participate in The World Games. As the INF could not meet this requirement, the IWGA Executive Committee decided to include Floorball in The World Games 2017 with a competition program for six men's teams.

For Floorball, participation in The World Games (TWG) was, at this stage, the true golden opportunity and the event for us to prove that we could bring added value to the multi-sport events through a spectacular sport, dynamic and interesting matches, broad fan base from the Floorball community, and high visibility in social media.

With the announcement of the cooperation of the IOC and the IWGA now being brought tighter together the opportunity became even greater. It also provided a great chance for the Floorball community to change the present mindset of our sport, so that we can aim to higher levels in the future, in both our own events, and joining other multi-sports events.

The World Games is, without doubt, the biggest achievement Floorball has reached so far and it is (for now) our Olympics, as well as being the main tool to reach The Olympic Games in the future. We were able to take advantage of the opportunity to learn how to act in a multi-sport event, where we are not defining the rules and not in full control of how things are run. Based on the outcome, we can say, definitely, that we have been able to manage these expectations. Now it is up to the IWGA, the IOC and others to evaluate our performance.

2. The Strategic Objective for the Floorball Family

The strategic objectives for the Floorball event in Wroclaw were set, based on these different factors:

- Secure our participation to TWG 2021 in Birmingham, USA, as an official sport and with the inclusion also of women's teams
- Bring Floorball to the Sport Initiation Programme for Tokyo 2020 and the Youth Olympic Games
- Give us a chance to be one of the Additional Event Sports for the Olympic Games 2024 and/or the Youth Olympic Games
- Reach a broader media visibility and reach new spectators
- At a national level the key objective was to raise the awareness of Floorball and TWG, and by doing that support the development of Floorball's political position
- Find ways to start closer cooperation with NOC's and have the opportunity to gain funding
- Strengthen our brand in the international sports arena and, through the success in Wroclaw, increase our marketing value giving benefits on both the international and national level

It is too early to judge if we will achieve the participation in TWG Birmingham 2021 or as a Sport Initiation sport in the Tokyo 2020 Olympic Games. Time will tell, but it is definitely clear that we have raised awareness of Floorball and TWG, and have reached a broader media visibility, even if that may still be limited to mainly within the Floorball media.

We are confident that Floorball has given a very good impression of our sport to the IWGA family, the IOC, the WOC and the other stakeholders. One sports professional commented: "This is the coolest, most spectacular event with the best atmosphere, after beach handball."



3. Floorball Competition

3.1. Participants

TWG 2017 had a maximum quota of 3,600 athletes, as decided in the agreement between the IWGA and the Wrocław LOC. Based on this, the IWGA informed IFF that we could participate with a total of six teams. IFF proposed to participate in the event with teams consisting of 17 players and five officials, so the total team would consist of 22 athletes per team. This had to be reduced, since after a lengthy negotiation process, Floorball was given a participant quota of a total of only 101 persons, which was subsequently broken down as follows:

- 90 athletes (6 teams each with 14 players + 1 coach)
- 6 referees
- 5 IFF officials

These 101 participants were included to what was called the IF Passport. All those in the IF Passport were provided local transport, accommodation and meals by the WOC. The IFF negotiated with the IWGA to increase the number of team officials to secure the level of team management which is closer to the normal numbers. The solution was that the participating teams could apply for a maximum of 3 extra officials which the teams had to pay for themselves, but they were, in essence, included as full members of the IF Passport in regards of the services they received.

The IFF officials were made up a Competition Manager, an IT specialist, Jury Chair, Referee observer, and a media person. In addition, IFF paid the costs for 5 extra staff who handled media, VIP, and television commentary.

The teams qualified based on the results of the World Floorball Championships 2016:

- Gold medallist – Finland
- Silver medallist – Sweden
- Bronze medallist – Switzerland
- Highest placed neighbouring team – Czech Republic (4th)
- Highest placed non-European team – USA (11th)
- Host country – Poland

3.2. Competition Format

A total of 11 games were played. The tournament was played with six teams in two groups of three in the round robin stage. A regular 20m x 40 m rink was used, with 3 x 15 minute periods and 10 minutes intermissions. Points were awarded as follows: 2 for a win, 1 for a draw, 0 for a loss. Extra time and penalty shots (5 players) were not used in the group stage, only in play-off and final placement matches.

The groups were based on the placement results (from WFC 2016):

- Group A: FIN, CZE, POL
- Group B: SWE, SUI, USA

Each team played each other once in the group stage. Having only 4 days in which to play the full event, and wanting the home team (Poland) playing on each day, this meant that one team in each group had to play two matches in the same day.

3.3. Results of the Event

The two best teams in each group advanced to the semi-finals, while the 3rd placed teams played each other for 5th place. The semi-finals were FIN v SUI & SWE v CZE. Switzerland and Sweden advanced to the final where Sweden took the gold medal.



The final placings for TWG 2017 were:

- | | |
|----------------|-------------------|
| 1. Sweden | 4. Czech Republic |
| 2. Switzerland | 5. USA |
| 3. Finland | 6. Poland |

The biggest score difference was in the group game between Sweden and USA (20-0) and the closest games were decided by just 2 goals - FIN v CZE group match (4-2), FIN v CZE 3rd place (2-0), SUI v SWE in the final (5-7).

Only the players received medals, in accordance to the IWGA rules.

3.4. Learnings

Despite many doubtful comments before the event, the reduction of playing time and the number of players in the team roster was very successful. After the event the IFF received very good feedback from the teams about the team size and many suggested that this could be a possibility for some future IFF events as well. The Floorball media was, generally, positive to the format and playing the 5v5 proved to be a better choice than playing 4v4, which was the other option which was considered. Some were perhaps surprised that it had worked so well. The major surprise from a sporting perspective was that the quality of the sport was extremely high. The fact that, with a reduced playing time, only the best of the best played, made the standard of the games excel to a new level.

The other main concern was what the physical condition of the teams would be in end of July, which is the middle of the pre-season period for the players. Despite these concerns, it was generally discussed among the national team's coaches and media, that this was the most exciting international event ever played and the quality of the matches were on absolute top performance level, especially in the final between Sweden and Switzerland. The IFF will start an evaluation based on this to see if the summer term can be used for other competitions with the same set up, as it proved to work-out very well.

The chosen system for the qualification, with the best neighbouring team and the best non-European team, led to a mix of higher and lower ranked teams in the tournament, which in turn produced some big score differences but, for now, this is unavoidable as we must select teams that represent the host region and different continents to fulfil the IWGA directions.

The conclusion is that for future multi-sport events this game format could easily be used, with a small modification of players. What needs to be secured is a bigger number of officials and they are clearly needed, especially medical support staff such as physiotherapists & masseurs.

4. Venue – WKK Arena

IFF was first offered a venue outside of the city of Wroclaw (where inline roller hockey was played during TWG 17) but the need for bigger venue was requested and, after the visit of IWGA CEO Mr. Joachim Gossow to the WFC finals in Gothenburg, the IFF's reasoning for this request was more clearly understood. The WOC confirmed WKK Arena, a newly built venue, for Floorball which was quite close to the city centre.

4.1. Venue Set-up

WKK Arena is used mainly for basketball, but it's very first event (just days after it opened) was the Polish Open in September 2016, which acted as the TWG Floorball test-event. Six teams participated, some of which were teams that also qualified to TWG 2017, and based on the evaluation from this event, the IFF, Polish Floorball Federation (PFF), and WOC made many corrections to the final venue set-up for TWG 2017.



The main problem in the arena was to fit the playing field into the available floor space, while keeping as many spectator seats as possible. For this reason, IFF first informed the teams that the playing field would be 19,5 x 39 m. With some changes during the building of the spectator stands it became possible to have a full-size playing area (20 x 40m), however, the space around the court was still very limited.

The limited floor space was problematic for photographers, TV cameras, movement of spectators, player safety, spectator safety and advertising possibilities, which were not in accordance to IFF regulations. WOC set up the arena in the best way possible, but overall, the floor space of the venue was too small. The PFF assisted a lot in the planning of the use of the venue and the experience of the Floorball test-event was crucial for a successful execution of the TWG tournament.

After the handover of the arena from Korfbal, which had used the venue prior to the Floorball event, the IFF made a number of positive changes in the venue set-up, such as locating all of the team areas downstairs and improving the 'dressing' of the arena. For example, the main wall of the venue was covered with TWG flags which received some very positive feedback about how we had improved the look of the venue from the previous week and made it present much better to spectators and especially also to TV.

The cooperation with the WOC Venue Manager, Ms. Ewa Jaszek, worked very well and we were able to find a positive solution for most of the issues with the use of space in the venue.

IFF provided the rink, goals and balls for the event and the PFF provided the Gerflor flooring, which they had got through the WOC.

4.2. Spectators

The upside to a very small venue, was that all spectators were close to the playing field and it looked very good with the active spectators both in the venue and especially on TV. It provided a spectacular and good atmosphere which was positively noticed by many officials from other sports that attended our Floorball event. In particular, Czech Floorball brought a lot of very active fans to the event.

Having the spectator stands directly behind each goal was a problem on the first day as there was no netting protecting the spectators, but this was solved overnight by the WOC. Once the net was up, however, people then tended to not sit behind it as the thickness and colour of the net changed the view of the court. The walking paths of the spectators were between the rink and the stand, due to the limited space, but the WOC staff managed the movement of the spectators very well, so there were no problems with this during the event.

After the WOC had reserved seats for the athletes, VIPs and the IFF, there was around 750-800 seats available in the arena for spectators. A large amount of stand space was allocated to athletes and officials and was very rarely full, apart from the final day. Some tickets were released for sales by the WOC from this section during the event.

The WOC had decided to use morning and evening sessions for the group games, in order to make it possible to increase ticket sales. Two of the group sessions were sold out and both the semi-final and final sessions were sold-out. The overall ticket sales were very successful and most of the participating teams had a large group of fans present.

4.3. Operations

As the venue was not planned for such a large organisation running an event, all the operational spaces were quite limited, but still sufficient. The IFF office was small, but with some organisation we could fit the whole event staff in this area. There was also a separate meeting room for use in the venue.

There was sufficient team dressing rooms and they provided enough space and facilities for the teams. A meal / meeting room was also provided for teams in the venue.



Media had their own working space which gave them easy access to their seating and mixed zone. Mixed zone area was small but adequate and worked quite well. The photographers had designated zones in the arena but movement during the game was difficult due to the spectator paths and limited space at court level.

WOC had clearly marked all areas in the arena and had security points in all the necessary places. IFF made some small adjustments for the player warming up areas, as there was no place for this in the arena.

5. Swiss Timing

Swiss Timing were the official information technology providers for TWG. They managed all the sport information that was found on the TWG website as well as logistical matters such as accreditation and input for TV graphics. There were a couple of different online systems that we used for providing information and, for the most part, these all worked very efficiently. The information that Swiss Timing required from the teams was quite detailed but all was provided as requested which made the IFF work easier.

During the event, their main function was in relation to match statistics which displayed on TWG website. They worked well with the PFF staff who were managing the match secretariat and we were able to provide them with all of the player & team information that they needed. The PFF match secretariat ran the IFF Match Statistics software simultaneously with that of Swiss Timing.

6. Ticketing

6.1. General Tickets

Ticketing was a little difficult, partly as it was done via a 3rd party – a Polish online ticketing company (ebilet.pl), and partly because the information from WOC regarding the ticketing was received quite late and was not always so clear. WOC provided IFF with a first option on tickets which were offered to the National Associations. There was a very big difference in the level of interest for general tickets between the participating countries – Czech Floorball purchased approx. 300 tickets per session, while Finnish Floorball Federation bought no tickets at all. This difference was clearly affected by regional considerations but also seemed to reflect the level of importance that the different federations placed on TWG prior to the event.

The way that the venue was broken up into different sections and the different ticket categories that were available was a little problematic for promoting the sale of tickets outside of Poland, but, compared to other sports that were visited by IFF officials during the event, the number of spectators at the Floorball matches did seem to be, on average, higher than many other sports.

The advertising of the “sold-out” situation for the weekend matches could have had a negative effect on ticket sales for the Thursday & Friday sessions as those who may have been considering coming to the event could have changed their minds when hearing that they would not be able to see the final matches. In reality, the venue was not fully sold out and although WOC did arrange for some tickets to be released for public sale for the final day, it happened a little bit too late to be of any value to the overall spectator numbers.

The Total amount of sold tickets was 3.967, which is over 83% of all the possible tickets available. The average of sold tickets was close to 675 tickets per match. In the venue we had over 6700 spectators for the whole TWG Floorball tournament.



6.2. VIP Tickets

Originally, IFF was advised that the capacity of the VIP section would be 30 people. Considering that for a WFC event we have upwards of 300 VIPs we knew that this would be insufficient. Through negotiations with WOC we were able to increase the overall VIP seating capacity, but by doing this we incurred extra VIP catering costs as there was only a fixed number of VIPs that were covered by WOC.

IFF was only given 3 free VIPs (President, Secretary General & Competition Manager), so all others had to be purchased by IFF. This was quite a large expense and we tried to ensure that we had as few as possible 'extra' VIP tickets left unsold, but there were approx. 5-10 per day that were unused. Many of the extra VIP tickets that we had for the weekend were, in the end, sold to spectators (player's family & friends) who had not been offered the possibility to purchase tickets via their NA during the initial ticket sales offer.

7. Activation and Promotion of the Event

7.1. Actions for the National Floorball Associations

The IFF CB implemented an activation campaign to fully use the opportunity the inclusion to TWG 2017 gave us. The IFF office prepared a TWG Activation Plan, which the IFF CB approved and it was presented to the IFF Core Countries in a meeting during the Polish Open in Wroclaw in September 2016. These actions, and in particular this meeting, kick-started the understanding among the core Floorball countries of how important TWG was for Floorball.

The communication plan began with raising the awareness that all of nations participating at WFC 2016 had a chance to qualify for TWG. The key objectives of this part of the TWG Action Plan were:

- Increase visibility for Floorball and the National Team on their "Road to Wroclaw" in advance of WFC 2016
- Promote TWG in the national web and social media channels
- Speak about the opportunity the national teams had in all Floorball communication
- Make press releases and contact the major sport channels about the opportunity before the WFC, to get interest towards the WFC, TWG and the national team performance
- Speak to the NOC about this opportunity and seek increased cooperation through this, already before the WFC
- Secure that the country can participate in TWG if qualified (if Floorball is not recognised in the country by the National Olympic Committee or National Sports Organisation)
- Get a foot in the door with the National Olympic Committee and have a way to cooperate if qualified.
- Secure recognition of Floorball in the coming years ahead of TWG 2021 in Birmingham, USA
- Contact provincial sport bodies and introduce the possibility of participation in TWG

For the Member Associations not participating in WFC 2016, the objective was to generally speak about the opportunity TWG gave the sport as a whole. Here it was imperative to use the media time given to Floorball to speak about TWG at all times. It was crucial that the Floorball Community understood that this was our chance to showcase the sport and prove to all that Floorball is worthy of participating also in other multi-sport events.

Despite some of the problems with the TWG venue and the initial misgivings about the number of players & officials, the participating nations and the media did not waste any possible PR or visibility by focussing on these negatives, but rather on the opportunities that lay ahead and the excitement of being involved in such an event. Here especially the national teams and the players performed extremely well.



7.2. IFF Activation Plan

The IFF Activation Plan was built to provide general information to the National Associations, their National Teams and all players, in order to be able to speak positively about TWG. The plan was to provide insight to a number of different fields, dividing the tasks between the PFF, the National Associations and the IFF.

The plan had specific actions to be taken by different parties and suggestions what could be made. The main idea was for IFF to provide a brief for the participating teams in the WFC 2016 with information for team leaders and NA's, but also to get NA's to talk to their NOC's about the TWG, based on the IFF provided information. For the athletes, the plan was to prepare and coach the athletes about the way TWG would be played, how it differed from the WC, and how to address this in the media. In addition, IFF made an information package for the team managers

There were special tasks defined for IFF and NA media, ideas for how the IFF could promote the event, how to build the venue and activate ticket sales for spectators. Also the booking of accommodation for IFF guests, IFF CB and the IFF Extra Staff was planned well in advance, which proved to be an important decision as accommodation was a clear issue in the city. The Activation plan also included ideas for the TV and streaming production and English commentary, which worked well.

Apart from the ordinary preparation work done to secure the success of the TWG Floorball Event and to be able to execute the IFF Activation Plan, the IFF Central Board decided that, as the Activation Plan was finalised after the budget approval for 2017, to approve an additional budget for TWG Activation Plan of CHF 75.000. The main part of this budget was used to bring added visibility of Floorball in Wroclaw, secure the TV and Web-TV visibility of the event, the TV production and the SNG up-link. IFF also invested part of the funds to have the arena decorated and clothing the volunteers, giving the organisation, a Floorball look & feel. IFF also invited the Presidents of the neighbouring countries and arranged its Central Board meeting in connection to the event. By doing this the IFF brought a very large part of the IFF family to Wroclaw. IFF also organised a IFF Presidents get together on Saturday the 29th of July and upgraded the VIP catering.

The IFF, together with the PFF and the participating national associations were able to successfully perform most of the tasks defined in the Activation Plan, and the plan itself acted as a good guideline for the operations.

The IFF wants to extend a warm thank you to all taking part in the promotion of the event.

7.3. City Advertisement

IFF ran an awareness campaign in Wroclaw during the whole of July, with wall posters (1 pcs), bus stop commercials (7 pcs), large billboards (5 pcs) and bus window commercials (5 pcs). The city ads were placed on the main streets of Wroclaw and were visible to a very large audience. IFF bought the advertisement space from the WOC and produced the commercials with their help. IFF was perhaps the only IF that had their own dedicated event commercials in the city. The other sports used by the WOC in the general event city advertising were Speedway, Climbing, Dance Sports, Gymnastics, Tug of War and American Football.

7.4. AOFC Activation Campaign

The IFF, together with the Asia Oceania Floorball Confederation (AOFC) planned a social media campaign to activate AOFC members to promote and follow TWG closely. The main purpose was to activate the AOFC countries and raise awareness about the event, even though there was no AOFC country participating. The campaign was run as a competition to have as many social media posts, views and followers on YouTube and users of the IFF mobile app during the time-period 20.7 - 7.8.2017.

All in all, there were 8,790 public posts, 3,859 Mobile App sessions and over 212,000 minutes watched on IFF YouTube channels by AOFC countries. The social reach of the public posts was 3.46 million. When calculating the points for the Member Associations the quality of the posts was also taken into consideration. The competition was



won by the Philippines who received a new Unihoc floorball rink, the second nation was Japan which received two sets of Unihoc goalie equipment and Iran came third and received two toolbags with Unihoc sticks and balls.

The AOFC campaign worked out very well, even exceeding expectations, generating a lot of activity in the region.

8. Cooperation with Parties

8.1. The International World Games Association (IWGA)

The IFF cooperated very closely with the IWGA directly after the inclusion of Floorball in TWG. IFF invited IWGA President Mr. Perurena to Madrid, Spain in September 2013 for the U19 WFCQ, and the IWGA CEO Mr. Joachim Gossow to Gothenburg, Sweden for the WFC 2014, to make them more familiar with our sport and our event. This laid a very good ground for the cooperation and we were able to clarify issues with the expected spectator numbers and the venue size.

IFF started to actively promote TWG after the first Wroclaw Competition Managers meeting in August 2015. IFF started the use of the “Road to Wroclaw” hashtag and also started the preparation for the Activation Plan. The cooperation with IWGA in the fields of media, information and competition worked very well. IFF introduced TWG to the IFF events starting with the Women’s WFC in Tampere 2015, with rink commercials and jumbotron ads.

IFF was invited to present our TWG Activation Plan at the 2nd Competition Managers meeting in 2016 and IFF has been used as an example in a number of IWGA news of how an IF can promote and activate its members for the TWG. Also, SportsCal has shown interest towards our activation program and city commercials.

There were some issues in relation with the TV production, with Floorball originally only to be shown as delayed matches broadcast on the Olympic Channel TWG 24/7 channel. The reason given to the IFF was that the IWGA TV production company had limited technical resources. IFF negotiated with IWGA and got the Bronze match live and the final match delayed on the Olympic Channel. IFF was also able to negotiate the right to have the signal on the IFF YouTube channel and make our own production for the other three days of the event.

Overall, the relation to the IWGA worked very well and, based on the discussions with the IWGA Evaluation Commission members, it seems that the general experience has been positive and the Evaluation Commission has been pleased with the number of spectators, the atmosphere in the venue and the level of the matches, which together with the good feedback received from the Birmingham LOC should be positive for the future.

8.2. Wroclaw Organising Committee (WOC)

Overall, the co-operation with WOC was excellent. Floorball was assigned a very good sports co-ordinator and venue manager, Ms. Ewa Jaszek, and this ensured good communications. We got answers quite quickly to our questions, as this was a general problem for a number of sports. Ms. Jaszek and the WOC Vice President were invited to the WFC 2016 in Riga, Latvia, where all open questions were discussed thoroughly.

As a new sport to TWG we had a lot of questions and they were generally answered promptly. Prior to the event there was clear information about the different departments within WOC and who was responsible for what and we were given contact information directly for staff who were responsible for Floorball.

During the event, our sports co-ordinator was on site at all times, and there were no issues that we were not able to solve together. They were also very active in coming up with solutions on their own. Early on in the preparations there seemed to be a lot of information that it was just assumed that we knew, but as a new TWG sport we didn’t, and this sometimes caused some problems. There were some big issues for us, like the extra officials for teams and the level of the streaming, which often took a lot of time and communications to finalise, but in the end were resolved to our satisfaction.



The venue inspection that IFF Secretary General, John Liljelund, and IFF Event Manager, Sarah Mitchell, did in March 2017 was vital in initialising some very important projects, such as the visibility in the city, and also for finalising plans, such as the venue set up.

Prior to the event, all team communication was done via the IFF, the teams had no contact at all with WOC, but once the teams arrived to Wroclaw, WOC became fully responsible for all of their logistics – transport, meals, activities. IFF never received any negative feedback about WOC from the teams.

The WOC, in their feedback to IFF after the event, said that we had been very professional in all of our work with TWG – much more so than many of the other sports.

8.3. Polish Floorball Federation (PFF)

The Polish Floorball Federation (PFF) were very active in their own communications directly with WOC which was good as this meant that WOC, although never having worked on a Floorball event, seemed to have a very good understanding of what we needed and how our event would work. The test-event organised by PFF and the sport initiation of Floorball made in Wroclaw by the PFF proved to be very valuable.

PFF were active in the promotion of the event within Poland prior to the event and worked well with WOC to ensure that Floorball got coverage in the preparations. They set up the activation area in the city at two different sites and also at the competition venue, providing staff and national players to help with promotions of the sport during the event. In addition, they ran a demo zone outside the WKK Arena during the tournament.

During the event, they were responsible for the set-up of the flooring and rink, all of the match secretariat responsibilities, and the rink staff. They worked very well in co-operation with Swiss Timing who provided the official timing and statistics for TWG.

It is crucial to understand the great effort the PFF played in connection to the organisation of the test-event and the activity towards both the WOC, the Polish Olympic Committee and the WKK Arena officials. This helped enormously to prepare for the event and the direct contact between the venue manager and the PFF President proved to be extremely beneficial in solving small practical problems prior to, and during, the event. It is vital to secure a good contact and co-operation with the person responsible for the sport in the Organisation Committee and connect this person with the local Floorball groups. The work of the PFF was invaluable in making Floorball a success at TWG.

8.4. IFF Member Associations

The cooperation with all the participating countries worked well and the associations observed the due dates for information that was needed for the teams, tickets, extra officials etc. One major issue was that a lot of the information of the WOC or IWGA, and the systems that were used for providing information and organising the team activities of the participating teams, was very different than what we normally use. This caused a lot of unexpected work, as prior to the event all logistics regarding the teams were managed by the IFF in contact with WOC. The teams never had any contact with WOC until they arrived in Wroclaw.

The participating teams were understanding of the fact that TWG was new also for IFF so we were not always able to answer questions as quickly or as definitely as we would normally have been able to. The teams tried to fulfil all the requests of IFF as promptly as possible.

It took a lot of effort, perhaps more than it should have, to get some of the NAs motivated to promote TWG and realise the importance of it. Some NAs were extremely active right from the start in the promotion of the event, either through social media or ticket sales, while others were a bit slow to get going. Here, with the non-participating countries the co-operation can be improved in order to improve the level of activation for the 2021 TWG in Birmingham, USA.





9. TV & Marketing

When it became quite clear, early in the process, that Floorball would have limited TV visibility, IFF started to ask for the possibility to make our own production for the IFF YouTube channel. The IWGA didn't give us this until some months prior to the TWG, as they didn't know how to handle the IF-related TV rights when they were selling the TV production of the whole event as a larger product. After a long process, IFF got the right to produce and broadcast the Floorball matches for the first three days on our YouTube channel, when the IWGA didn't include Floorball in their TV broadcast channel and had sold the rights only to the Floorball countries. For the Final day the IWGA channel broadcast both matches but IFF were still permitted to stream the matches with a one minute delay on our channel.

IWGA sold the signal of Czech matches to Czech TV, Finnish matches to Elisa Entertainment and the Polish PolSat broadcast Polish matches and the final. IFF ordered the production of the matches from PolarHD, and arranged the SNG and satellite segment for the production. IFF covered the cost for the SNG as a support to secure the signal distribution. The IFF production was used for the group and semi-final matches for delivery to the takers and therefore IFF got the right to do live interviews and highlights, which was otherwise not allowed for the accredited media. IFF also distributed the signal during the first three days to Swissunihockey.tv, which then bought the rights for the final from the German company which had the regional TV rights.

The IWGA owned all TV and marketing rights and this proved to be a slight problem in the arena, as IFF got different information from the IWGA and the Arena Manager concerning what we and National Association media could actually do. This caused some issues, especially for the NA media, but we were able to solve it in the end, although it took a lot of time and energy, and will be something that needs to be much more clearly defined in the future.

IFF negotiated the right to use some non-commercial ads in the venue on the rink and the floor.

10. Media operations and coverage

10.1. IFF Media

In order to gain more visibility for Floorball and TWG, the IFF prepared a special TWG Media Plan. The Media Plan consisted of the following:

- Head Coach interviews
- Meet the Referees
- Individual Team Week's that included team presentations, highlights from WFC Riga and player interviews
- Meltwater competition
- AOFC activation campaign
- TWG Mobile App and Countdown.

All material was published in the IFF social media channels and webpage. As especially the younger market react more to photos and videos, lots of the material was done in other formats than simply writing. For example, there was a video of each interviewed player that included some of their comments and them playing. Most of the material was created in cooperation with the teams and by using materials on the IFF YouTube Channel. The head coach and the player interviews of the top four countries were done in Turku, Finland during the EFT and the two Polish player interviews were made during the U19 WFC in Växjö, Sweden.

In addition, FloorballToday created three videos for the IFF prior to TWG:

- TWG 2017 -Top 10 Goals feat. WFC teams
- TWG 2017 – Goalies of TWG
- TWG 2017 – 10 Players to Watch



Altogether, the videos gained some 16k views on IFF YouTube. They gained visibility on the IFF social media channels and FloorballToday also shared and promoted parts of the videos on their social media channels.

The Media Plan was first put into action on 8th May 2017 with an “80 Days to TWG” post and lasted until the start of TWG Floorball tournament. TWG Media Plan schedule can be found from the attachment TWG Analysis.

The Media Plan during the tournament followed the basics of other IFF Events: livestreaming, highlights, post-match interviews, promoting matches, match reports, daily recaps, photos to IFF Flickr, sharing posts with #floorball and #TWG2017, sharing results, creating photo collages and video clips. The only completely new feature was the Daily previews. The media team consisted of 5 people – two for commentary and interviews, and three for managing all other media operations.

There were some difficulties in dealing with the Arena Media Manager. The IFF had interpreted the IWGA rules differently in regards of what could or could not be filmed, and this included for example the audience outside of the arena, and the team locker room after the final. The matters were discussed many times during the competition with the Arena Media Manager and also with WOC Venue Manager, and in the end, the filming of outside the arena was permitted.

The IWGA rules in regards of filming of the matches were rather strict. Since the IFF had acquired the right to produce TV material for the first three days, we were able to loosen up the rules a bit for that time, but the IWGA rules were in place at all other times. For example, on the final day no videoclips (not even screen recordings from the IFF livestream) were allowed, but for the first three days 30 second or less videoclips from the IFF livestream were allowed. No filming of the field of play to any social media channels or anywhere else was allowed. The rules were informed to the media via the IFF website but in future we need to secure the contact information of all of the accredited media to ensure that we can inform everyone better.

According to the IWGA, 34 media personnel had chosen floorball as a first choice and 10 had chosen floorball as a second choice. Out of the 44, 13 were with TV, 7 were photographers and the rest 24 were journalists and reporters. Media came from 11 different countries with Czech Republic having the highest number of media, 16. There was media also from Belgium, Colombia, Finland, France, Germany, India, Latvia, Poland, Sweden and Switzerland. When analysing the information received from the IWGA, one could easily find that when counting the Polish and the international media together, there were 646 accredited media altogether and these journalists had named a primary sport and a secondary sport. Out of this Floorball had a relative share of 6.8%, with the 44 accredited media representatives. This means that floorball had the fourth biggest amount of accredited media naming the sport in The World Games. Ahead were only Speedway with 55, American Football with 53 and Beach Handball with 51, out of which Speedway and American Football were invitational sports outside the official program.

10.2. National Association Media

Prior to TWG, the participating National Associations were contacted and were encouraged to share the material created by the IFF. All six NAs (as well as some NAs who didn't participate) had made TWG visible in some way on their webpage. Special mention should be given to Czech Floorball who changed the visual look of their whole homepage for the duration of TWG Floorball competition. All the six NAs also made TWG visible on their social media by sharing IFF TWG material, creating their own TWG material and by, for example, changing their Facebook cover photo.

During TWG, some NA representatives had trouble with the interpretation of the IWGA rules when it came to filming in and around the venue. All NA media representatives were understanding of the fact that this was not an IFF Event and the rules differed from usual. Excluding the filming matters, the NA Media representatives seemed to be pleased with the cooperation and TWG itself, as no negative feedback was received by the IFF.

During the event (26th – 30th July) the participating countries' NA websites had 283k page views and in total their Facebook pages reached 1.8 million.



10.3. IFF webpage (www.floorball.org)

During TWG Floorball competition there were 21 news articles published. In total, there were 63 news articles about TWG 2017 published on the IFF webpage. During the event, the IFF website gained 18k users, 34k sessions and 101k total page views. There were visitors from 114 countries and most of the traffic came from the participating countries, excluding the USA.

10.4. Social Media

The floorball related social media numbers were counted by using SproutSocial and Meltwater App.

During 26th -31st July, the IFF had approximately 40k Facebook fans, 13k Twitter followers and 51k Instagram followers. Facebook's 56 posts reached almost 400k users and gained over 1,1 million impressions and 10k engagement. Twitter's 115 posts gained over 260k impressions and almost 18k engagement. Instagram's 41 posts gained almost 70k engagement. IFF Flickr gained almost 98k views.

During 20th – 30th July, TWG had 47k public posts and 6.9k out of the 47k were Floorball related posts. Out of all of the TWG sports, Floorball had the most TWG-related posts and were almost 15% out of the whole amount of TWG posts. The sport-specific posts made up 55% of all TWG posts. The other 45% were general posts about TWG and no specific sport was mentioned.

The social reach of all TWG posts was around 750 million. Gymnastics had the biggest social reach with 34.6 million. Floorball came second directly after with approximately 32.6 million. The sport-specific posts had a rather small percentage of the whole social reach. Gymnastics was 4.6% and Floorball 4.4% out of the whole reach. The sport specific posts had a social reach of 255 million and were 34% of the whole TWG social reach.

Figures and more explanation, as well as comparison with WFC 2016, can be found from The World Games Analysis which is attached.

10.5. YouTube

IFF paid to produce the first three days of the event, as IWGA only provided broadcasting of Floorball on the final day. PolarHD provided high quality material and worked very well with both the IFF and TWG media departments in preparing the video material before the event, and of course, the actual streaming and highlights service during the event

For more than any previous event, IFF produced a lot of promotional videos that were published in the months prior to TWG, and these were all published on YT. This had a positive effect on subscriber numbers and views of videos, not just TWG videos, as people often click through to other videos once they are on the channel page.

We had very good viewer numbers during the event, especially considering that many games were shown on television in several of the main floorball countries (CZE, FIN, POL, SUI). The host broadcaster for TWG provided the signal for the final day matches (bronze & gold) and the quality of the coverage was much lower than that produced by the IFF, and we received a lot of negative feedback on YT about this – more than we have ever received before. For example, for all matches streamed during the event, we never received more than 6 dislikes for the video, however, for the bronze game that number was 36, and for the final it was 106. The issue was that the Spanish TV crew had no experience of how to make the TV broadcast for Floorball. They also had no equipment to make a reverse camera view, which would have made the signal much better.

The full YouTube statistics are provided in a separate document.



10.6. TV & Olympic Channel

IFF arranged the production of the signal and the streaming with PolarHD. There was commentary in English, with a match commentator and a specialist commentator for all matches during the tournament for the YouTube channel.

The TV broadcast was made as follows:

Czech Republic:	Czech TV	Czech matches and Final
Finland:	Elisa	Finnish matches and Final
Poland:	PolSat	Polish matches and medal games
Sweden:	Viasat	Swedish matches
Switzerland:	Swissunihockey.tv	Swiss matches
Olympic Channel:	OC	Bronze and Final match
YouTube:	IFF	All matches

11. Political implications

Overall, TWG was a huge success for Floorball at all levels, but especially in how we were able to showcase our sport to the international organisations. We had a lot of high level visitors from IF's and IWGA, IOC, Birmingham BOC and the IWGA Partners.

11.1. Meetings during TWG

The IFF held a number of meetings with the IWGA Executive Committee members before and during TWG. Mr. Bishop, Mr. Hinders, Mrs Arzhanova, and Professor Morooka, all who visited the Floorball during TWG, were full of praise, and stressed in particular the excellent warm atmosphere, and added value to the TWG with, for example, cheerleading during matches. We had almost all IWGA Executive Committee members visiting and a large number of other IWGA personnel.

The IWGA Evaluation Commission members, headed by Chairman Mr. Co Koren, evaluated the event in more depth, and we were evaluated every day by different members. They all highlighted the good social media statistics and level of spectators with good youth oriented atmosphere. The IWGA staff, headed by Secretary General Mr. Gossow, followed the Floorball event daily, and amongst other topics stressed our added value with more TV coverage and the fact that we had bought extra commercials and organised urban Floorball in downtown Wroclaw. In these meetings the IWGA declared how pleased they were with Floorball and how well the event was running. The feedback was mostly positive and only some small issues were discussed. There was no mentioning about Floorball's possibilities for being included on the Birmingham TWG2021, but the feedback was positive.

The Polish Olympic Committee president Mr. Andrzej Krasnicki together with other POC delegates visited the arena and the WOC Chairman Mr. Marcin Przychodny and vice chairman Mr. Adam Roczek visited on both the opening and final days of the tournament. The Polish FISU board member Mr. Dymalski, who had been in charge of the World University Floorball Championships in Porto, Portugal, also visited and praised the level of the tournament.

The Birmingham BOC members and City representatives, visited Floorball on a number of days and were quite impressed with the speed of the game and the atmosphere in the venue. Together with Jonathan Porter, Chairman of the Birmingham World Games 2021 foundation, and David Galbaugh, director Sales & Marketing a discussion was held on how to educate about Floorball in the city of Birmingham, what kind of venues would be needed, and what technical aspects must be included. It was agreed that a meeting shall be organised together with the USFbA, the City of Birmingham and IFF to start the preparatory work for the TWG 2021 before the end of 2017.

Mr. Mike Joyce, from the IOC Sports Department and responsible for IF relations, visited the event on the final day and gave positive feedback for the set-up and the atmosphere in the venue. The overall message was that IFF needs



to find a way to get in the multi-sports events through the organising cities and try to convince that the sport can bring added value to the organiser.

In addition to these, other meetings were held with a number of other International Federation representatives taking part in TWG, such as American Football, Boules, Dance Sports, Fistball, Flying Disc, Korfball, Muay Thai, Squash to mention a few. Also the meetings with Mr Carsten Richter, the representative of Lagardere, TWG marketing rights holder, and his associates were very fruitful and have continued after the event to explore future forms of cooperation.

12. Conclusions

Overall, TWG 2017 in Wroclaw should be regarded as a great success for Floorball in all regards – increased awareness in the sports family, good visibility in the Floorball media, excellent game format and good and exciting games, active participation, vivid fans and spectators, good TV visibility and among other things a good political showcase for Floorball.

However, there are still few things that could be improved though a better communication and activation within the Member Associations. The lack of awareness of TWG was a major hurdle that required a lot of convincing people that this was a big thing and of how important a step this was for Floorball. Here the work must start much earlier in the National Associations as we need to educate the players and sometimes even our NOC's that this is a major international sport event. On a positive note, the awareness was certainly raised significantly and thus shouldn't involve so much work in the future.

The building of the IFF Activation Plan proved to be a very good solution, as we were able to commit the stakeholders to the process and provide them with sufficient materials, which they used actively. The cooperation with media was very good.

Being the first time that Floorball was included to such a large multi-sport event provided some organisational challenges and, as a 'first-timer', IFF was not always in a strong negotiating position to change some of the limits that were given by IWGA / WOC, especially in the fields of media and marketing where IFF have much looser rules than what the IWGA used.

Feedback from visitors from other IFs, NOCs, FISU, and organisations such as Lagardere sports (a major sports & entertainment marketing agency), many who had never seen Floorball before, was very positive. They saw the sport as fast, exciting, a great spectator sport, which looks good on TV, especially with a good audience.

TWG 2021 representatives visited Floorball and were very positive towards its inclusion in Birmingham, even though it is the IWGA Executive Committee which makes the decision about the TWG 2021 program based on the Evaluation Commission report. It is positive that Floorball raised so much interest among the Birmingham delegation.

The feedback received concerning the competition format, suggests that this format could be used again in the future and also tested in other multi-sport or IFF events.

The cooperation with the different stakeholders was the key for the success. It is very important that the IFF will be very active in the promotion of TWG 2021 and the Floorball tournament and in this way supporting the IWGA and the BOC. Here the National Association plays a key role in the process, where IFF needs to support the process in the USA. One of the core reasons for the great success in Wroclaw, was the very strong commitment of the Polish Floorball Federation and their activity both towards the Wroclaw Organisation Committee, the Polish NOC and the WKK Arena. This will be a key requirement to make the possible Birmingham 2021 participation a similar success.

The road to the Olympics is a long one still for Floorball and so the inclusion in as many multi-sport events should be pursued strongly and promoted to the Floorball world as the stepping stones to greater things.