

IFF Core Country Marketing Network Group Meeting, Park Inn By Radisson Frankfurt Airport Hotel 2/2017, 27.10.2017, 11:00-17:00

Participants:	Jörg Beer	SUHV, IFF Board member, CCMNG Chair
	Nils-Ola Nilsson	DaFU Secretary General
	Sebastian Zender	FG Regional Board
	Dace Grizane	LFS
	Ilvis Peterssons	LFS President
	Magnus Nilsson	SIBF Event Manager
	Daniel Kasser	SUHV Marketing and Events Manager
	Kimmo Nurminen	SSBL Salibandy Ltd CEO
	Toni Nikunen	SSBL Salibandy Oy, Marketing Coordinator
	Roman Urbar	CFbU Marketing Manager
	Marcin Rudzinski	PFF Secretary General
	John Liljelund	IFF Secretary General
	Milan Rantakari	IFF / CC Brand Manager
	Excused:	
	Monica Bakke	NBF Floorball
	Frank Norseth	NBF Floorball
	Daniel Granec	SFF

- Report on present issues**
- 1. Opening, short presentation and recap (JB)**

Mr. Beer opened the meeting and welcomed the members for the 2nd meeting of the year and asked the new members to make a small introduction of them.
Ms. Grizane, Mr. Zender, Mr. Nikunen and Mr. Kasser made a short introduction of themselves.
It was concluded that there are no representatives from Slovakia and that Ms. Birdal has got ill and is not in position to participate in the meeting.
 - 2. Approval of the agenda (JB)**

Mr. Beer concluded that the Agenda was approved as proposed.
 - 3. Minutes from the previous meeting (JB)**

The report from the previous meeting from the 5th May, in Växjö, Sweden was approved and Mr. Beer thanked Mr. Liljelund for writing the reports.
 - 4. Country updates (ALL)**

Each country to present a best practise case, or can also be e.g. from the list of 'Biggest Challenge or Main Marketing Goal' – topics and how you have handled that

SUHV/Daniel Kasser:
Test with SRG/SSR with in total 9 TV games on the SRF Channel. The games are 7 play-off matches, the Super Cup final and Super final (Men and Women).
The SUHV is building a TV Arena for the TV Games, as the local venues are not representative for Floorball, thus enhancing the quality level of the NLA matches.
The objective is to promote and raise awareness about the attractiveness of the sport. The aim is to show the sponsors that there is an interest to be part of the Events.
The Budget for the project is 300.000 CHF, which is almost totally covered by two sponsors
The overall aim is to build the overall community with the clubs out of the project.
If the test is successful the agreement of it will be for five years, if the project will be

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successful.

The Swiss Floorball wants to have the TV Games, so the Clubs have been quite happy about it.

SSBL/Toni Nikunen:

Mr. Nikunen presented how the SSBL Company is using the data in their sales process and how they build proposals. The followers of the SoMe is the second largest in Finland of all leagues. The Company has invested quite a lot in a segment analysis who follows Floorball in Finland and defined seven segments who are heavy users of Floorball.

Need sponsors to activate the sport and increase awareness and built a network of some 25 partners. The strategy has been to keep the present sponsors, than looking for more.

The SSBL Oy has agreed with the sponsors to have a new set-up for the commercials, defined background for the rink and 2nd level/Led panels. SSBL has the floor and leave the rink and 2nd level to the club. Two cases were presented, one for XZ Shampoo and Stadium. The SSBL concentrates more on other features than visibility in TV.

CF/Roman Urbar:

The use of the National Team matches to build the Brand of Floorball. Here it is the EFT and all Home played International Games. In Czech Rep, it can be used for regional development and the NA can reach new Cities.

For CF the campaigns in connection of the Intl. Matches is built locally and aims to raise the fan base and activate the local population and sponsors. The work is done with the local clubs. The inclusion of the City is essential here and the campaign is run through the local newspapers, outdoor commercials and the visibility in the public transportation vehicles. CF also switch the home page to the ongoing event and by that deliver the same information to all Czech Floorball fans.

One key factor is the activation of the CF sponsors in connection to the Intl. matches, related to fans, their own clients or digital platform, to make the matches to help sponsors make their own business in the Event.

It is not the level of the Sport, but the need to be able to use the home Intl match for the fan base, marketing and publicity perspective.

SIBF/Magnus Nilsson:

The SIBF has made a Tourist economic survey regarding the U19 WFC 2017 in Växjö, done by an external company, which also run the survey for the U19 WFC 2015.

For the SIBF it is very important to evaluate the events organised. Total spectators 14214 (2015: 12000), with 7752 sold tickets. The spectators were mainly from Sweden 82 %. The total number of hotel nights 5930 in Växjö during the Event. The economical effect of the event was over 1,5 mill EUR, which the City was very happy with, as they invested some 50.000 EUR in cash and the free arenas, and the pick-up from Kastrup airport. The overall economical result for the SIBF was around -40.000 EUR loss.

The results of the Swedish TV/Media tracking for the season 2016-2017 and the effect of the SSLplay.se. The total number of viewers for the SSL was 86 mill (+12 mill), due to the new production approach, Total exposure time had been a little lower, but the number of viewers have gone up. The SSLplay.se showed all SSL matches, with in average 271 viewers per game. A total of 8734 subscription with 199 SEK/month. Also 120 matches in the Women's regular season and all Play-off matches were produced, with 48 viewers/game. Aim to break even in a three-year period.

PFF/Marcin Rudzinski

The Polish Federation presented their evaluation of The World Games in Wroclaw, in July 20.-30.07.2017.

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The preparations took three years in total, with the major part of the Test-Event organised with the Polish Open 2016 in the WKK Arena. The Test-event was crucial for the success of the event. The Polish games collected a total of 28% of all Floorball spectators. The audience for 5th place game against the USA had surprisingly only 648 spectators, which was a clear disappointment. The Czech Federation had most fans and saved the event a lot. There was a lack of fans from Finland and Sweden. The PFF would have liked to have had game tickets. Unfortunately, not all tickets given to the local authorities, sponsors were used so – the WOC started printing new tickets.

The Polish TV PolSat broadcasted the matches in Poland, for the first time in Poland. The average for FIN – POL 40 k (Peak 88 k), POL – CZE 27 k (Peak 64 k) and only 3,5 k for the game between POL-USA. The replays had in average 7-8 k viewers. PolSat also showed the bronze and final games. PolSat were very happy with the first two Polish Matches.

The PFF run a FunZone in the City centre and a 2nd was relocated in the main Fun Zone, where PFF made a presentation about the sport, which was highly appreciated by the WOC. There was a third close to the arena, running during the match days. For PFF the sporting result was unsatisfactory, but Poland tried to play in all matches. The TWG provided a lot of promotion in TV and in digital channels to inform about Floorball.

The main long-term effect probably is that Floorball had presence on the Czworcka Polskie Radio and appearance at www.onet.pl, which is the most visited websites in Poland. Increased TV coverage for the Polish Extraleague. It easier as people are more aware of Floorball and easier to reach some media. On the negative side there was the bad sporting result, lack of financial support of the sponsors, no income leading to less promotions.

Discussions are ongoing with some TV stations, but it will be very difficult to get any visibility.

PFF are very happy with the performance of IFF Activation Plan.

Mr. Liljelund gave a short report of the IFF TWG Evaluation Report.

Floorball Germany/Sebastian Zender:

After a very troublesome year in the federation, things are starting to get back on track. The marketing work has been a little off-side and now the aim is to strengthen the marketing team and start with video material from the highest league next year. A project calling the “Goal of the Month” is run, to gather video material of the teams. There has been some new sponsor negotiations ongoing for the Final4 in Berlin 2018.

Floorball Denmark/Nils-Ola Nilsson:

The FD has worked around where they can find elements for a marketing plan. There is a vision projects with the NOC and grassroots growth. The growth has been 37% new clubs and 21% more players. The next three-year funding will be decided in the coming weeks. There has been a lot of learnings of how to start the recreational floorball and the idea is to use the contacts reached through the vision-project, especially in the health- and performance track.

NBF/Monica Bridal (via sent report)

The Norwegian have started streaming the top division matches on YouTube. Have run promotional campaigns informing of the WFC 2016, which received great interest among the Norwegian floorball scene. Now they are having plans to make similar things for the Women’s WFC2017.

The countries have also updated the Data sheet.

5. PWC’s Sport Survey (IFF/JL)

Mr. Liljelund presented the report of the Price Waterhouse Cooper survey of International Sports Stakeholders on the development of World sport. This is more as a general

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information for the participants.

6. Uppcoming Events

WFC 2017 Bratislava:

Mr. Liljelund made a short presentation based on the information received from Mr. Teo Turay. The venues are ready, and the set-up is planned. Marketing is working well and there are already a large number of sponsors, but ticket sales is a bit slow, but local club orders are on the way in.

U19 WFC 2018 St. Gallen & Herisau:

Mr. Kasser made a short presentation of the U19 WFC in May 2018. The event will promote floorball in the eastern parts of Switzerland. The SUHV will recycle the logo for the WFC 2019, to increase the awareness and visibility. The theme of the U19 WFC is #GirlsonFire, which was created by the Swiss U19 players.

The marketing budget is 60.000 CHF, presently the sales is presently at 30.000 CHF. The ticket budget is 50.000 CHF, with 15 % sold so far.

WFC 2018 Prague:

Mr. Urbar reported that the main arena will be the O2 and the 2nd arena the close by arena New Sparta. The sponsoring negotiations have started already in the summer and till the end of the year some deals will be done.

The LOC will start a campaign One Year to Prague, to support the raise of awareness and bring as much of foreign fans to the WFC.

7. IFF Sales situation, new presentations and videos

Mr. Rantakari presented the Sales situation and the actions taken so far. During July – September over 40 companies have been analysed and contacted, but without any real results. There has also been work done with a number of Sales Agencies. The Infront Media& Sport has informed that they are not interested, but the Finnish company TMG Sport is looking forward to discussing further.

As a result of success of The World Games we are now in discussions with the French company Lagardère, which is checking it they would be interested in a cooperation.

8. Future IFF Sales (IFF/JL)

Mr. Liljelund made a short report on the plans forward in the sales activities. The IFF CB has decided to change the role of the marketing, towards a more sales oriented direction. IFF is now looking for a Sales Coordinator who will coordinate the sales activities together with possible Finnish, Swedish and Swiss company together with a possible more International Sales Agency. The aim is to work more clearly in creating sales for the whole IFF Brand, including all the Events.

IFF received 21 applications and the first round of interviews are ongoing and the 2nd round will be made with 3-4 top candidates. The idea is to run the project connected to the Champions Cup and run for 2018-2019.

9. Any other questions

10. Next CCMNG meeting

Mr. Liljelund concluded that the next CCMNG meeting will be held in connection to the U19 WFC 2018 in St. Gallen on the 4th of May 2018.

11. Closing of the Meeting

Mr. Liljelund, on behalf of Mr. Beer, thanked everyone for a good meeting and the fruitful and especially open discussions.