



World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

WFC 2018 – STATUS

1 year prior to the Event

ORGANISATION

- ✓ Goals of the WFC 2018 impact set and approved
- ✓ the professional Event office established
- ✓ Secretary General named
- ✓ political and strategic leadership established through the Leaders Board
- ✓ the organizational tasks predefined
- ✓ the LOC WFC 2018 named and started to work
- ✓ the contract with the IFF signed
- ✓ IFF Eventello project management tool in use (reporting and communication)

ECONOMY AND FINANCES

- ✓ Following financial sources defined: sponsorship, state support, host city support, other support, sales, own resources, ticketing
- ✓ Budget approved – circa 2 mil euro

SERVICE AND LOGISTICS

- ✓ Sivek Hotels appointed the designated incoming agency
- ✓ the accommodation offer send for approval to IFF
- ✓ solutions for the incoming of individuals as well as groups from the Czech republic and from abroad planned

WFC PARTICIPANTS

- ✓ the communication strategy and calendar with the participating teams planned
- ✓ ongoing contact with the IFF office



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MARKETING AND COMMUNICATION

- ✓ the visual identity of the WFC 2018 and graphical applications done
- ✓ promotion so far : WFC 2016 - Riga, Czech Superfinal 2017, World Games 2017, Czech Open 2017, international friendly games in the Czech Republic, TV broadcasted Superleague games 2017, EFT 2017, TV COM streaming, WFC 2017 - Bratislava
- ✓ the campaign My Fire is running since Riga 2016
- ✓ ticketing campaign for the Czech pre-sale running
- ✓ One Year to Prague campaign to be launched right after the WFC 2017 in the Czech republic as well as abroad
- ✓ Prague2018.com – basic information about the WFC for the Czech as well as foreign fans
- ✓ Event Mascot chosen
- ✓ Personal meeting with the representatives of all the Czech clubs in order to present the Czech floorball WFC 2018 goals as well as to establish communication and interest
- ✓ activities towards the foreign federations /presentation at the CCMNG meeting with a follow up in Bratislava
- ✓ preparations for the Olympic festivals in Brno and Ostrava [9.-18.2. 2018]
- ✓ the system of new sponsorship partners acquisition set
- ✓ first WFC 2018 office supplies and souvenirs produced
- ✓ preparations of the selection process of the merchandising supplier

CZECH FLOORBALL PARTNERS AND CHANNELS

- ✓ the first WFC 2018 official partner signed
- ✓ dialogue with all the current sponsorship partners of Czech Floorball
- ✓ promotion through Czech Floorball: website, social media, Media guide season 17/18, press conferences

MEDIA OPERATIONS

- ✓ dialogue with Czech TV regarding its position as Host Broadcaster
- ✓ host broadcasting offer send to IFF



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VOLUNTEERS

- ✓ volunteer recruitment in place since August 2017 – 380 applicants by now

COMPETITION

- ✓ the blind preliminary WFC 2018 schedule discussed with IFF – 26 games in O₂ arena, 22 games in Arena Sparta
- ✓ ongoing complicated negotiations with O₂ arena hopefully soon leading to a final agreement and signature of the contract
- ✓ agreement with Arena Sparta – Podvinny mlyn to be signed
- ✓ practice venues preliminary booked - Děkanka, Tatran, Kunratice

SPECATORS EXPERIENCE / VENUE ENTERTAINMENT

- ✓ new sphere appointed and included in the LOC
- ✓ the idea is to maximize the experience of the spectators in the venues
- ✓ now phase of defining goals and clarifying content

TICKETING

- ✓ ticketing strategy defined – all day tickets on weekends, half day tickets on week days
- ✓ ticket prices defined, price sectors of the arenas defined
- ✓ defined „VIP upgrade” – to be purchased as a special additional service allowing anyone in the hall with whichever ticket to enjoy the VIP treatment
- ✓ repeated entrance to both venues
- ✓ tickets from O₂ arena valid at Podvinny mlyn /up to certain capacity/
- ✓ a non-public pre-sale of a small part of the tickets for the Czech Floorball members based on a unique code planned
- ✓ the global ticket's sale to be launched during spring 2018



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VIP

- ✓ dialogue with O₂ arena regarding the VIP arrangements
- ✓ VIP concept and strategy to be set

ADJACENT EVENTS

- ✓ so far planned events before the WFC: ballot, road show, „school cup”
- ✓ so far planned events during the event: gala reception, coaching seminar, IFF congress, gathering of the mayors from all over the Czech Republic, schools in the arenas
- ✓ other adjacent events to be planned in coordination with the Czech Floorball CB committees

FANZONES

- ✓ plan to build regional Fanzones all over the Czech Republic /6.12.-9.12./
- ✓ the pilot project developed together with regional capitals of Pardubice and Hradec Kralove – in order to define parameters, place, budget, financing and organization