

**IFF Core Country Marketing Network Group, Quality Hotel Royal
Corner, Växjö, Sweden, Friday 05.05.2017, 13:00 -18:00**

Participants:	Jörg Beer	SUHV, IFF Board member, CCMNG Chair
	Nils-Ola Nilsson	DaFU Secretary General
	Michael Volling	FG Member of the Board
	Egils Sveils	LFS Vice President
	Ilvis Peterssons	LFS President
	Monica Bakke	NBF Floorball President
	Frank Norseth	NBF Floorball
	Magnus Nilsson	SIBF Event Manager
	Michael Zoss	SUHV Secretary General
	Daniel Granec	SFF
	Kimmo Nurminen	SSBL Salibandy Ltd CEO
	Roman Urbar	CFbU Marketing Manager
	John Liljelund	IFF Secretary General
	Milan Rantakari	IFF / CC Brand Manager

Excused:

Marcin Rudzinski	PFF Secretary General
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**Report on
present
issues**

1. Opening, short presentation and recap (JB)

Mr. Beer opened the meeting and introduced himself as the new Chair of the CCMNG appointed by the IFF CB. Mr. Beer stressed that the role of the CCMNG is to find new ways to promote and market International Floorball and we need to find new sponsors and financing for the IFF.

There was a short introduction made by the CCMNG members.

2. Approval of the agenda (JB)

Mr. Beer introduced the new IFF logo through a video to the CCMNG
The Agenda was approved as proposed, with some small changes.

3. Minutes from the previous meeting (JB)

The report from the previous meeting from the 30th September, in Borås, Sweden was approved.

4. Country updates (ALL)

Each countries made a short presentation on the following topics.

- 2-3 biggest challenges / failures during the last 2- 3 years
- 2-3 biggest successes during the last 2-3 yrs.
- Main goals on marketing and sales for 2017 - 2018

The combined results are collected in the attached appendix 1.

The countries have also updated the Data sheet.

5. Update of the GSI Sportcal research (IFF/JL)

Mr. Liljelund presented the pre-report of the Sportcal Global Sport Index report from the WFC 2016 in Riga, Latvia. The CCMNG discussed the possibilities of using this material when speaking to cities, local sponsors and bigger sponsors. (Appendix 2)

Mr. Beer recommended to use the material to open the eye of the sponsors of the market value of Floorball and the opportunities we can bring.

6. The Combined Sales (IFF/MR)

Mr. Rantakari reported on what has been done in relation to the sales work in connection to the Combined Sales. A total of nine sales agencies have been contacted and two are more interested than the others. There has been several direct contacts with a number of companies, in total around 10 companies, but everything takes a lot of time.

The CCMNG discussed the potential sponsors in the fields of apparel and floorball material, where a number of companies have moved away from the team sport. Mr. Zoss told about the German companies like Erima and Jako that are concentrating on Team Sports. The possibilities to look upon this together in the future.

There are some other projects ongoing to raise marketing income, with Yonoton (in-arena catering service), Floorball Fantasy (Manager game), Unilad (Facebook site streaming sports) and small Floorball companies (MyFloorball training devices).

The CCMNG discussed how to achieve the best results for selling the Combine Sales. The options is to sell through Sales Agencies (Even smaller) or Direct Sales. What alternatives do we have? Based on the discussion it seems that it would be easier to sell the sponsorship on our own.

Mr. Beer proposed that one idea is to analyse the sponsors of the present IIHF World Championships and try to contact them and/or their competitors. There are at least the following companies:

Official Main Sponsors:

Skoda, AJ, Henkel and Vodka XACKN,

Official Sponsors:

Krusovice, Kyocera, Liqui Moly, Nike, Nivea Men, Pirelli, Patron, Raiffeisen, Tissot and Zepter

Official Partners:

EuroChem, Isostar and Ortema

The problem with the sales agencies is that they don't have the knowledge of the sport and don't have the insight. It is better not to just sell the rights to someone not knowing Floorball.

The experience of sales agencies is more on the positive side in Czech Republic, but not that good in Switzerland. In Sweden the work is done together with the agencies, but it is organised in a number of different ways.

The plan until the end of 2017 must be a combination of the direct sales and continued cooperation with the two interesting sales agencies. It is also important to try to have the contribution of the NA's to contact companies and and being part of achieving the best results.

7. Corporate Identity, IFF Brand (IFF)

Mr. Rantakari presented the new Corporate Identity of the IFF, produced by the Czech company Dynamo, which will be used in all the IFF Events, apart of the Champions Cup. IFF to send the link to the Logo Brand book to the countries.

8. Update on The World Games (PFF/MR & IFF/JL)

Mr. Liljelund made a short update of the Activation Plan for the World Games. The Activation plan will be sent to the CCMNG members.

National Associations are to focus on getting fans to visit the event, high-light the event in the Social Media and follow the event closely.

Mr. Beer strongly motivated the members to support the building of the awareness and the visibility for the World Games.

9. Role of the CCMNG & Best Practices

Mr. Beer made a re-cap the already decided the role of CCMNG and asked if it would be an idea to have a meeting always ones after the season. The agreement is to have one meeting in relation to the U19WFC and then one in the fall in a central meeting.

Mr. Nurminen felt that it is more important to be in contact between the meetings. There is a lot of best practices to be copied from countries to countries.

Mr. Nilsson presented four questions of the best practices of the Floorball Denmark.

- Increasing the number of visitors of the NA's web-sites and SoMe-channels
- In order to recruit new sponsors, you need to take care of the sponsors on all levels.

Mr. Zoss presented the Promotion video of the SuperFinal through a funny SoMe-video, which uses sub-culture of a turkish in Switzerland. The sarcastic approach was very good and everybody liked him.

The second success story was the securing the TV agreement with the Swiss TV (SRF), which has changed attitude, after the introduction and interest from other TV's. The SuperFinal help a lot to create the interest.

Mr. Urbar made a short presentation about the CFbU approach towards the Social Media. The media has to be ready at the right time. The SoMe channels have to be for the fans not for the administration, with the right and actual content. It is important to search the new trends on the market and has a nice graphics. Text is obsolete and you need video's to create traffic and you need to build interaction with the fans. To keep the fans, you need to have someone on-line. The CFbU provides two free posts on the CFbU Social Media channels.

10. Short update on the U19 WFC2017 (LOC, SIBF/MN)

Mr. Nilsson reported shortly on the overall status of the U19 WFC including sponsorship, and the TV. The reason for organising the Event in Växjö is the result of a long process with the City, for a period of 7-8 years. It was part of the process to build the Fortnox Arena, where the SSL team Växjö Vipers play. The SIBF has played some national and international events in the City. The City was interested to get the U19WFC, the City was committed to put some money to the Event. The City provides free venues and give a marketing income of 50.000 EUR, the City dressing and the team transports. The City is very supportive and a lot of the City employees are included. There has been a good crowd in the matches. TV4 Sport is broadcasting all the Swedish matches.

One of the challenges has been the sponsorship, as there is a SHL (Ice hockey) and SSL club in the city. It has been hard to find local sponsors. The event will make red figures.

11. Update on the WFC2017 (LOC, SFF/DG)

Mr. Granec made a short presentation about the overall status about the WFC2017 including the sponsorship and the TV situation. The Slovak Federation will change to the name to Slovak Floorball with a new logo in some weeks. The Slovak floorball has elected a new CB a week ago. The SF has three employees. Based on the Slovak law, a major part of the government support has to be given for youth and member clubs.

Due to some legal problems, there is a problem to get support form the government for the WFC, even if SF is the only recognised sport in the NOC. The SOC will try to give some support.

The preparations are ongoing and all Slovcak matches will be televised and maybe the Final. The work with sponsors. At the moment about 80 per cent of the budget is fixed.

12. Any other questions (ALL)

Mr. Beer concluded that the next CCMNG meeting will be held on the 27th of October in

Frankfurt, Germany and the next in connection to the U19 WFC 2018 in St. Gallen on the 4th of May

13. Closing of the Meeting

Mr. Beer thanked everyone for a good meeting and the fruitful discussions.
