



World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

WFC 2018 – STATUS

9 months prior to the Event

ORGANISATION

- ✓ The tasks of the LOC specifically defined with regular monthly meetings
- ✓ The time line and milestones of the year 2018 set
- ✓ The regular LOC meetings agenda prepared
- ✓ The basic personal structure is set including 4 full-time WFC positions
- ✓ 2 LOC positions /VIP, Adjacent Events/ not yet named
- ✓ Close cooperation with IFF office
- ✓ Close cooperation with the organizer of the major World Equestrian Event (budget up to 30 mil EUR), which is starting right after the WFC -> possible synergies to be found
- ✓ Experience and ideas exchange with the WFC 2020 organization /Project Manager Janne Bruun/

ECONOMY AND FINANCES

- ✓ The overall budget delivered to IFF
- ✓ Detailed budgets for each and every department of the LOC defined
- ✓ Ongoing work on all income sources - sponsorship, state support, host city support, other support, sales, ticketing
- ✓ Biggest question marks now in state support (decision in April?) and in sponsorship
- ✓ Expenses side under control

SERVICE AND LOGISTICS

- ✓ Accommodation offer sent to the participating teams and so far an answer from 13 of them received
 - Teams missing: Australia, Canada, Poland
- ✓ Ongoing negotiations with the Public Transport Company regarding the fare for the transportation of the staff, volunteers etc. as well as cooperation regarding the team transport
- ✓ Clarion Hotel approved as the IFF hotel – 10 minutes walking distance from both arenas



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WFC PARTICIPANTS

- ✓ 1st Welcome letter for the participants sent for approval to IFF
- ✓ Ongoing contact with the IFF office

MARKETING AND COMMUNICATION

- ✓ Promotion and visibility at all the Qualification rounds but for Canada
- ✓ Clubs in the Czech Republic provided with promotional material – physical and digital - to be displayed during the play-offs
- ✓ Goal of 200.000 spectators during WFC 2018 publicly formulated
- ✓ Successful promotion of floorball and WFC 2018 in Ostrava and Brno during the Olympic Festivals
- ✓ Vast communication before, during and after the Official Ballot
- ✓ Special Ticketing promotion planned and executed /Ticket sale start March 15/
- ✓ Further promotion through Czech Floorball – 1 intermission in each TV play-off game dedicated to WFC
- ❖ Ongoing difficult process of the selection of the merchandising supplier!
- ❖ Long term planning of the detail communication plan not in place yet

CZECH FLOORBALL PARTNERS AND CHANNELS

- ✓ The second WFC 2018 official partner about to be signed
- ✓ Further dialogue with all the current sponsorship partners of Czech Floorball
- ✓ Partners interested in activation campaigns which would enlarge their visibility outside of WFC itself
- ✓ Possibilities of barter cooperation defined

MEDIA OPERATIONS

- ✓ Czech TV appointed as the Host Broadcaster
- ✓ High quality TV operations planned



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VOLUNTEERS

- ✓ Volunteer recruitment continues – 500 applicants by now /also from abroad – Slovakia, Germany, Poland, Finland, Sweden, Holland etc./
- ✓ Specified questionnaire to be sent in order to get the overview of the skills and confirming the interest

COMPETITION

- ✓ The qualified teams divided into groups during the Official Ballot on March 1
- ✓ Negotiations with all practical details with O₂ arena done – contract finalized for signature
- ✓ Agreement with Arena Sparta – Podvinny mlyn to be signed
- ✓ Arena Check performed together with IFF representatives -> the list of technical exceptions to be delivered by LOC

SPECTATORS EXPERIENCE / VENUE ENTERTAINMENT

- ✓ Goals of the spectator experience defined
- ✓ Discussion regarding the opening ceremony started
- ✓ Spectators experience divided in special sections which each will get special attention [special communication 24 hours before the visit, entertainment in the bowl, entertainment in the spectators corridors, outdoor [around the arena] events, after visit follow-up]

TICKETING

- ✓ Seating plan for the whole arena is set – including all necessary reservations /TV, VIP, Volunteers, Participating teams etc./
- ✓ Pre-sale for Czech Floorball members based on a unique code in December pretty successful
 - Final and Opening day the most attractive
- ✓ System for Ticket purchase for the National Federations was defined and Federations informed
 - First preliminary reservations made by Finland, Sweden
- ✓ System for Ticket purchase for the Travel Agencies was defined and Agencies informed
 - First preliminary reservations made by: Swiss Agencies, Swedish Agencies
- ✓ The global ticket's sale to be launched on March 15



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VIP

- ✓ VIP concept set
 - Lokomotivka – main VIP room for the IFF and Czech Floorball guests
 - West Lounge – additional VIP room also for the public purchase
 - Club Floor – for the final weekend available for purchase /national federations, travel agencies/

ADJACENT EVENTS

- ✓ Official Ballot
 - Held on March 1 at the Old Town Hall in Prague
 - Attended by representatives of teams of Finland, Sweden, Switzerland, Czech Republic, Slovakia and Poland
 - Attended by ambassadors of 9! participating countries
 - Attended by important guests and marketing partners
 - Ballot executed by Milan Tomasik (national player CZE), John Liljelund (IFF), Filip Suman (IFF and Czech Floorball), Tero Tiitu (2008 golden goal scorer), Milan Hnilicka (Government Sports Commissioner), Jiri Kejval (IOC member)
 - Broadcasted live on Czech TV, IFF Youtube Channel, Czech Floorball Facebook
 - Rating about 70 thousand people /60 thousand from live Czech TV/
 - Global reach well over 100.000
 - Coverage by Czech national media as well as interested countries (mostly through social media)
- ❖ Other events in the stage of defining and planning – requires attention in order to manage all of them

FANZONES

- ✓ For the moment six regions are working on the project of a Fanzone coordinated by the LOC member
- ✓ Six more are to be confirmed during March
- ✓ Basic info
 - The main goal is to decentralize the effect of WFC and make it a national event not just a local event
 - The zone will be inside/outside according to the wish of the local organizer



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- The preliminary budget is thought through by each and every region
- Sponsorship possibilities are defined
- Local organization committees are to be set