

IFF Core Country Marketing Network Group Meeting, VIP Room Athletik Zentrum, Parkstrasse 2, 9000 St. Gallen, Switzerland 1/2018, 04.05.2018, 11:00-17:00

Participants:	Jörg Beer	SUHV, IFF Board member, CCMNG Chair
	Sebastian Zender	FG Central Board
	Michael Volling	FG Central Board
	Egils Sveilis	LFS vice president
	Ilvis Peterssons	LFS President
	Magnus Nilsson	SIBF Event Manager
	Daniel Kasser	SUHV Marketing and Events Manager
	Toni Nikunen	SSBL Salibandy Oy, Marketing Coordinator
	Roman Urbar	CFbU Marketing Manager
	Teo Turay	SvFF vice president
	Marcin Rudzinski	PFF Secretary General
	John Liljelund	IFF Secretary General
	Tero Kalsta	IFF / Sales Coordinator
	Excused:	
	Monica Birdal	NBF Floorball
	Frank Norseth	NBF Floorball
	Nils-Ola Nilsson	Dansk Floorball

Report on present issues

1. Opening, short presentation and recap (JB)

Mr. Beer opened the meeting at 11:03 and welcome the members for the first meeting of 2018 to the City of St. Gallen, where the 8th U19 WFC 2018 is being played and so far, has worked really well. Mr. Beer concluded that there are no representatives from Norway and that Mr. Nils-Ola Nilsson is no longer employed by Danish Floorball.

Mr. Beer welcomed Mr. Tero Kalsta, who made a short introduction of himself as the IFF Sales Coordinator. Mr. Beer welcomed Mr. Kalsta again and praised him for the numerous ideas and thanked Mr. Kasser for making it possible to have the meeting in the U19 WFC arena.

2. Approval of the agenda (JB)

The agenda was approved as proposed.

3. Minutes from the previous meeting (JB)

The report from the previous meeting was approved without any comments.

Mr. Beer thanked Mr. Liljelund for covering the report for both the previous and the last meeting

4. Country updates (ALL)

Each country made a presentation of the 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.

PFF/National Super Finals

Mr. Rudzinski reported that the Polish Superfinal has been moved from Gdansk to a region which is not so strong in Floorball in the South-East. The move was a good thing with a full arena and a lot of new visibility.

The PFF has found a new sponsor for the National Team with Polskibus, which was

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unfortunately taken over by another bus-company. New negotiations are ongoing. There is a negotiation for next season for the referee costs with a construction company. The main sponsor has not been found yet.

The PFF is building district federations in five-seven districts, to promote floorball to small children and organising tournaments.

PFF is also looking upon the possibility to building a stream solution for the National league.

Mr. Liljelund explained that IFF is discussing with Fanseat for top league production for Champions Cup and the National Associations and then separately with the company Stream for the junior teams streaming. IFF will bring a proposal to the IFF General Assembly in December.

Mr. Kasser explained how the streaming is organised in Switzerland, where the SUHV take care of the costs outside the venue and the club for the streaming in the venue.

Mr. Urbar told that in Czech Floorball started with paying for the platform and the clubs are taking care of the streaming. The league main sponsor is covering the cost for the streaming. Both CZE and SUI are building a rule to all clubs.

SIBF/Partnership with Returpack/Pantamera

Mr. Nilsson reported about the very successful cooperation with Pantamera (bottle recycling), where the objectives have been to change the long-term attitude and behaviour of the young target group towards recycling of bottles/can. Over 200 floorball clubs have joined the Pantamera system, collecting bottles in their events.

SIBF has created a model for how Pantamera can use the rights, build awareness in the young age groups, via a special web-site (8-12 years) and with fiving the junior league names. The target has to recycle more.

There has been Pantamera Fair-Play Award (3 players and 3 coaches, nominated by the referees. There is also a price for juniors.

The result is that the awareness of the recycling and the sponsor recall has grown substantially

SSBL/Driving Value through Partner Servicing Model

The SSBL is in the situation where they need to renew 10 sponsor contracts, at the same time sponsors in Finland are moving away from visibility. The SSBL Company needs to be very innovative to secure the contracts. The importance is to work together and secure a winning situation for all.

The SSBL is moving from service expenses to servicing model, for example for the material costs. So all the material costs have been included in the contract (rink, 2nd line, jersey, led-screen), Social media advertising cost, right for photo stock, graphic design help, video production, measurement and data and consultation. The objective is to have SSBL visible on the sponsors own products and materials.

The objective is to create a competitive edge and differentiate for the companies. You need to nurture and refresh the sponsorship and create a Win-Win-Win situation.

Mr. Kasser asked if there is a system to distribute the materials and video's. SSBL is using Dropbox to share the materials to sponsors and the teams.

Mr. Liljelund told about the IFF solution with automated clips from the U19 WFC 2018 working with QTV Sports.

LFS/Latvian SuperFinal

The LFS is working on how to commercialise the Latvian Super Final. This year the Super Final named through the Elvi sponsors and using the playing teams logos on the floor in the venue. The Spectators have now been around 8.000-9.000 in total with around 4300 for the Men's final.

The cost is still around 45.000 EUR and the ticket income has increased to around 20.000 EUR, even if there was a little less spectators in 2018. Total number of spectators for the

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Mens league close to 55.000 during the season. The Echo Sport Stats system was used for TV.

LFS has introduced a Fair Play wall, where all the player signs it in the Super Final and LFS is making new medals every year. The medals are designed by the LFS.

CF/Case WFC 2018 Communication and Marketing

The goal is to organise a unique sports event and confirm the position of Floorball in Czech Sports, by showing it to the larger audience and attract new sponsors.

The WFC has a special identity and the objective is to make it visible in Prague, even if it is in Christmas time, with the elections are in October in Czech Republic.

The key issue is to attract the attention of the broader sports audience, which was already reached with the televised Ballot. During the fall the LOC will work with their national team players, to create faces.

In marketing CF is working with the long-term sponsors and trying to connect it with the WFC. The WFC is promoted by the Fan Zones in 10-12 cities and a Street Floorball tournament in the same cities with the winners in Prague. Gerflor will provide the flooring for these tournaments.

FG/Planned Marketing Activities for 2018-2019

Floorball Germany is undergoing some changes and Mr. Sebastian Zender is the new person responsible for the marketing of Floorball in Germany, as Mr. Mathias Liebing is leaving. There has not been a marketing team controlling the different social media channels, as there are several for example on Facebook. There are write some operations, without any control from the German Association. The goal is to try to streamline the marketing operations of the association and build the reach of the channels.

SUHV/Promotion of weekly TV-matches through the campaign “Wir zeigens Dir”

The SUHV has had a project with a playoff match each week on Swiss TV. There was a total of 6 TV matches out of a total of 7 possible. The collaboration with the teams worked well, as the schedule had to be re-worked based on results. This test paid off for an agreement for the next five years for playoff matches. The campaign was also enlarged to print and social media, where there was an increase in these channels.

The Campaign slogan was “We are showing it to You”. There was good cooperation with daily newspapers (Blick), with a major increase in space and information (370 % article increase), but the Social Media reach is 8%, but not the expected 25 % increase.

The copperation with SRF, has increased the interest from the SwisscomTV and TV24.

SvFF/Marketing strategy

The association is struggling with the aftermath of the WFC and are now talking with two big companies in Slovakia to create partnerships with them, based on the good number from TV viewers, with market share of 8 – 14 per cent.

5. Sportcal GSI WFC 2017 Bratislava (IFF/TK)

Mr. Kalsta presented a short report of the GSI Study and emphasised the importance to use the learnings from the report.

6. Upcoming Events

WFC 2018 Prague, Czech Republic:

Mr. Urbar made a short presentation about the preparations of the WFC 2018 and explained about the activation the LOC is doing in the Fan zones and ticket campaigns to the participating countries.

U19 WFC 2019 Halifax, Canada:

Mr. Liljelund made a short presentation about the U19 WFC 2019 to be played in Halifax, Canada from the 8th to 12th of May 2019. The LOC has organised a set-up for the accommodation in the University dormitory, with full board and next to the B-arena. The LOC is asking for confirmation of the accommodation in January 2019 and will inform the

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accordingly. The participating nations needs to look into the traveling as getting to Halifax can be difficult.

WFC 2019 Neuchatel, Switzerland

Mr. Kasser made a short report and concluded that the preparations for the event has started and it will be played in an Ice Hockey Arena with a second venue in the same complex. SUHV will play an EFT there to see that the LOC is up to the event, as it is the first major event in Neuchâtel. There will be a major campaign in the French speaking part of Switzerland, as this is the first major event.

The World Games 2021 Birmingham, USA

Mr. Liljelund made a short report about the floorball's inclusion in The World Games, in Birmingham, Alabama, USA in July 2021. Floorball will most probably participate with 8 Men's teams, which will qualify from the WFC 2020, but the final decisions will be made later. IFF will start the discussions with the USFbA for the promotion of the event and the development of the sport in Birmingham. Some Floorball tournaments have to be played there.

7. IFF Sales situation, Tools and Strategy (IFF/TK)

Mr. Kalsta informed about the steps taken to re-organise the sales of IFF commercial rights, the tools used and new ideas to reach the targets:

Strategy

Mr Kalsta explained that the Strategy is to build on the established story of Floorball having grown in 30 years from a marginal sport a World Games discipline. We will try to leverage on the fast growth of the sport and convince partners that now is a unique opportunity to jump on this train to exploit this growth. Utilizing the multisport event participation as leverage is also in the plan as it obviously generates most interest (i.e. LinkedIn post about our inclusion in IWGA 2021 created tenfold reach to regular updates). Sales will be done by proactive direct sales as well as utilizing selected sales partners.

Sales work and Pipeline

Mr Kalsta reported that he has since late January contacted well over 50 companies for sponsors. Up to date 3 of these have moved into need assessment or negotiation phase. Additionally, according to his target setting, he has initiated discussions to find a timing partner. One lead (SwissTiming) has moved to negotiation phase (need assessment finalized, budget for needs under assessment / next they will evaluate for a suitable watch brand which could suit for our target group). He has introduced Pipedrive as his sales tool to manage the sales funnel and to have all information safe in the cloud. The IFF LinkedIn profile is now being regularly updated to generate interest and B2B leads.

Value Base Survey of the floorball fan community

Mr Kalsta has initiated a research project to conduct a value-base survey in the floorball community. The goal is to utilize the results for sales (fact based) in winning over new customers and strengthen existing ones. It is open to any country to participate however the IFF is relying on help to distribute the survey in the respective countries (and maybe some translation help) To project will be kicked off in June, the work starts in September and the final report will be handed in in January 2019. One sponsor prospect (HMD Global / Nokia phones) has agreed to provide us phones as prizes to motivate people to participate in the survey for some (tbd) online visibility.

European Sponsorship Association

The IFF has joined ESA. The motivation for this is to portray increased professionalism in the eyes of companies. It also offers access to a large network of companies, reference material/cases and increases the credibility of the IFF.

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Agreement with Finnish TMG Sports and contacts to Infront Sports

The IFF has signed a sales partnership agreement with TMG Sports. They are to contact and negotiate international main sponsor agreements for the IFF. They are working on three IFF approved companies. The TMG Sports consultant is a former Infront Sports employee so he has strong know-how in sports marketing. Based on the aforementioned we have also agreed that they will be our liaison with Infront Sports in Switzerland to promote floorball in the Infront sales portfolio.

Renewal of IFF Material Sponsors for 2019 – 2022

The IFF is leading on-going negotiations with the existing sponsors to renew the contracts. The sponsors have expressed their desire to continue the relationship (apart from Asics). One of the main targets is to find a replacing sports apparel sponsor (a few leads have been initiated). We have also included the timing partner as a material sponsor.

Other issues

The IFF has signed an agreement with 44Events for sales cooperation on the Swiss market. The consultant (Kimmo Bellmann) executing the sales is a seasoned sports marketing and sponsorship professional with background from UEFA and FIFA event management. Mr Bellmann will contact eleven IFF approved leads.

Based on invitation (to Mr Liljelund) the IFF (Mr Kalsta) participated in an IUCN (in cooperation with IOC) workshop “Mitigating biodiversity impacts”. The aim of the project is to help sports federations to be aware of the impacts their action has on flora and fauna. For indoor sports this is displayed mainly via acting sustainably (eco power, recycling, etc.) which is an important topic for the IFF as well. This is perceived as something we want to message towards sponsors, prospects and in general as sustainability is one of the big factors companies wish to underline in their actions.

8. New IFF web-site and move to a new domain floorball.sport (IFF/JL)

Mr. Liljelund informed about the new IFF web-site launch and the move away from the floorball.org to floorball.sport domain name.

The new web-site will be responsive and more flexible to use for the Floorball community. It will have even-sites as micro sites and have a social wall. The web-site will be launched in July-August.

IFF is also preparing a new match statistic software, which should be ready during the autumn.

9. Any other questions

Mr. Beer asked whether the move of the Czech Superfinal to Ostrava was successful and why the Finnish federation have chosen to move back to final series, instead of the Superfinal. Mr. Urbar answered that it was a success, partly as there were local teams in the final, but also due to the fact that the preparations were well made. There was also substantial financial support by the local municipalities to bring the Superfinal to the area. Mr. Nikunen answered that the Finnish clubs are not interested to play a Superfinal and want to have a series instead.

The CCMNG further discussed the timing for how long in advance the Superfinal venue is to be decided and the conclusion was a year in advance.

10. Next CCMNG meeting

The next CCMNG meeting will be held in Arlanda, Sweden on the 18th of October 2019

11. Closing of the Meeting

Mr. Beer thanked everyone for a fruitful and efficient meeting and ended it at 16:20.