



# World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

## WFC 2018 – STATUS

### 6 months prior to the Event

#### ORGANISATION

- ✓ Regular LOC meetings every month effectively done
  - Starting
- ✓ Timeline defined by Eventello kept
- ✓ Cooperation with Equestrian event (that is next event right after WFC at the O<sub>2</sub> arena) slower than anticipated, but not in any way affecting own WFC schedule
- ✓ Newly named head/coordinator Service and Logistics
- ✓ Communication Coordinator named
  
- ❖ 2 LOC positions /VIP, Adjacent Events/ not yet named
  - The Departments run by Secretary General and under control

#### ECONOMY AND FINANCES

- ✓ Ongoing work on income sources - sponsorship, other support, sales, ticketing
- ✓ State support on the level as planned
- ✓ Host City Support on the level as planned
- ✓ Expenses side under control
- ✓ Insurance policies under negotiation
  
- ❖ Challenging situation with fulfilling the planned Sponsorship income

#### SERVICE AND LOGISTICS

- ✓ Accommodation booked for all the teams
  - 2 teams didn't book through the WFC Official incoming agency
- ✓ Hotel for organization as well as for the volunteers booked
- ✓ All meeting rooms for IFF GA and other adjacent events at Clarion booked
- ✓ Transport concept for the whole organization in place



## World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

- ✓ 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
- ✓ Catering concept for media, volunteers and organizers in place
- ✓ Internet concept for both halls discusses with both arenas and to be set in summer

### WFC PARTICIPANTS

- ✓ 1<sup>st</sup> info letter approved by IFF sent to all teams
- ✓ Preliminary transport schedule made based on the information collected from the teams
- ✓ Preliminary practice schedule made based on the information collected from the teams
  - A small challenge with Denmark after the CB swap but now all in place
- ✓ 2<sup>nd</sup> info letter content planned and to be sent to IFF for approval
  - extra service for teams defined and its price set
- ✓ Ongoing contact with the IFF office

### MARKETING AND COMMUNICATION

- ✓ Promotion and visibility at many Superfinales around Europe
- ✓ Promotion and visibility in St. Gallen at U19 WFC
- ✓ Promotion and visibility at EFT in Brno
- ✓ Cooperation with summer tournaments in the Czech republic in order to support awareness of the events
- ✓ Promotion campaign of Czech Floorball – Street Floorball League (June – August)
  - 12 tournaments of street floorballi in 12 different cities – up to 320 participants at each place
  - planned final during the WFC in December in Prague
  - bringing awareness about WFC to regions
- ✓ Online channels – special video format Fast track to Prague
  - Special monthly magazine about interesting things happening in floorball worldwide
  - English subtitles
  - In each edition a quiz question – responded by hundreds of people
- ✓ Planned cooperation with City of Prague – visibility in town from after summer
- ✓ Planned cooperation with Czech national and local media
- ✓ Planned cooperation with Floorball Today
- ✓ Sponsorship Partners pyramid approved by IFF



## World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

- ✓ Supplier of merchandising found and contract to be signed
  - First sales of a limited edition at Superfinale and EFT
  - E-shop to be in place during summer
- ✓ Focus on communication in autumn – detailed plan to be finished
- ❖ Difficulties finding interesting enough themes and attract people in the pre-season period

### CZECH FLOORBALL PARTNERS AND CHANNELS

- ✓ First Main Partner for the WFC 2018 signed
- ✓ Further dialogue with all the current sponsorship partners of Czech Floorball
- ✓ Possibilities of barter cooperation defined

### MEDIA OPERATIONS

- ✓ Production Contract prepared by Czech TV to be delivered to IFF
  - All 48 games to be produced
- ✓ LOC in contact with the Czech TV Head of Production
- ✓ Dialogue with Czech TV regarding the national broadcasting and promotion
- ✓ Media Operations Concept planned in detail
  - 2 media rooms – space for up to 300-350 accredited media representatives
  - Accreditation system to be opened in August

### VOLUNTEERS

- ✓ Second round with binding volunteer application in place
  - Over 250 applicants interested in taking in the WFC 2018
  - Communication via a closed Facebook group working well
- ✓ Meetings with volunteers and education planned for September and October
  - Group meetings in 3-4 locations
  - Information about event
  - Teambuilding activities
  - Signature of contracts



# World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

## COMPETITION

- ✓ O<sub>2</sub> arena contract signed
- ✓ Agreement with Arena Sparta – Podvinny mlyn to be signed
- ✓ List of technical exceptions delivered to IFF
- ✓ Arena set-up for organization ready
  - Rooms for different groups defined
  - Locker rooms for teams and referees defined
  - Needed equipment defined
  - Zones partly defined
- ✓ Contact with IFF regarding the Antidoping
- ✓ Accreditation system adjusted by IFF in cooperation with LOC
- ✓ Contact with Prague Emergency and Rescue Services in place
  - Detailed Operations plan to be defined during summer

## SPECATORS EXPERIENCE / VENUE ENTERTAINMENT

- ✓ 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
  - Ongoing discussion regarding the best mean of reaching out to the spectators 24 hours before the start of the event
  - Planning details of different options and getting price quotes
- ✓ Discussion regarding the opening ceremony started
  - First concept presented

## TICKETING

- ✓ The global ticket's sale launched on March 15
  - Final, Semifinal and Opening day the most attractive
  - Cooperation with Ticketportal - the exclusive ticket provider for O<sub>2</sub> arena
    - ❖ Challenge to be one event of many in the O<sub>2</sub> arena
- ✓ Some National Federations have booked tickets based on the given information in February
- ✓ Sale through Travel Agencies/National Federations to Sweden, Finland, Switzerland, Norway, Denmark



## World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

### VIP

- ✓ VIP concept set
  - The groups of invitees defined
    - ❖ Challenge with local politician as there will be local governments election in October
  - Time line set
- ✓ Services and logistics for VIP to be planned in detail in summer
- ✓ Close cooperation with IFF regarding the GA participants as well as IFF VIPs

### ADJACENT EVENTS

- ✓ Adjacent events defined
  - organizing WFC is giving Czech Floorball an opportunity to promote floorball on many different levels
    - VIP events
    - Marketing events
    - Educational events
    - Events for visitors
    - Charity events
    - International (IFF) events
- ✓ Time line for the events set
- ❖ Finding head of Adjacent events is challenging as LOC is looking for someone with the close connection to floorball in order to make sure, that this person understands the importance and needs

### FANZONES

- ✓ Twelve Fanzones planned in all regions of the Czech Republic
  - All regions understand the positive effect of such an opportunity
  - Discussion about right place – outside or inside?
  - Common Guidelines for organization to be issued by LOC