



# World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

## WFC 2018 – STATUS

### 1 months prior to the Event

#### ORGANISATION

- ✓ Full organizational structure is ready
- ✓ Contracts with all the staff to be signed (approx. 80 people)

#### ECONOMY AND FINANCES

- ✓ Ongoing work on income sources - sponsorship, other support, sales, ticketing
- ✓ Break even result still the basic goal, costs need to be strictly controlled
- ✓ All potential income sources still in process to be maximized

#### SERVICE AND LOGISTICS

- ✓ The Prague Public Transit Co. becoming the WFC 2018 transport partner
- ✓ VW becoming the WFC 2018 Official Car provider
- ✓ Internet concept for both halls set
- ✓ Meals for organizers and catering services for both halls to be set
- ❖ Challenging situation with possible extra accommodation needs in hotel Clarion – fully booked!

#### WFC PARTICIPANTS

- ✓ 3rd info letter sent
  - deadline for all the responses end of October
- ✓ Team of Thailand having a 1 month training camp in the Czech Republic /Kutná Hora/
- ✓ Ongoing contact with the IFF office
  - Skype meeting with the IFF office at the end of September – all issues clear
  - Personal meeting with John Liljelund during the IFF CB meeting in Prague



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- ❖ Challenging situation with team Slovakia, that is not providing answers to any of the requested information needed from LOC

### MARKETING AND COMMUNICATION

- ✓ Second major outdoor WFC campaign in Prague and Central Bohemia executed in October – billboards, double billboards, citylights etc.
- ✓ Third major outdoor WFC campaign in all the regions of the Czech Republic to be executed in November – billboards, double billboards, citylights etc.
- ✓ Presence at the EFT international tournaments in Sweden and Switzerland
- ✓ Cooperation with Czech clubs continues
  - An audio advertisement produced
- ✓ Cooperation with international media set
- ✓ Major Media cooperation set – promotion as well as content
  - Czech TV
  - Radio Evropa 2
  - TV Óčko
  - Major national Newspapers – Deník Sport, Deník, MF Dnes
  - Major national Website – Seznam.cz

### CZECH FLOORBALL PARTNERS AND CHANNELS

- ✓ Second Main Partner for the WFC 2018 signed
- ✓ Further dialogue with all the current sponsorship partners of Czech Floorball
  - Presently 2 main + 3 official signed/close to
- ✓ Possibilities of partner activations and campaigns during the WFC defined
- ✓ Many 20+ negotiations with potential smaller partners still ongoing, important not only for the income, but also for the future of Czech Floorball



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### MEDIA OPERATIONS

- ✓ The production offer by Czech TV sent to IFF
  - A rate card delivered
  - Swedish TV and Finnish TV applied for commentary position
- ✓ Dialogue with Czech TV regarding the national broadcasting and promotion
  - Special promotional TV spot to be produced by the end of October
- ✓ Accreditation system launched – open until October 31
  - So far around 60 media representatives applied
- ❖ Production Contract prepared by Czech TV still not delivered to IFF
- ❖ Media interest for accreditation so far not that high – might change with the approach of the deadline for application

### VOLUNTEERS

- ✓ All volunteers meetings and Skype calls done
  - Contracts signed by all interested applicants
  - Confirmation of positions to all the applicants to be given the first week of November
- ✓ volunteer/organizers clothing fixed in cooperation with merchandising producer UNITY and PUMA

### COMPETITION

- ✓ List of technical exceptions delivered to IFF
  - All of them confirmed and accepted
- ✓ Accreditation system finalized
  - Printing of the accreditations starting on November 19
- ✓ The plan of the Test games changed
  - Arena Sparta on Thursday 29.11.
  - O<sub>2</sub> arena on Friday 30.11.
- ❖ Agreement with Arena Sparta – Podvinny mlyn still to be signed (legal obstacles)



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## SPECTATORS EXPERIENCE / VENUE ENTERTAINMENT

- ✓ Spectators experience divided in special sections
  - special communication 24 hours before the visit – to prepare the spectator for the visit
  - entertainment in the bowl
  - entertainment in the spectators corridors
  - outdoor (around the arena) events
  - after visit follow-up
- ✓ Discussion regarding the opening ceremony in process
  - First concept presented

## TICKETING

- ✓ The ticket sales higher after summer
  - Lower stands for the final sold out, opening and semifinal day to be sold out soon
- ✓ High interest from schools for the morning sessions
  - Expecting totally up to 15 000 kids to come on week days
- ❖ So far a lower interest than expected for the group games of Czech team [2.12., 4.12.]
  - Likely to be changed with the tournament approaching

## VIP

- ✓ Last details of Services and logistics for VIP still to be finalized
- ✓ The number of IFF VIP guests finalized
- ✓ The VIP groups set
  - official invitation to the floorball guests sent
  - second round of the invitations to be sent the first week of November
- ❖ Challenging situation with the VIP hospitality on the final weekend – a limited capacity of the VIP room to satisfy all the requests



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## ADJACENT EVENTS

- ✓ Adjacent events defined
  - organizing WFC is giving Czech Floorball an opportunity to promote floorball on many different levels
    - VIP events
      - Invitation to all the city mayors from the whole Czech Republic for the opening day
      - City Reception
    - Marketing events
      - Special tournament for firms and companies
      - Final of the Street Floorball League
    - Educational events
      - Coaching seminars
      - Discussion about possibility to run the seminars also in English to open the chance for foreigner participants
    - Experience Events
      - A Backstage Tour
    - International (IFF) events
      - General Assembly
      - IFF CB Meeting

## FANZONES

- ✓ Twelve Fanzones to be organised in regions of the Czech Republic
  - Second national meeting with all the Fanzones managers to be organized the first week of November
  - Local promotion of the Fanzones has started and will continue with national campaign in November
  - 5 Fanzones planned outside, 7 inside