

IFF Core Country Marketing Network Group Meeting 2/2018, Clarion Hotel Arlanda Airport, Stockholm Arlanda, Sweden, 18.10.2018,

Participants:	Jörg Beer	SUHV, IFF Board member, CCMNG Chair
	Egils Sveilis	LFS Vice President
	Ilvis Peterssons	LFS President
	Kristoffer Fält	SIBF Event Manager
	Daniel Kasser	SUHV Marketing and Events Manager
	Toni Nikunen	SSBL Salibandy Oy, Marketing Coordinator
	Kimmo Nurminen	SSBL Salibandy Oy, Managing Director
	Roman Urbar	CFbU Marketing Manager
	Monica Birdal	NBF Floorball
	John Liljelund	IFF Secretary General
	Tero Kalsta	IFF / Sales Coordinator
	Excused:	
	Marek Chomnicki	PFF Secretary General
	Per Stærk Larsen	Dansk Floorball
	Teo Turay	SvFF Vice President
	Frank Nordseth	NBF Floorball
	Sebastian Zender	FG Central Board

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- Report on present issues**
- 1. Opening, short presentation and recap (JB)**

Mr. Beer opened the meeting and welcome the members for the second meeting of 2018. He further informed that Mr. Zender's plane has been cancelled, which hinders him from participating.
 - 2. Approval of the agenda (JB)**

Mr. Beer concluded that the Agenda has been updated with §5 concerning Sports Analytics and the Agenda was approved.
 - 3. Minutes from the previous meeting (JB)**

The minutes for the CCMNG from the meeting held in St. Gallen, Switzerland. No comments have been given.
 - 4. Guest speaker (Pernilla Dalborg, Brynäs IF)**

Pernilla presented the new strategy for sponsorship which was introduced 2014 in the Swedish ice hockey club Brynäs IF. They revised their strategy due to decreasing revenue and cannibalising advertising methods to a value-based concept. Analysis of the impact and results. Pernilla is a football, floorball and ice hockey mom.

The basis for Brynäs was to create a project from exposure to social responsibility, with the project to clean the jersey of the club. The club has the league revenue, corporate sponsor revenue and event revenue. The Corporate sponsorship started to lose revenue, when sponsors wanted to pay less and there were already too many logos on the jersey.

The hockey club formed a long-term social sponsorship with Unicef, along with ManU and FC Barcelona. This started a core business for kids' involvement and social responsibility, with the program A Good Start, which includes all in the club. The Good Start program has been introduced to half of the SHL Clubs.

The social responsibly approach has created partnership on a higher level, more committed fans making a stronger club. The project has increased sponsorship revenues with 25%, but also new costs has occurred. After five years the revenue streams are now positive. The main sponsors are paying 400k compared to the previous 100k. Brynäs has used the messages

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from the kids to make one-word slogans like safe, caring and trustworthy. The social impact is measured once a year.

5. Guest presentation (Skype / Brian Clinton, Sports Analytics)

Mr Clinton presented an analytics tool to measure the effectiveness of marketing / sponsorship efforts. The tool works with indexes from the Current, Forecasted and Actual results of sales in any marketing campaign.

6. Country updates (ALL)

Each country to present a topic they would like to discuss in the group

SIBF/News for season 2018-2019

- New logo and a Brand Book, which will be used in the 21 districts
- The innebandy.se has launched a new version of the web-page
- New TV agreement with Discovery/Eurosport regarding SSL and WFC 2018 and WFC 2019. Season 20 + 20 matches for linear TV in the regular TV and 5 + 5 playoff.
- New platform for SSL – Staylive for all games, Pay per View (Financial distribution to Clubs and SIBF)
- New platform, IBAPlay with streaming for Allsvenskan, with Staylive
- Increased number TV-viewers in 17.18 season

SSBL/ Case study – Superfinal in Finland a failure?

- The target for the Finnish Super Final was 10.000 spectators, revenue of 100.000 plus and great media exposure.
- The promotion campaign was huge, with video screens in the city, youtubers directed to youth, with a projected reach of 90 mill cumulated viewers
- The result for the spectators was 10.087, 9512 and 7153 and TV viewers 65k, 104k, and 55k
- Majority of the audience are licenced players 37% and 23% plays un-organised floorball and 46 % have a kid playing, so only some 10 % are non-players. Most spectators are coming with their kids 46%, 30 % with friends and 24 % with team mates.
- The reasons for visiting the Super final is the level of the sport 76%, but only 24% to be a fan of the four final teams and 7% for the artists and show elements.
- Most of the tickets are sold just in one month prior to the event (42%), which is a huge risk.
- The satisfaction level (very or quite pleased) 79% was not good enough
- The decision was to move back to a Best of 7 Finals, due to lack of interest from the clubs, an unprofitable event, increased organisation costs.

LFS/News

- Implementation of new logos for all leagues, based on the ELVI Men's league.
- Introduction of the Player of the Month, in cooperation with the MyFloorball company and the audience could choose from three candidates in the LFS Social media.

CF/Marketing updates

- Last season there was a total of 120.000 spectators for all the league games
- The SuperFinal 2018 in Ostrava – Mens 8191 att/Women 6753 att, good result for first time outside Prague.
- Club events. School matches, Open air game/Projects games
- TV: School matches, Open air games/Project games – 22 games from Tipsport Superliga
- Nova Sport is broadcasting the SSL games and makes a Floorball magazine
- Still growth in Social media: Instagram 19.000 (+25%), Mobile App 30000+ downloads Google Play rating 4,7, with 9000 active users/day during weekends
- Discussions ongoing with Czech TV for three years. Streaming all Superliga, Women Extraliga and 1 Liga Men. There are 135 productions from Czech Floorball 2 cameras.
- There is a limited interest with two of the main sponsors towards the SuperFinal, which has been communicated to the Clubs.

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- Main focus on the Club development – Super league and Women’s league

SUHV/House of Switzerland – Rise the awareness of the WFC

- A collection point for the 1.500 – 2.000 Swiss fans in Prague, to communicate with them
- To build a platform for international guests, sponsors, events and communication and Swiss fans and present the sport as a innovative and active community
- The objective is to raise the awareness of the WFC in Switzerland
- The House of Switzerland was branded with the government agency
- For WFC 2018 it will be in the old town Hangar Bar/restaurant and bar, open for Friday to Sunday, exclusive for Swiss Unihockey.

NBF/News

- NBF started a cooperation with a Sales Agency for sponsorship. The agency will start the evaluation of the market value of the NBF, which consists of three sports (bandy, field hockey and floorball).

7. Upcoming Events

WFC 2018 Prague, Czech Republic:

Mr. Urbar made a short presentation of the preparations. There was a 3vs3 urban floorball series played during the summer, with some 250 teams.

The final stage to reach Czech spectators, with an outdoor campaign to build the awareness and for the local fan-zones. The target is to attract all possible groups. LOC made a deal with Seznam (like Google) and Ocko TV (music channel).

The Fan Zones, will be in 10-12 cities from Thursday to Sunday, to make the Fan zones with big screens and beverages. Here the aim is to support the Floorball clubs and raise awareness. There will be 19 games on Czech TV.

The WFC will be on TV in Sweden, Switzerland, Finland, Latvia, Denmark, Slovakia, Singapore and discussions are ongoing with Germany, Norway, Russia, Thailand, Japan and China.

U19 WFC 2019 Halifax, Canada:

Mr. Kalsta made a short presentation of the preparations which re ongoing well. There is a focus to sell tickets to minor hockey clubs to secure a broad audience. The streaming production company has been chosen and a meeting has been held with the IFF. The sponsorship sales have started.

WFC 2019 Neuchâtel, Switzerland

Mr. Kasser made a short report that the web-site will be launched still this year neuchatel2019.ch. Swiss TV will cover the German and French part from the event, with web-TV from the group and live TV from the quarterfinals. The marketing plan is built to also learn how to approach the French speaking part of Switzerland and raise awareness. The campaign will start in three weeks with the Women’s EFT in Neuchâtel. There is a challenge to receive support from the City of Neuchâtel, which effects the support of the government.

The ballot will be in mid of February, after which the ticket sales will start.

Negotiations with PolarHD is proceeding well for the TV production.

CC 2019 Gävle, Sweden

Mr. Fält made a short report of the preparations of the Champions Cup in Gävle 3.-4.1.2019, in connection to the U16 District Championships. The awareness of the Champions Cup tournament among the spectators at the Swedish Super final.

Before the summer there was some social media campaigns with the CC countries.

WFC 2020 Helsinki, Finland

Mr. Nurminen made a short report about the preparation of the event. The LOC has built the event around the slogan “Love the Way You Play” and will launch the project on the 6th of November. The activation is built on the Road to Helsinki, with sponsorship for the

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two years. The Event Director will be the Hanne Pirkola.

The World Games 2021 Birmingham, USA

Mr. Liljelund to make a short report that the event will be played with 8 Mens teams during 5 days in July 2021. The qualification will be at the WFC 2020 in Helsinki, Finland

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

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

- The Sales work with about 80 companies, with only some offers out. The closest is probably Swiss Timing.
- The discussions are ongoing with Craft for 2020 and the apparel deal. Also discussions with Hummel and Puma.
- All the sales work is included in the Pipeline sales tool
- The Fan Value Base Survey of the floorball community will be conducted during end of the year, by five students. Nokia Phones will sponsor a phone for the 7 markets were the survey is conducted. The final report will be made in January.
- The TMG Sports in Finland are working with at least one company, after that three have declined and 44 Events in Switzerland are the two sales partners IFF are working with
- Renewal of IFF Material Sponsors for 2019 – 2022 is planned for the WFC 2022, but discussions are still ongoing.
- IFF is preparing references videos with our sponsors and Mr. Urbar will check if there is some Czech sponsor that could be used.

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

Mr. Kalsta informed about the status of the new IFF web-site launch and the .sport domain name, which was made on the 18.10.2018.

10. Marketing WFC's via National Federations / Local Clubs (IFF/TK)

How could the national associations communicate more about the WFC's in their respective countries / towards their member clubs?

Mr. Nikunen informed that there is a video campaign of the national players together with the National Lottery Company to promote the games in the local clubs. Also the National Team is making signed cards of the players, to be shared in all possible channels. There is also a competition to win the trip to Prague through the National Lottery Company.

Mr. Kasser told about the Swiss Pick-Star where the player can use the graphical filters in their Social Media channels, which also works as a competition.

Mr. Fält told that the SIBF is working with the clubs to raise the awareness of the WFC.

There was a discussion about building a social media battle to market the event, which Mr. Kalsta will promote.

11. Monetization of the IFF TV/Streaming rights (IFF)

The CCMNG discussed how should we be preparing ourselves to the situation when we need to strike a deal about broadcast rights (which will grant the commercial exploitation rights (advertising) to the media) or build an own OTT Channel.

Mr. Urbar felt that one option would be to use the big players like the Amazon or Facebook, to get the awareness, interest and the sharing of the products. There could be an idea to discuss with Facebook. Maybe we could find a partner for the WFC. The promotion is more important than gaining the money. Twitch could be also interesting.

Mr. Kasser felt that there could be interest for the International games and the WFC and Mr. Fält stressed that there could also be interest from TV to make more social content, like the

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series Lirarnas Spel-series (Players Game).

Also the possibility to have the second level sales right of the national leagues on an international platform.

We need to concentrate on the stars, the situations and create the stories for the broadcasters.

12. Any other questions

Mr Kalsta elaborated about his discussions with the company Uplause and their fan and brand activation elements. The goal is to negotiate a deal that the WFC's/LOC's could use the services with a fixed fee, the price is most likely the biggest challenge. There would be a need to involve the sponsors (as these can be branded)

- Uplause (www.uplause.com)
 - o Crowd games / Decibel meter / HugCam / KissCam / Social Wall on Jumbotron / customized solutions
 - o Voting e.g. Pepsi Player of the Match via IFF Mobile App (integrated) => results live on screen (voting can also be integrated to Youtube / FB Live)

There was general interest but as also noted by Mr Kalsta the price is a challenge. There will be some of these elements implemented in WFC2018 by a Czech company. Mr Urbar pointed out that AR (augmented reality) and VR (virtual reality) concepts will most likely be an issue in the coming years that people can consume the sport and enjoy the event in an extended fashion (which will also promote a possibility for new sponsor concepts).

13. Next CCMNG meeting

It was decided that the next meeting will be held on the 23rd of May in Copenhagen.

14. Closing of the Meeting
