



# World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

## APPENDIX 6A

# WFC 2018 – STATUS

## 3 months prior to the Event

### ORGANISATION

- ✓ Regular LOC meetings every month effectively done
- ✓ Timeline defined by Eventello kept
- ✓ Cooperation with World biggest equestrian event (starts directly after WFC) finally defined
  - Both Events will share certain equipment and services, no negative effect for WFC
- ✓ The final structure of LOC set
  - Newly named Head of VIP
  - Newly named Head of Adjacent events
- ✓ A trainee from the Faculty of Physical Education and Sport will join the team in September

### 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
- ❖ Challenging situation with fulfilling the planned Sponsorship income

### SERVICE AND LOGISTICS

- ✓ 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
- ✓ Internet concept for both halls discusses set



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## WFC PARTICIPANTS

- ✓ 2nd info letter sent
  - deadline for all the responses the first week of September
  - ❖ Denmark obviously partly in some organizational trouble
    - The accommodation invoice still not paid
- ✓ Team of Thailand most likely to spend 1 month training camp in the Czech Republic
  - LOC helping out with the booking of venues and accommodation facilities
- ✓ Ongoing contact with the IFF office
  - Personal meeting with Sarah Mitchell during her stay in Prague

## MARKETING AND COMMUNICATION

- ✓ Promotion campaign of Czech Floorball – Street Floorball League successfully executed
  - All planned 12 outdoor events in 12 major Czech cities took place
  - Up to 260 participating teams
- ✓ First major outdoor WFC campaign in Prague executed in August – billboards, double billboards, citylights etc.
- ✓ Major presence at the biggest international tournament in Prague – Czech Open
- ✓ Cooperation with Czech clubs set
- ✓ Cooperation with international media set
- ✓ WFC 2018 merchandising e-shop launched – wfcprague.com
- ✓ Focus on communication in autumn – detailed plan finished
- ❖ New IFF event website not to be launched

## 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
  - No totally new partners (all from present partners structure)
- ✓ Possibilities of partner activations and campaigns during the WFC defined

## MEDIA OPERATIONS

- ✓ The production offer by Czech TV sent to IFF



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- A rate card to be delivered
- ✓ Dialogue with Czech TV regarding the national broadcasting and promotion
  - WFC themes part of the Superliga broadcasts
  - Special promotional TV spot discussed
- ✓ Accreditation system launched – to be open until 31.10. 2018
- ❖ Production Contract prepared by Czech TV still not delivered to IFF

### VOLUNTEERS

- ✓ All volunteer positions defined and about to be combined with concrete names
- ✓ Dates for the volunteer meetings set
- ❖ Issue with the volunteer/organisers clothing
  - Longer than anticipated process of finding a supplier for the volunteer clothing
  - UNIHOC finally didn't accept the cooperation
  - Two solutions now in place, but the costs might get higher than planned

### COMPETITION

- ✓ List of technical exceptions delivered to IFF
  - Waiting for the final confirmation
- ✓ The cooperation with Czech Anti-doping Agency in place
- ✓ Accreditation system adjusted by IFF in cooperation with LOC
  - The groups, zones and privileges set
- ✓ The plan of the Test games for Friday 30.11. set
- ❖ Agreement with Arena Sparta – Podvinny mlyn still to be signed (legal obstacles)

### 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



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- after visit follow-up
- ✓ Discussion regarding the opening ceremony in process
  - First concept presented

## TICKETING

- ✓ The ticket sales slower during the summer as expected, but still satisfactory
- ✓ Final release of tickets expected in late September
- ✓ Highest interested still for final weekend and opening day
- ✓ First signals of interest in opening day from foreigner fans

## VIP

- ✓ Services and logistics for VIP still to be finalized
- ✓ The seating plan for the IFF guests delivered
- ✓ The VIP groups set and official invitations to the be sent in different stages

## 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
      - Club manager seminars
      - Discussion about possibility to run the seminars also in English to open the chance for foreigner participants
    - Experience Events
      - A Backstage Tour
    - Charity events
      - Crowd Funding for 3-4 charitable projects / 1 of them Wheelchair Floorball



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- International (IFF) events
  - General Assembly
  - IFF CB Meeting
- ✓ Time line for the events set

### FANZONES

- ✓ So far still ten to twelve Fanzones planned in regions of the Czech Republic
  - National meeting with all the Fanzones managers organized
  - Common Guidelines for organization issued and clear
  - Eight Fanzones planned outside, four inside