



World Floorball Championships 2018

December 1 – 9 / Prague / Czech Republic

WFC 2018 – STATUS

Final Report

ORGANISATION

- ✓ The LOC managers were mostly well picked and had a good control of the different aspects of their sections
- ✓ The most important part of the organization were the volunteers as well as the employees of Czech Floorball who were ready to make the best event
- ✓ Cooperation with the Jury and Referee Management as well as with the IFF Office was very smooth and well working
- ✓ Cooperation with the Equestrian Event went well and gave LOC certain advantages – especially in the areas of light rigging, branding, internet, VIP rooms, media centres etc.

ECONOMY AND FINANCES

- ✓ To be finalized, first info delivered at the CB meeting

SERVICE AND LOGISTICS

- ✓ Accommodation
 - No major issues reported regarding the accommodation of either the IFF officials or Teams
 - Only 2 teams have not accepted the accommodation offer from LOC
- ✓ Transport
 - ❖ Over 600 WFC organizers and participants got a free access to all the official Prague public transport thanks to a cooperation with the Prague Public Transit Company
 - ❖ The same company was responsible for the Team bus transport and that was not very successful - especially at the beginning of the tournament, there were some problems with late arrivals, even situation with almost missed practice and so on. It was a very good deal for the LOC as it was a included in the cooperation with the city of Prague, but it has negatively influenced the organizational standard LOC wished to provide the teams
 - ❖ Individual transportation worked very well



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WFC PARTICIPANTS

- ✓ All the teams were supported by the local Team Guide and there were no major issues to report

MARKETING AND COMMUNICATION

- ✓ Most of the major Czech Floorball partners contributed to the WFC
- ✓ New Partners interested in smaller financial or barter cooperation
- ✓ All in all 31 partners were present (which helped organized the WFC at the planned level, but means also enormous amount of work especially in the last months)
 - 2 Major partners
 - 4 IFF partners
 - 4 Official partners
 - 4 Institutional partners
 - 2 Partners
 - 1 Official transportation partner
 - 9 Suppliers
 - 6 Media partners
- ✓ Corporate identity of the Event helped to raise overall level of WFC, big investment into branding of the arena improved the spectators experience,
- ✓ Merchandising sales satisfactory, almost the full stock sold out, service was outsourced (right decision)
- ✓ Media interest in the Czech Republic
 - 2 600 articles
 - Czech TV broadcast: 68,5 hours within 9 days
 - The most watched game semi CZE vs FIN 700 thousand viewers
 - 59,3% of Czech inhabitants (18+) were aware of the WFC 2018 taking place
 - 24,3% of Czech inhabitants (18+) were actively following
- ❖ Unexpected costs connected with the building of the Event website for the Czech audience

MEDIA OPERATIONS

- ✓ A total of 229 media representatives (TV, Radio, Press, Photo) accredited for the event
- ✓ 3 major TV-right holders (CZE, SWE, FIN) present at event during the whole tournament
- ✓ 3 TV Studios in the O₂ arena, 1 TV studio in Arena Sparta
- ✓ 5 commentary positions in O₂ arena, 2 commentary positions in Arena Sparta
- ✓ All matches produced (international signal) and streamed (IFF Youtube channel) by Czech TV



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- ✓ 2 radio broadcasters present (CZE, SWE)
- ✓ The TV production was on a very high level, since the host broadcaster invested more cameras than had to
- ❖ The streaming was not working well and there were several breaks lasting for longer period of time, caused by the lack of experience on the Czech TV side with internet signal upload.

VOLUNTEERS

- ✓ All the positions that were planned to be covered by volunteers were successfully filled
- ✓ The cooperation with the volunteers went well and there were no major issues regarding their behavior
- ✓ There were enough of highly motivated people, who were proud to be part of the event
- ✓ There were not only floorball enthusiasts but also regulars who take part in other sports events and WFC was an interesting challenge for them
- ✓ Special events for the volunteers were organized such as a possibility to play in the O2 arena as well as a special meeting with the Czech Team players
- ❖ The volunteer clothing had to be purchased (for a discounted price) as there was no partner who would have wanted to provide the gear free of charge
- ❖ Couple of volunteers didn't arrive on the appointed day without an excuse despite the signed contract and 2 people had to be dismissed from their job during the event

COMPETITION

- ✓ All the games were played as planned and there were no major issues regarding the changes in the schedule during the tournament week
- ✓ A total of 24 Doping tests were conducted during the WFC
- ✓ A new feature of TEST GAME was introduced on the days prior the start of the tournament which has helped LOC a lot to avoid any major surprises on the first competition day
- ❖ The floor delivered from Slovakia for the B-Arena was not in the good shape and was rolled the wrong way, which has caused a delay of the preparational work. During the tournament, the floor had to be repaired a several times as every now and then, there were occurring some uneven spots with the air bubbles
- ❖ On the day of official practices in the competition venues (Friday, November 30) the water supply in both halls was off (for about 5 hours) thanks to an major accident in the Prague's quarter of Liben. All teams practices were fortunately conducted as planned, but access to showers and toilets was limited. Enormous effort from WFC was taken to speed up the repairing efforts through the office of the major, chairman of the district and city water supply company.



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SPECATORS EXPERIENCE / VENUE ENTERTAINMENT

- ✓ Very well received Opening ceremony
 - Combination of Audiovisual and live performance
- ✓ Spectators experience
 - **entertainment in the bowl**
 - Speakers
 - DJs
 - Special displays for the whole event – LED, arena jumbotron, 4 specially installed big projected “scarfs” in the corners of the arena
 - Mascots (5 in total)
 - Cheerleaders

The atmosphere in the hall was great and people seemed to have had fun.

Special issues came up after the tournament from the Swedish Channel Discovery, that was not satisfied with some of the features – such as the Cheerleaders and some of the Mascots moves. LOC has reflected over the reproaches. LOC is of the opinion that this is surprising as the level of “correctness” was set very high, much higher than it is visible with other major sport events in most of the world regions.

- **entertainment in the spectators corridors**
 - stands by many different partners and suppliers
 - special WFC 2018 zone – planes were to use it more than was realized
 - Helsinki 2020 promotion stand
 - special visual style of fast food stands

The corridors offered many different forms of entertainment, possibility for refreshment as well as of purchase of merchandising.

- **outdoor (around the arena) events**
 - RED BULL music truck used outside of the arena to entertain people in the queue
 - Floorball Point Harfa place in the shopping centre next to the arena
 - Floorball field
 - TV screen and chill out zone
 - Information stand about WFC 2018
 - Floorball pics exhibition
 - Merchandising stand
 - Holba sampling

Floorball point Harfa was a place where visitors of the Shopping centre could learn about the WFC, could try out floorball, could watch the streaming of the games, could purchase merchandising etc. Very popular by kids, with daily competitions...Attracted many who just passed by.



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- ✓ Special “Behind the scenes” tour was organized as sold service, hosted by former Czech National Team player
 - 75% of the capacity sold
 - 2 tours in English, the rest in Czech
 - Very positive feedback from those taking part
 - Czech dressing room as well as photo positions by the rink the most attractive spots

TICKETING

- ✓ The final income from ticketing over 37 mil. CZK (1,4 mil EUR), higher than expected
- ✓ The final amount of distributed tickets (sold, give always) over 88 thousand
- ✓ Up to 10 thousand of foreign fans
- ✓ Overall attendance record – 181 518 spectators, single game record - 16 276 spectators
- ✓ Success with the plan to highlight the opening weekend, so the WFC starts at the high level.
- ❖ Although there is very big satisfaction with the overall spectators interest, good to mention there were about 400 tickets left to sell on the final day. These were in the cheapest very high rows – long distance to the floor..

HOSPITALITY

- ✓ Over 1000 guests invited to the WFC 2018, almost 700 accepted
 - important floorball personalities
 - national politicians
 - local politicians – majors from 50 cities visited the opening day
 - government representatives
 - other sports federations representatives
 - current and former marketing partners
 - potential marketing partners
- ✓ more than 800 individuals purchased the VIP upgrade (a hospitality ticket supplement)
- ✓ North Lounge – the main official VIP, the service strictly set same for all matches regardless of home matches
- ✓ West Lounge
- ✓ Club Floor – own O2 arena VIP level, around 8000 VIP guests visited this during WFC, 2000 on the final day.

ADJACENT EVENTS

- ✓ IFF General assembly
 - Organized in official hotel
 - Location, room and some special design worked very well
- ✓ VIP Events



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- Successful meeting with the Mayors – over 50 of them came to the hall on Saturday, December 1 and followed the opening day of the WFC
- Reception hosted by the president of the Czech Olympic Committee in 777 Skyclub of O₂ arena
- ✓ Marketing events at O₂ arena
 - Special tournament for Czech Floorball long term partners as well as VIPs played on Wednesday December 5, followed by a Reception for 150 people at the VIP
 - 8 Partners teams
 - Final of the Street Floorball League played on Friday, December 6
 - 12 participating teams – winners of the district tournaments
 - half of the final game played during the Quarterfinal of Sweden and Latvia
- ✓ Educational events
 - International Coaching Symposium held on Thursday, December 6
 - 280 participants
 - 30 foreigner participants
 - 8 countries represented
 - Key Speakers from 3 countries:
 - Antidoping Education by IFF

FANZONES

- ✓ 12 Fanzones in 12 different cities were built and were open for spectators in the period 6.-9.12.
 - 7 inside, 5 outside
 - Over 4 500 visited the Fanzones, little less than expected, thousands of by passers in outside fanzones not counted
 - The most visited day was the Semifinal day – Saturday 8.12.
 - Many local prominent people and politicians visited the Fanzones and took part in the adjacent events (tournaments, competitions, interviews etc.)
 - Several of the local organizers got new club members after WFC
 - Overall evaluation: but for 1 place, all the others were pretty satisfied and have seen the project as worth the effort and the financial contribution, many mentioned new gained experience
 - Some even interested in creating such a Fanzone during WFCs played abroad
- ❖ The outside Fanzones were influenced by weather which was quite bad – cold and rainy