

### IFF Core Country Marketing Network meeting in Bern, Switzerland, 02.03.2012

<b>Participants:</b>	CFbU: Mr. Filip Suman,	CFbU secretary general
	SSBL: Mr. Ismo Haaponiemi,	SSBL secretary general
	FG: Mr. Mathias Liebing,	FG board member
	LFS: Mr. Edgars Ikstens,	LFS responsible for communication
	SUHV: Mr. Daniel Bollinger,	SUHV secretary general
	NBF: Mr. Marcus Nilsson,	NBF Marketing responsibility
	IFF: Mr. Risto Kauppinen,	IFF Marketing function chair
	Ms. Merita Bruun,	IFF Information Manager
	Mr. John Liljelund,	IFF secretary general
	Excused: Mr. Lars-Gunnar Tjärnquist (SIBF)	

#### Report on present issues

##### 1. Roll call

Mr. Kauppinen made a short introduction of the Marketing Function and the idea of forming an IFF Core Country Marketing Network and the tasks and objectives.  
A short introduction round was made in order to introduce the newcomer to the group.

##### 2. Follow-up on everybody's marketing activities and sponsorship sales

**CFbU:** The whole Czech sports marketing system has changed dramatically, due to the change of the national lottery legislation, forcing the Lottery companies to pay lottery tax. The CFbU has lost their main partners Fortuna (Lottery) and Skoda. The CFbU has been able to gain two new main sponsors one local insurance company and a French bank, based on a targeted search. The financial situation stays the same. The CFbU has created a marketing department and will from the 1<sup>st</sup> of April have two employees in the Marketing & Media department. One task is to build a new web page. The Men's and Women's leagues are now for the first time played as a single Superfinal on the 21<sup>st</sup> of April in the O2 Arena. It is easy to communicate the Superfinal to potential clients. The situation with the Czech TV has changed and the sports need to at least partly finance their TV productions. So it is really an interesting and challenging situation for the federation.

**LFS:** The financial situation in Latvia is challenging, especially when one possible sponsor, a bank has gone bankrupt and is not in a position to support the LFS. The LFS has been able to raise the visibility and the number of matches covered on the web TV. The LFS also started the cooperation with the channel 6 and is asking for permission to use footage. LFS is looking for a possibility to seek funding from the EU and is asking for help from the other countries. LFS is to share information to the Core Country Marketing Network group.

**SUHV:** The main focus is on the sponsorship sales for the Men's WFC through the federations marketing agency. There are positive signals from the SUHV main sponsor Mobiliar in front of the WFC and with Spar. There are plans to also find a in-house solution on the marketing field in addition to the marketing agency, since the two main sponsors Mobiliar and Rivella's agreements will end during the spring of 2013. The SUHV has to pay all TV production and all related costs for TV, which forces only to use web-TV coverage for the Swiss Cup finals and the Finals.

**FG:** Since the FG is not a part of the DOSB, there is no official support for the federation. There has been created a marketing strategy with a Final Four Event for the Cup. The organization of the U19 WFC and the WFCQ has given Floorball in the main German media. Big successes by increasing the acknowledgement of the sport in a number of fields. Some matches are streamed on a web-TV channel and a lot of regional medias are getting interested about Floorball. A web-TV test will be made during the spring with a German company for continuous web-TV coverage as the third sponsor

## Report on present issues (cont.)

**NBF:** The NBF's main problem is that there is no strategy defined in which direction to move in, in order to grow.  
There is a project to sell the web streaming to the TV companies; there are a lot of efforts made on an educational focus.  
The Material Equipment sponsorship agreements are ending in 2012.

**SSBL:** The SSBL is starting a new project for the Men's Salibandyliiga with the insurance company Pohjola in order to strengthen the marketing of 5-6 league clubs.  
There are projects to enhance the communication and marketing strategy during 2012, in order to re-define the situation. One aim has been that the SSBL would be ahead of others on the digital media and in the use of these solutions in the sporting market – now the question is if this is the right objective for the federation.  
The sponsor situation is quite stable at the moment. It is hard to sell the Men's National team, since they are not playing enough to have a commercial value.  
There are some plans to make some commercial apps for telephones.  
There has been a youth Floorball TV program – Säbämestarit (Floorball Masters).

**IFF:** The focus has been on enhancing the web stream and TV visibility and looking over the strategy of how to solve the sales of IFF's sponsors. A target lists of potential companies has been made and we are looking for ways to start the sales.

### 3) *What type of marketing materials are needed to support National Associations*

To build a dropbox with sales materials and marketing solutions used in different countries.  
Also a bank of televised National Team games and a system to distribute them.  
An idea is to build a system for distributing TV material from National Team matches

### 4) *Discussion about the IFF Events marketing Pyramid – number of sponsors*

The IFF General Assembly decided in Helsinki in 2010 upon the IFF Marketing Strategy, which defined the Sponsorship Pyramid.  
The IFF has in our pyramid had the following elements:

	IFF	LOC
Title/Official	1	-
Main	2	6
Event	-	8
Material	4-6	4-6 (max 12)
Media	3	3 (possibility for as many without visibility in field)

If there is additional space free close to the Event start, in a whole sale the buyers can only have less visibility (in places) than the local category.  
The Swiss special situation for the "Leading" sponsor will be separately discussed between IFF and SUHV

### 5) *Marketing of National Leagues worldwide in English*

Mr. Kauppinen presented different ways to compare the visibility of the different National Leagues on a number of parameters. One way could be for the National Leagues to promote their own leagues in English on the web and social media.  
The group discussed different ways to promote the National Leagues and it will be discussed later.

### 6) *Recommendations on voluntarily market each IFF Event in the national federations*

Mr. Kauppinen would like to have a list of recommendations on how every National Association can market the coming IFF Events. Activating Actions that could be made:

- Nominate person responsible for the National marketing
- Social media & web site updates by National Associations (For Free)
  - o WFC logos on web page, Event RSS feed
  - o National ticket sales for the Event
  - o Video clips, Start to Follow Facebook
  - o Build a generic WFC Facebook page
  - o Use National Events, Newsletters etc.
  - o Nationals Team jerseys

### Report on present issues (cont.)

#### 7) *FBL Floorball game status*

Mr. Liljelund made a short presentation about the FBL Floorball game.

The interested Associations can contact IFF/Liljelund and Liljelund, will put these together with the Prodigium Game Studios.

#### 8) *IFF Corporate Identity*

Mr. Liljelund presented on behalf of Mr. Tjärnquist the Swedish proposal for the IFF Corporate Identity.

The proposal is to act as a base for the Corporate Identity and the IFF will produce a graphical instruction for how the organizers are to use it.

The general comments were:

- The proposed frame is good and will work for all IFF Events
- There need to be the same font in the organizers side and the IFF bar
- The size of the left IFF side has to be fixed, with the present ratio
- The logo has always to be approved by the IFF and it has to have one element that can be used separately in other materials
- The IFF Core Country Marketing group shall prepare the guidelines of usage and make the test of how it is used.

#### 9) *IFF Corporate Identity*

Mr. Liljelund presented on behalf of Mr. Tjärnquist the Swedish proposal for the generic Champions Cup logo. The group found the proposal to be quite good and had some issues:

- Can the colors be fixed as gold
- The stars might not work as well in the other materials and in only two dimensions and black/white.
- There needs to be a test with just two dimensions

#### 10) *Other issues*

Ms. Bruun made a short presentation of the proposal of the new generic Champions Cup web page. The proposal was discussed.

#### 11) *Next steps and actions*

The next meeting will be held in June and the participants are asked to come back with their ideas for that meeting.

### Upcoming meetings and issues

- Next meeting will be held in connection to the Czech Open on the 17<sup>th</sup> of August in Prague, Czech Republic, place to be defined by the Marketing function.

### Issues that need to be discussed or decided upon or taken action upon

- General discussion about the Name of the Sport, which will have to be discussed in the next upcoming meetings.
- Idea - The National Teams/National Leagues could be called Floorball