



COMPETITION

Provisional Schedule

	Wankdorfhalle (Berne)	Saalsporthalle (Zurich)	Hallenstadion (Zurich)
Dec 2 – 5: Preliminary R.	3 Matches / Day	3 Matches / Day	
Dec 6: Quarterfinals, Placement R.	4 Matches	4 Matches	
Dec 7: Placement R.	3 Matches	3 Matches	
Dec 8: Semi-Finals, 5th Place Match			3 Matches
Dec 9: Finals			2 Matches

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COMPETITION

Team Information: Information Letters

	Date	Content
I	March 2012	General information country/host cities, organization, venues, ticketing, accommodation, transportation, accreditation, schedule, milestones
II	June 2012	Reminders, updates, training possibilities
III	October 2012	Reminders, updates, media, dvd, catering, team schedules, ceremonies
IV	November 2012	Technical meetings, last details, players party


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MATERIALS & LOGISTICS

Transportation System



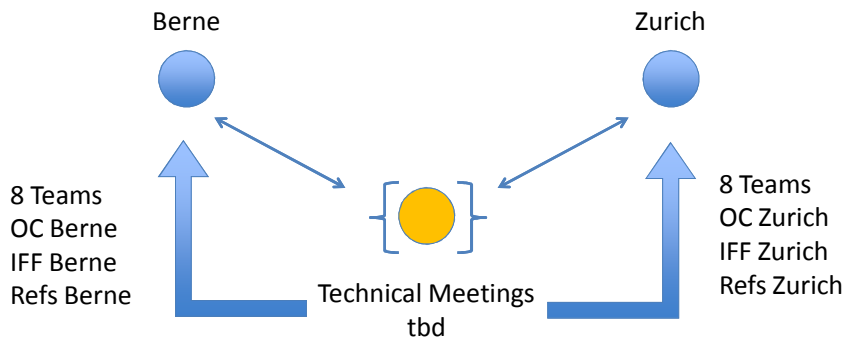
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MATERIALS & LOGISTICS

Stage 1 (Day 1 – 5): Splitting



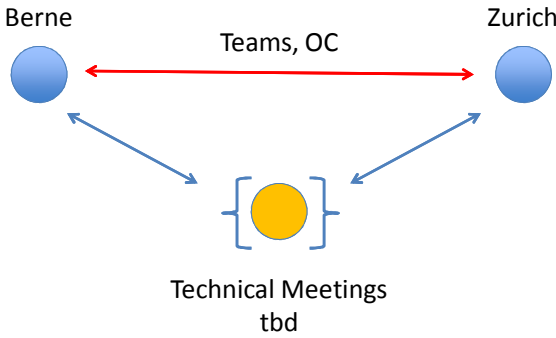
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The diagram illustrates the splitting of teams for Stage 1 (Day 1 – 5). It shows two main locations: Berne and Zurich, each represented by a blue circle. Below each location, a list of resources is provided: 8 Teams, OC (Organizing Committee), IFF (International Floorball Federation), and Refs (Referees). In the center, a yellow circle is enclosed in brackets, with the text 'Technical Meetings tbd' below it. Blue arrows point from the central yellow circle to both the Berne and Zurich locations, indicating a central coordination point for technical meetings.




MATERIALS & LOGISTICS

Stage 2 (Day 6): Mixing

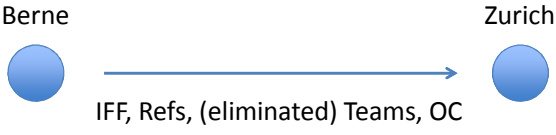


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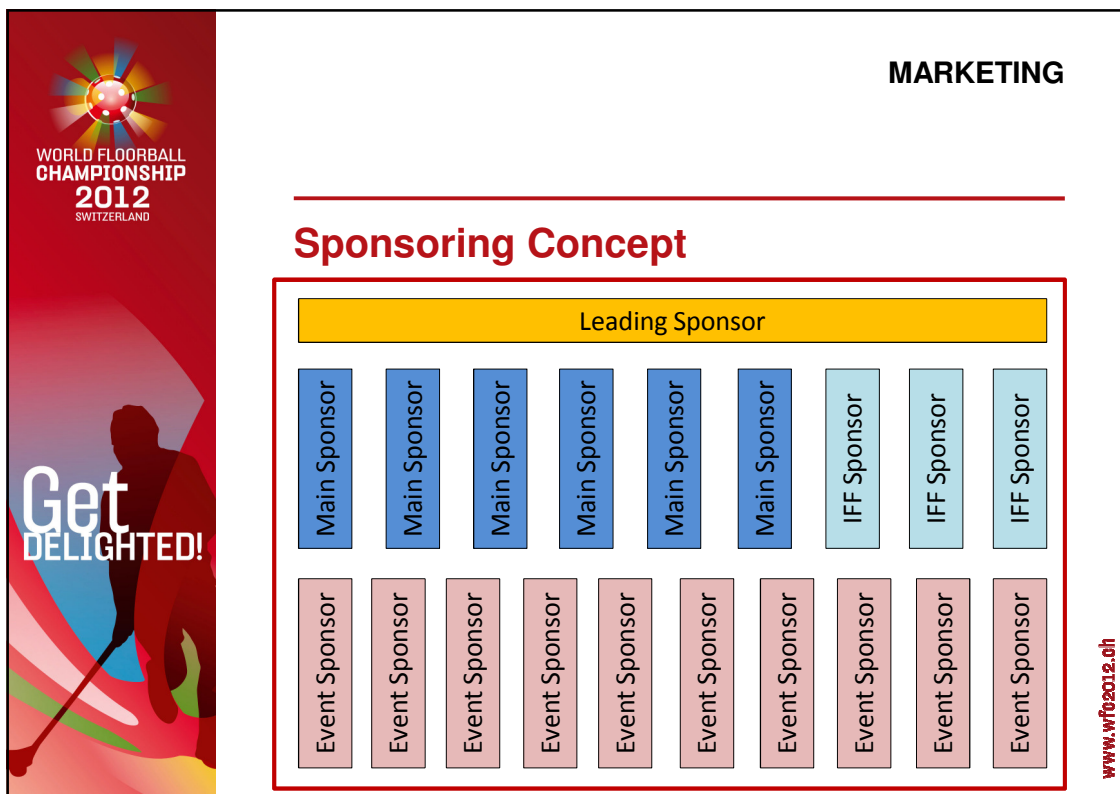
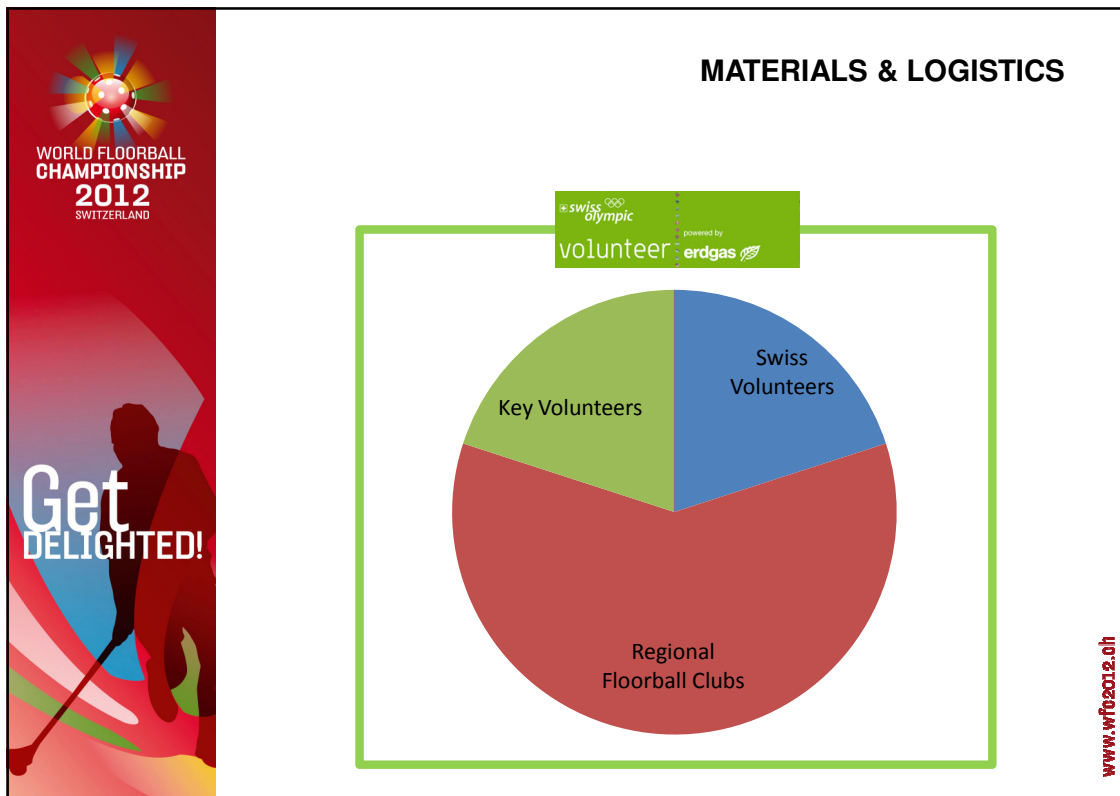


MATERIALS & LOGISTICS

Stage 3 (Day 7, 8): Merging



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MARKETING

Ticketing

Start ticket sale: March 9th, 10am

Prices (day passes):

- Wankdorfhalle: CHF 22.00 – 55.00 (+11.00 QF)
- Saalsporthalle: CHF 44.00 (+11.00 QF)
- Hallenstadion: CHF 55.00 – 99.00

(Discount for juveniles under age 16 and groups with more than 12 persons)

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MARKETING

Communication

Intern Target Group:

- IFF
- Floorball Association/Clubs
- Floorball Community

Tools:

- Homepage
- Social Media
- Publications
- Events
- Channels IFF

Message: get delighted!

Extern Target Group:

- Public
- Media
- Sponsors

Tools:

- Homepage
- Social Media
- Events
- National Campaign

Message: Witness when Switzerland tries to trip Scandinavia up!

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MEDIA

National TV

- Live Matches: Intention to show semi-final and final (if Swiss Team is playing), interested in showing opening game and quarterfinal (with Swiss Team)
- Daily reports in sports shows
- Reports previously to WFC2012

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MEDIA

Homepage, Social Media

- Launch of the official WFC2012 Homepage www.wfc2012.ch on March 1st.
- WFC2012 on Facebook: www.facebook.com/wfc2012ch

www.wfc2012.ch



WORLD FLOORBALL
CHAMPIONSHIP
2012
SWITZERLAND

**We are looking forward
to welcoming you in
Zurich and Berne!**

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DELIGHTED!**

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