



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

Appendix 14

Helsinki, Finland, 15.02.2011

To: The IFF Core Member Associations –
(CZE, FIN, GER, LAT, NOR, SWE and SUI)
Secretary Generals

CC: The IFF Core Member Associations -
Presidents

INVITATION

Dear Mr. Secretary General,

I hope this email finds you well and that the year 2011 has started in a positive way for all of you.

The IFF General Assembly, held in Helsinki on the 10th of December 2010, decided in connection to the approval of the IFF Marketing Strategy for the coming years, that a networking group consisting of the persons responsible (i.e. the employee) for the daily running of the National Association's marketing activities should be founded by the IFF.

The thinking of the IFF Marketing function is that the aim of this group should primary be to create a network between the employees in the core countries responsible for marketing on a day to day level. In order to get to know each others markets and marketing solutions, this again to be able to co-ordinate the different activities and share ideas.

We still need to find ways of making our message stronger and to get it out to the grand public, as well as to build a common strategy towards sponsors and to get to know the structure of sponsors in each country, thus sharing the experience of looking of the fields of industry that are interested in Floorball. It is also important for the IFF to explain the IFF approach to the countries, so that they see the advantage in the marketing system, IFF has built, really has for the member associations. This is going to be a networking group, not a place for decision-making!

The idea is to share and build best practises and also have co-ordination, so that resources are not used in vain. We do not believe that we can wait to have great results directly, but hopefully in 12-24 months, that will be helpful for all IFF Member Associations, as well as the IFF. This networking group would also help to build a common view on how to approach TV.

We would like to invite one representative, responsible for the day to day operational marketing work in the National Associations, to participate in the Core Country Marketing Network meeting to be held **in Helsinki, Finland on Wednesday the 16.03., 2011 at the Rantasipi Airport hotel from 12.00 - 17.00**

Please kindly answer to this invitation and name the person, that will participate in the meeting no later than the **3rd of March** to Mr. Liljelund, in order for all preparations to be made. We would like to invite the participating associations to raise topics and put forward questions they want to be discussed during the meeting to the IFF secretary general, also no later than the 3rd of March.

IFF will prepare the agenda for the meeting after we have received the input from the participating member associations. However the IFF Marketing Function is looking forward to present the IFF Marketing Plans for 2011 - 2012 in the meeting.

Looking forward to receive the information of your participation and your input for topics to be discussed, we remain with kindest regards,

Risto Kauppinen
IFF Marketing function, chair

John Liljelund b.d.
secretary general

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