

IFF Core Country Marketing Network meeting in Upplands Väsby, Sweden, 30.08.2011

Participants:	CFbU:	Mr. Filip Suman	CFbU secretary general
	SSBL:	Mr. JP Lehtonen	Finnish League marketing director
	FG:	Mr. Mathias Liebing	FG board member
	NBF:	Not present	
	LFS:	Not present	
	SIBF:	Mr. Jonas Carlberg	SIBF Marketing director
	SUHV:	Mr. Daniel Bollinger	SUHV secretary general
	IFF:	Mr. Risto Kauppinen,	IFF Marketing function chair
		Mr. Tomas Eriksson,	IFF President
		Mr. John Liljelund,	IFF secretary general

Report on present issues

1. Opening of the meeting

Mr. Kauppinen welcomed everyone to the second meeting of the Core Country Marketing Network meeting. It is a pity that there are no representatives from Latvia and Norway. The aim of this meeting is to share best practices in the different countries, in order to learn from each other.

2. Presentation of the new IFF Marketing presentations

Mr. Kauppinen made a short presentation of the renewed IFF Marketing presentation, which has been built with the aim as a generic sales presentation for the sport. The presentation has been made by the IFF Marketing function. One idea is that the national associations can use the material as a part of their own marketing materials.

The content of the presentation was discussed and an idea was fostered, that the material should now be given to a graphical company.

The group discussed the price of the packages proposed in the presentation. The problem is that the level of the IFF partnership is relatively small, in connection to the local sponsors, but one of the reasons is that IFF can't produce as great number of contacts, as the national associations.

It was felt that it would be a benefit that IFF would have a Title sponsor, since it would make the national sales easier. The present prices are still quite reasonable.

The relative value of our consumer contact is still relatively low, due to low TV visibility. It is hard to sell a product without knowing which TV-station is showing the games.

The problem is that the commercial value is not big enough; we need to have more TV.

3. IFF Marketing Strategy and Sales situation

Mr. Liljelund gave a short report about the way the commercial sales for IFF Sponsors are built for 2011-2014.

IFF is looking to have 1 Title sponsor, 2 Main sponsors and a maximum of 6 material partners. These are given and their fields industry is exclusive. The rest of the space is given to the LOC and the sales are divided IFF (30%) and LOC (70%), with the sales responsibility totally for LOC. IFF is by this, giving the whole market for the exploitation of the LOC.

The split of the visibility between IFF and LOC concerning space in the Arena was discussed in detail. The problems related to the price level and number of commercials for each party was also discussed.

Report on present issues (cont.)

4. *Ideas for new generic IFF Competition logo's*

The idea of having one corporate identity for the IFF Competition logo.

The IFF proposal has been made to have a generic logo that brings the elements of the present IFF logo, in order to build on the brand value.

The discussion was concentrated on how much freedom should be given to the organizer, to elaborate with the logo.

A number of ideas were presented, where the level of the freedom differed somewhat.

One idea was to remove the different colors from the event logo and just have the top and bottom as it is and then have just a white ball in the middle.

The IFF Office will make a final proposal based on the discussion of the network group for the new corporate identity for the logo.

- The compromise is to include the color in the IFF text surrounding, removal of the black round circles, change the ball to white and always include the name Floorball in the competition name.

5. *Present Sponsors in the Different Associations*

The present countries gave an update of their national sponsor situation.

The result is presented in the attached document.

6. *Positioning of the Floorball Brand on a national and international level today and tomorrow*

Mr. Carlberg started by presenting the brand analysis of Floorball made by the Swedish Floorball Federation. The content of the analysis was very interesting and shows the same results as the analysis made by IFF prior to the IFF General Assembly in 2010.

The results of the very active discussion will be worked upon and presented to the group later in September.

7. *TV situation for the Autumn*

Mr. Liljelund made a short presentation of the present TV situation, which is quite challenging, since we only have secured some of the TV visibility in the different countries. IFF has negotiated a deal with Eurosport, which secures five matches from the Champions Cup and at least four matches from the Women's WFC.

The present situation is attached.

8. *FBL Floorball Game status*

Mr. Liljelund reported on the situation with the FBL Floorball game after the Swedish League organization SEI had informed the developers that they are not interested to include SuperElit series in the game.

The developers have been interested to look at a possibility to include the Swiss Mobiliar league and the Czech Fortuna League in the game, in order to be able to publish a second version, in order to then be able to create a console game (Xbox), which would have a much larger presence on the market and would help to spread Floorball.

9. *Next steps and actions*

The next meeting will be held starting with dinner on the 10th of January and the meeting on Wednesday the 11th in Berlin, Germany.

Upcoming meetings and issues

- Research possibilities on how to make the Marketing Presentation more visualised.
 - IFF to send out a present split between the space reserved for IFF and the LOC in IFF Events.
 - The IFF Office to make a final proposal for the generic competition logo for IFF Events.
 - The Swiss and Czech associations to elaborate if they are interested to have their Men's leagues included in the FBL Floorball Game.
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**Issues that need •
to be discussed
or decided
upon or taken
action upon**

**New ideas,
etc...**