



**IFF Associations Meeting, 9<sup>th</sup> and 10<sup>th</sup> of December 2011 starting at 10.30 AM,**  
At the Wallhalla Hotel St.Gallen, Switzerland

Friday: 10.30 – 16.30 Meeting, with lunch  
Saturday: 09.00 – 13.00 Meeting, with lunch

**A G E N D A**

**Day 1 – Friday, 9<sup>th</sup> of December, 2011**

- 1. Welcome by the President of IFF (5-10 minutes) (TE)**  
- key points of the development since the last General Assembly in Helsinki 2010
- 2. Presenting the agenda for the meeting (20 minutes) (JL)**  
- Present Issues:
  - Competition structure (FS)
  - Introduction of the Development Manager (JL)
  - CIMO Project (KS)
- 3. Result of pre-survey (25 + 45 minutes) (JL)**  
- Five major challenges – five recent success in our member association  
- Present organisation of IFF member associations (organisation structure, committees employees  
- WORKSHOP: What direction shall the IFF support have in the future?  
- mixed groups

**Lunch Break 12.15 – 13.00**

- 4. Presentation of the Workshop (45 minutes)**
- 5. IOC Full Recognition Implications for Floorball (25 minutes) (TE)**  
- The needed actions for IFF in order to reach the Olympic Games  
- The IOC Short List system – what is it?
- 6. Floorball on the way to the Olympics (30 minutes)**  
- The importance of multi-sport events  
- Key Note Speaker: Jean-Laurent Bourquin???  
- Q&A (10 minutes)
- Coffee 14.50 – 15.10
- 7. Universalism in Sports (20 minutes)**  
- The example of the Universiade, FISU Director general, Eric Saintrond???  
- Q&A (10 minutes)
- 8. Information topics (30 minutes)**  
- Topic: tbd  
- **5<sup>th</sup> WUC Floorball Men & Women Prague, Czech Rep. 2012 (max. 7 minutes) (LOC)**
- 9. End of Day one summary (TE)**



# INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

## Day 2 – Saturday 10<sup>th</sup> of December 2011

10. **The IFF Licence System - Actions needed to fulfil the set objectives (20 min)** (TE)  
- Details, objective and Implementation of IFF Licence system 2012 -  
- Political importance
11. **Different Development stages in Floorball (25 minutes):**  
- The Early Days – Tomas Jonsson (NOR)/Pekka Mukkala(FIN)  
- Introducing Floorball to a new Country – Martin Vaculik (CZE)  
- A growing Sport in a small country – Ain Lillepalu (EST)
12. **Available IFF Material and where to find it (10 minutes)** (MB)  
- The IFF Information Strategy and tools  
- IFF Materials
13. **Workshop (strategy groups) (35 minutes)**  
What can IFF do to support the licence implementation?

Coffee break: 10.30 – 10.45

14. **Workshop results (30 minutes)**
15. **Positioning of the Floorball Brand (20 minutes)** (JL)  
- IFF Core Country Marketing Network group
16. **Marketing and TV (30 minutes)**  
- Key Note speaker: Timo Lumme IOC
- Comments by Floorball person (5 minutes)**  
Person: ???
- Q&A (10 minutes)**
17. **Presentation of cooperation and upcoming IFF Events (25 minutes)**  
a) **Special Olympics co-operation (10 minutes)**  
- Mr.  
b) **4<sup>th</sup> U19 Women Slovakia 2012 (max. 7 minutes)** (SFF)  
- Mr.  
c) **9<sup>th</sup> WFC Men Bern - Zurich, Switzerland 2012 (max. 7 minutes)**  
(SUHV)  
- Mr.
18. **Closing of the meeting** (TE)

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