



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

IFF Associations Meeting, 9th and 10th of December 2011 starting at 10.30 AM,
At the **Hospital St. Gallen / Kantonsspital St. Gallen**, Rorschacher Strasse 95, 9000 St. Gallen

Friday: 10.30 – 16.15 Meeting, with lunch
Saturday: 09.00 – 13.00 Meeting, with light lunch

A G E N D A

Day 1 – Friday, 9th 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 Coordinator (JL)
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 Vice President, Mr. Leonz Eder
 - Q&A (10 minutes)
8. **Information topics (30 minutes)**
 - Special Olympics co-operation (10 minutes) – SOEE representative Mr. Denis Doolan
 - Signing of the Proclamation
 - **5th WUC Floorball Men & Women Prague, Czech Rep. 2012 (max. 7 minutes)** (LOC)
9. **End of Day one summary** (TE)

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Day 2 – Saturday 10th of December 2011

10. **The IFF Licence System - Actions needed to fulfil the set objectives (20 min)** (JL)
- 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)
- 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 services 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)**
- Building the relationship with TV – case Czech TV (FS)
- How to build an overall Marketing strategy for Floorball (LGT)
- Floorball and Media & Marketing Downunder (SK)
- Comments by Risto Kauppinen, IFF Marketing function and Jean-Laurent Bourquin.
(5 minutes)
- Q&A (10 minutes)**
17. **Presentation of cooperation and upcoming IFF Events (25 minutes)**
a) **4th U19 Women Slovakia 2012 (max. 7 minutes)** (SFF)
- Mr. Teodor Turay, Slovak Floorball Federation
b) **9th WFC Men Bern - Zurich, Switzerland 2012 (max. 7 minutes)**
- Mr. Daniel Bollinger, SUHV secretary general
18. **Closing of the meeting** (TE)

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