

Evaluation meeting of the Champions Cup 2011, between the stakeholders on the 26th of October, 2011 at the Mövenpick Airport Hotel in Zurich,

Participants:	Czech Rep:	Filip Suman
	Sweden:	Lars-Gunnar Tjärnqvist
	Finland:	Ismo Haaponiemi
	Switzerland:	Edwin Wiedmer and Daniel Bollinger
	IFF:	John Liljelund

Report on present issues

1. Opening of the Meeting

Mr. Filip Suman opened the meeting and wished all the participants warmly welcomed and was thankful that all had been able to join the meeting with such short notice. He further made a short recap of the process which led to the 1st edition of the Champions Cup in Mlada Boleslav in 2011.

2. Re-cap of the CC 2011 in Mlada Boleslav

Mr. Suman made a recap of the main achievements of the Champions Cup in Mlada Boleslav

- A total of 14.000 spectators, with an average of 760 per match (Czech men's league average is 240 match) with round a half of paying spectators.
- 15 TV matches in Czech Republic (12 Live + 3 delayed), 5 TV matches on Eurosport, 4 TV Matches in Finland (YLE) and 1 match in Switzerland (SFR high-lights). No TV in Sweden.
- High and more even sports results level (only 4 "bad" results of 18 games)
- Financial result will be around 60.000 – 70.000 loss, which is smaller than expected.
- Late start in the preparations, which had a negative effect on the finances.

The new factors effecting the Champions Cup in Mlada Boleslav:

- The responsibility to host the Board & Lodging of the foreign Teams – investment of a sum equivalent of CHF 100.000
- For the first time an exceptionally strong commitment of the organizing City of Mlada Boleslav and also local team (Billy Boy)
- A very interesting model for the Home Media, to follow the event, since there were more home teams matches all days.
- With 4 teams from the organising country, there was more space for the home success = higher spectator result and home media interest (case Tatra)

Lost chances in 2011:

- Lack of real high level commitment to support the Event by the other countries
 - No real promotion of the CC in the other countries before the Event
 - Only limited media coverage (Floorball or Mainstream) from the other countries
 - No real building of the brand
 - No preparation advantages for the marketing of the next organiser

The preparation of the participating Clubs was also not ideal

- Few or no Club supporters at all
- The Clubs were late in handing in their information
- Not really a lot in pre-promotion of the event on the web pages of the participating clubs.

Without a real change of the attitude with both clubs and federations, we can't move the CC forward and the Clubs can't ask for more service.

The Champions Cup stakeholders have taken the following 7 steps forward in the process:

- We saved the European club competition tournament
- We secured the existence for the coming 4 years, giving us time to develop the product
- We created a much more competitive tournament and a challenging system
- We were able to cut the total costs vs. previous as a whole (less teams, one venue)
- We made it cheaper for clubs to participate (free board & lodging + Prize money)
- We created space for additional income (city participation, spectators, marketing)
- We improved international visibility (TV, Eurosport, Internet-TV)

Report on present issues (cont.)

Collected Team and other comments of a technical nature from the Champions Cup in Mlada Boleslav:

- Four games in a row create advantage/disadvantage for some teams prior to the semi final.
 - The solution could be to build the match programme so that the ranked teams, which are to meet each other in the semi finals, have the same programme.
 - The base for building the programme is based on the following order
 - 1) TV, 2) Local Spectator and 3) Competition fairness.
- Need to have more accredited personnel for the teams.
 - Here there was some misunderstanding since there are possibility with media accreditation for team journalist existed
- There are needs for longer intermissions during the matches, due for example interviews in TV games.
 - The solution could be to have longer intermissions in semi finals and finals, for example 15 minutes.
- The length of the intermission between the following games was defined as one hour.
- It was agreed that there is a need to include the name of the player on the back of the jerseys, in order to build the brand and promote the stars. It is a rule for the national teams and it has to be followed also in the Champion Cup starting from 2012.
- It was again stated that in the Champions Cup Regulation it is stipulated that two sets of jerseys for all teams are required (light and dark) and the teams have to follow the regulations.
- The issues related to the travel to and from Mlada Boleslav were discussed, since it was harder to get to Mlada Boleslav with public transportation.
 - The solution is that the organiser provides information about public transportation to the participating clubs and federations
- The only major problem in the arena was the issues with the subfloor under the Floorball flooring and the venue managers washing the flooring after the trainings without informing the organizer.

3. *How to continue the process – Next Steps Forward of the Champions Cup*

The following items were discussed and decided upon:

Travel:

- The arrival city for the foreign teams, is in accordance with the IFF WFC system and the approved EFT list of arrival cities.
- The domestic travel starts on the day of arrival (one before the start of the Event) and ends the day after the Final.
- The organizer is to inform where and when in the arrival city, the foreign teams have to be in order to be transported to the competition city.

Board & lodging:

- The Board & lodging rules were defined so that the responsibility of the organiser starts from lunch 1 day prior to start of the tournament of the team and end with the breakfast on the final day for all teams apart for the 4 teams which are playing in the final, where it ends with breakfast the day after the final.
- If a team, which has chosen to stay for the day after the final and is not playing in the final, they are to compensate the board & lodging for the last day.

Term:

- In order to avoid a time clash with the EFC, the CC shall be played during the first week-end of October, i.e. the tournament can start in September

CC logo:

- As a part of building the Brand, the CC should have the same logo for all CC Events. The IFF logo shall be a elemental part of the CC-logo, with the text of the event starting from 2012.
 - SIBF will take the responsibility to come with a proposal for a solution for a CC logo.

Visibility:

- IFF will make a proposal for a Champions Cup web-page with national languages, using the IFF web as base site by December
 - Giving user rights to the present organiser, having everything collocated in the same place - flickr pictures, YouTube video high-lights, match statistics etc.
- There is a need to collect of media statistics for TV, web, Internet-TV, written media from each participating federation.

Report on present issues (cont.)

Tickets for participating Teams:

- The accreditation for the players is valid for the whole tournament, unlike the other IFF Events

Marketing:

- The set-up of the Floorball Manufacturer Village was found to be good for the Event and a powerful tool to promote the Champions Cup. IFF will propose the same set-up for the Champions Cup 2012.
- In the future IFF will have to look upon the number of commercials on the floor of the event.

Flow of Information:

- In order to avoid unnecessary problems with the flow of information from the clubs to the organiser, It was agreed that each national association shall nominate a person who is responsible for the CC and the development of the CC in respective country by the 15th of November.
- IFF will propose a fixed time table with the time-lines for the teams, the federations and the organizer, in order to secure the flow of information and the needed visibility for the Event.
 - The time table will go out in beginning in May and the teams have to return with their input latest by end of June.

4) *How to continue the process – Next Steps Forward of the Champions Cup*

New ideas:

- Organising different type of seminars during the event, together with the local community.
 - Elite clubs, with focus on club management issues.
 - Coaching and physiological topics
- Promotion of the Event in the participating Countries – web and news, TV
 - Include local activities in each federations internal marketing 6, 4, and 2 weeks prior to the Event.
 - Organising a junior tournament as a spin-off
- In order to secure the Spectators, more media and general attention from Abroad :
 - Approach the three local target groups – team fans, local media already before summer, whole movement before season starts
- Participation of National Media from different countries
 - Need to include CC in the a number of news during the whole year
 - Promote the CC event from the start of the year 2012 in the local news
- Generic ticket sales system with one company for all CC's
- There is a major need not to harm our own product; this by avoiding playing the elite leagues during the CC tournament and strongly support the event in the media.

Upcoming meetings and issues

- Short check-up meeting during WFC 2011 in St Gallen on Sunday 11th in the morning,
 - Making the check-list for the national responsible persons.
 - Updating the IFF Champions Cup Regulation based on the decisions of the meeting and bringing it forward to the IFF CB.
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Issues that need to be discussed or decided upon or taken action upon

- It was discussed that each country nominates a person from the national offices responsible for the Champions Cup, by 15th of November (ALL)
 - It was agreed that a time line is to be built for the teams, with all information sent out to the teams in May and the teams are to respond before the end of June. (FS + JL)
 - SIBF will make a first version of the CC logo, taking into account the IFF Corporate Identity by December(LGT)
 - IFF will make a proposal of a Champions Cup web page, in connection to the present IFF web page, which the organiser would manage by December. (JL + MB)
 - To supply all media, internet and TV statistics to IFF by end of November (ALL)
 - IFF to invite and organise for the Floorball Manufacturer Village in March 2012 (JL)
 - SIBF will look upon the possibilities to organise different seminars and junior tournaments during the CC and bring ideas to the meeting in St. Gallen (LGT)
 - IFF to make adjustments in the IFF Champions Cup Regulation for the December CB (JL)
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**New ideas,
etc...**