



IFF Event Handbook

How to organise successful
Floorball Events

VIP Services

9. VIP Services



VIP Guests



Unlike the outcome of matches, the service that is provided to VIPs can be controlled by the organiser. The care of VIP guests is an activity which can be very easily compared with other events and is something that the organiser can be remembered for.

The organiser should ensure that the people responsible for looking after the VIPs, as well as managing the VIP Room, have the experience and knowledge to be able to answer questions and promote Floorball to the guests.

The task of the VIP hosts is to ensure that the VIPs are feeling welcomed and are enjoying themselves, but also be able to provide information about your organisation and Floorball within your country.

TASKS AND DUTIES

Before the Event

- Make a calculation of how many people you can provide VIP seating for and how much space you have for VIP room/s. These calculations will depend on venue space and your budget, and you should base the invitations on this
- If there are different classes of VIP Services, approve these with IFF and agree upon how to inform VIP's of the different services
- Invitations should be sent out at least 6-8 weeks prior to the event. Always ask for a reply, so you can cater accordingly
- Once you have received the replies send more information to the guests, especially outlining which entrance VIPs should use and a contact person who will be available at the venue at all times
- Define how the accreditation of the VIP will be made and **approve it with the IFF**. We prefer that the organiser use the same Accreditation system that is used for everyone else involved in the event. This will make it simpler for your venue staff & security to easily identify VIPs and limit any confusion that can be caused by using different systems of identification within the one event
- Select appropriate people to act as VIP hosts
- Prepare the Welcome Desk and put up signs in order for the VIPs to find the right entrance
- Reserve a sufficient number of match programmes for the VIPs and have them ready at the Welcome Desk
- Prepare a list of VIPs and a schedule of what days they will be at the Event. If you have 'very important' VIPs attending make sure that you have arranged for equally important people from your organisation to

GENERAL

- Appoint a person in charge of the VIPs who can make decisions in problematic situations
- Always ensure that the VIP desk / entrance has at least 2 staff as VIPs will quite often need to be escorted through the venue and you don't want to leave the desk unattended
- Always have some spare VIP accreditations available with an own seat in the venue - you never know who will turn up
- There might be problems with ticketing systems - prepare by having a few extra seats available in the VIP section

meet with them and host them in the VIP room

During the event

- Prepare a daily list of VIPs that will be at the event and those that will require special attention - especially those visiting for the first time
- The VIPs should be greeted by a VIP host and escorted to the VIP room &/or shown to their seats.
- Plan the program in the VIP Room and remember to service also the international guests. Check with the IFF staff, if they have any special VIP's that may require extra attention
- Inform to the media of any special VIPs attending



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VIP Guests

Things to note!



Photo: Fabian Trees 2011

CITY RECEPTIONS

- A way of giving more value to the event is to have the host city organise a reception for the LOC, participating teams and officials. This is a good way of showing the importance of the event to the city and to thank the city for its participation in the event
- Inform the teams and IFF about the reception in advance of the event, and when planning the reception keep in mind the tournament schedule to ensure that as many teams and IFF officials as possible can participate
- Invite the Team leaders, your VIPs, the IFF officials and Sponsors. Try to keep the number to around 50, depending on the space available
- LOC will be responsible for transport to/from the reception for all IFF Officials & team representatives.

VIP ROOM TIPS

- It is good to have screens showing the match in the VIP room
- If you have guests who are perhaps not so familiar with Floorball, try and give a short presentation in the VIP room before the match, about Floorball in general and about the game they are going to watch - the teams, the situation of the tournament etc.
- Provide equal VIP services for all matches - don't give special priority only to home team matches
- Provide a written explanation of what service is included in the VIP accreditation and provide a program if there are special serving hours for food etc.
- Explain what the system for beverages is
- Check that the personnel in the VIP room have similar and appropriate clothing
- The VIP room should not become a hang-out area for organiser staff

IFF VIPs

- LOC should provide a seating plan for the IFF VIPs & National Association VIPs at least 6 weeks prior to the event
- IFF will inform at least 4 weeks before the start of the event how many IFF VIP accreditations will be used each day during the event
- IFF will manage the list of IFF & National Association VIP accreditations and do the seating for these groups.
- LOC should provide the IFF with information on the VIP services that can be distributed to their VIPs before the event (eg. Information on where to collect tickets, opening hours of the VIP room and services provided)



9. VIP Services

VIP Room

The VIP Room is the place where the organiser can showcase their event to the participating nations, the Event and IFF sponsors, the invited national and international guests.

Here the organiser can provide food and refreshments, a comfortable place away from the public areas, and somewhere you can give suitable attention to your VIPs. It provides the organiser with a space where they can easily promote Floorball and their organisation to people whose help and support you will need in the future, to continue to promote and increase the growth of Floorball in your country and around the world.

TASKS AND DUTIES

Before the Event

- Select the VIP rooms in the venue, taking into account how to get there from the venue entrance, and how to move from there to the VIP spectator stands
- Design the layout of the VIP room and set up the room in consultation with the caterers
- Ensure that there is easy access to and from the VIP seating and that the path is well-marked
- Design and order the catering at least 2-3 weeks before the event
- When you make the decision about the level of service in the VIP room, always remember to clearly inform the VIP's and IFF about this
- Use materials from the Event & IFF sponsors to 'decorate' the room. Have somewhere to display Floorball magazines and the Event's Daily Newsletter

During the event

- Make sure that your VIP Room hosts have the daily list of VIPs that will be attending and those that will require special attention
- Check each day that the ordered catering is in place, and that any promotional materials are supplied. Check that all audiovisual equipment is working
- Check that the VIP room is tidy and, together with the caterer, that there are refreshments available

Before the match

- Generally each day there will be one 'big' match where you will expect more VIP guests. Prepare for the arrival of VIPs well before the match begins
- VIP hosts should meet the VIPs at the entrance and escort them to the VIP room and show them where the VIP seating is located
- If you have a program of events for the VIPs (eg. a special presentation during the intermissions), the host should welcome the VIPs about 30mins before

the start of the match and give the outline of the program

During the match

- Prepare for the arrival of VIPs after the end of each period at the end of the match
- If there is security checking accreditations at the VIP room entrance, make sure there is a sufficient number of them, especially in the period breaks. You do not want a queue for the VIP Room
- If the VIP Room is far away from the VIP stand, inform when the period is going to start so that the VIPs can return to their seats in time for the start of the period
- Inform the IFF about problems related to any behaviour of the VIPs
- If there are VIPs participating in match ceremonies, make sure there is someone to guide them to the playing field

After the match

- When the VIPs are leaving from the venue make sure there is someone to say goodbye to them and thank them for attending. Their final impression of your event is sometimes the most important.



VIP Services

Plan your own event!



Person responsible: _____

NEEDED RESOURCES

- One VIP Manager available at all times during group stage
- During final rounds one VIP Manager at the Welcome Desk & one in the VIP room
- At least 2 persons at the Welcome desk to give out the accreditations and escort VIPs to the VIP room / seating
- 1-2 persons present in the VIP room, more during final rounds
- The host of LOC and a speaker if needed

NEEDED EQUIPMENT

- Decoration of the VIP room
- Accreditation cards for VIPs
- Tickets and map of venue if needed
- Spare VIP accreditations and tickets
- Match programme
- Daily programme in VIP
- Meal and drink coupons (if used)
- TV-screens in the VIP room with live match feed (if possible)

TIMELINE

	Task	Deadline	Responsibility	Done
1 to 3 months	Choose the VIP rooms Send out the invitations Make the list of VIPs Build the layout of the VIP room and maps and signs Recruit managers who are present at all times Recruit persons at the Welcome desk Recruit persons present in the VIP rooms Order the catering			
1-3 weeks	Plan the programme for the VIPs Collect and prepare the equipment Prepare the VIP accreditations			
Before start	Educate the volunteers in a briefing meeting Check the audio-visual equipment Check the VIP room and the catering			

NOTES:

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