



**WORLD**  
**FLOORBALL**  
**CHAMPIONSHIPS SWEDEN 2006**



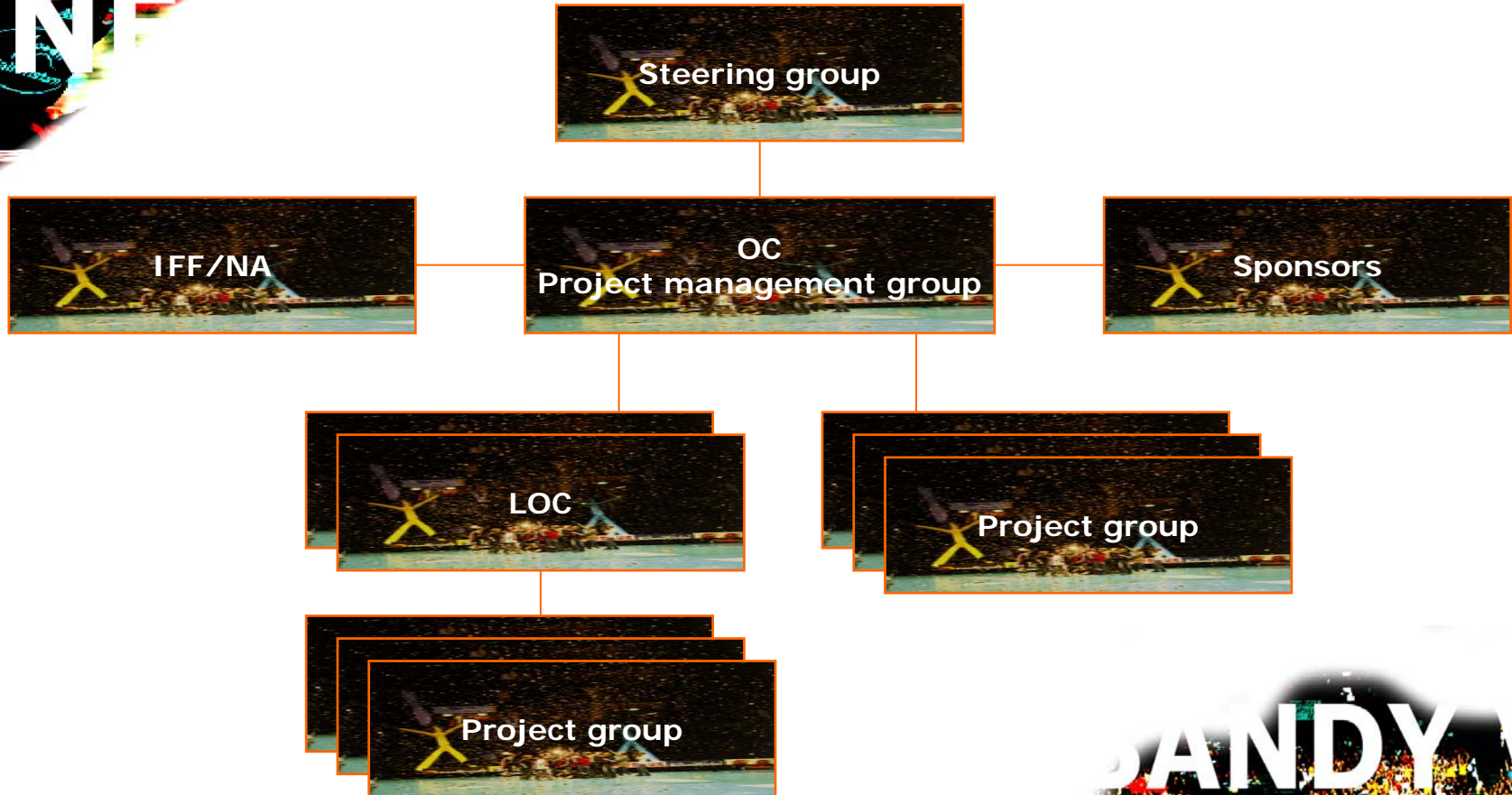
## Overview



- 21th of may - 28th of may 2006
- Skåne FA and Stockholm FA will be LOC:s
- Supported by the local municipalities
- Swedish Television will be the host broadcaster
- The Globe Arena (15.000) will host the playoff



# Organization



## METHOD



- We carried out a creative and digital workshop with brand consultants, marketing directors, representatives of the city of Stockholm, sponsors, floorball officials and representatives from other sports
- We examined floorball in general and the ideas concerning the WFC 2006 in particular
- 16 laptops connected by network
- You were not allowed to speak, only comment directly on your laptop. In one hour we had 140 comments, anonymous, regarding ideas, event design, SWOT etc
- Giving us a platform for project-, marketing- and public relation plan. All documented in real time.



## GOAL & PURPOSE



- WFC 2006 shall be the best team championship in Sweden ever, concerning ratio of sold versus unsold tickets and highest grades from the audience, the sponsors, the players and media
- WFC 2006 shall be a tremendous event for the whole Swedish floorball movement
- WFC 2006 shall attract media to a large extent
- WFC 2006 shall be a terrific meeting place for sponsors and partners
- WFC 2006 shall be yet another milestone in the history of Swedish floorball



## TARGET AUDIENCE



- Sports audience in general and floorball fans in particular
- Focus on Sweden, but also other participating countries

## BUDGET

- WFC 2006 shall present a surplus for the organizers
- The surplus shall be invested in the future strengthening of Swedish floorball



## WHO?



- Main focus on the floorball audience - players, trainers, visitors
- Not main focus on people in general - the floorball movement shall however show that there exists a huge interest for the sport
- Not main focus on media - show that there is an interest and they will reflect it, not the other way around



## WHAT?



- Implement the best team championship in Sweden ever
- Different definitions of "the best":
  - Our definition is entertainment value and level of attraction





## HOW?



- Top-class concerning all basic factors - treatment of referees, players, games, media and officials
- The right feeling in the arena - lights, sound, exhibition area
- Marketing that provides the right expectations - i.e. expectations that attract the audience but still not too high to not be exceeded
- Closely examined and controlled event design
- High availability of information
- Digital and analogue technology
- Precision and accuracy!



## STRENGTHS



- The product - fun, the basic idea of the game, the speed, intense, cheap, few injuries etc.
- The availability - simplicity, the gear, anyone can play, many clubs, easy to start etc.
- The platform for the future - youth, unexploited, shapeable, the expansion, the structures of the clubs, the growth of spectators etc.



## WEAKNESSES



- The public opinion - the image, considered kind of dorky, only for players - not for the audience etc.
- The self-confidence - consistently defending itself, little brother complex, the comparisons with other sports etc.
- The organization - criticism towards the own organization, inexperienced officials, limited network among the officials etc.



## OPPORTUNITIES



- Spectators - huge opportunity to shape the sport in order to become the perfect spectator sport
- International - the development internationally and the expansion of the sport
- The clubs - great potential concerning the clubs and the power of the movement



## THREATS



- Acceptance - the own officials desire to be accepted by the “established sports” can become a serious impediment to growth
- Profile and vision - lack of obvious profile can make the sport blurry and therefore disappear, i.e. what does the sport want to stand for?
- Fright - fright of committing mistakes must never overshadow the courage to do the right thing





Welcome  
to  
Sweden 2006!

