4th IFF Associations’ Meeting in Bratislava, Slovakia 8th and 9th of December, 2017
Welcome and Opening by the IFF President

Mr. Tomas Eriksson
Key points of development and actions taken

The IFF Strategy has defined three pillars as the basis of our future growth

Development:

✓ Participation in Multi-Sport Events - The World Games 2017, Special Olympics Winter World Games 2017, European Master Games 2019 and maybe in The World Games 2021
✓ Floorball now on all continents – growth on the southern hemisphere
✓ Implementation of IFF License System 2.0 from 2020 WFC registration

Marketing

✓ New Sales Coordinator to enhance Sales of IFF Marketing Rights
✓ New Sales Approach and materials
✓ Incremental TV and Internet-TV penetration and visibility – Reach of 12 countries and Olympic Channel and YouTube, WFC high-lights program broadcast in 134 countries, on 7 networks with 190 households.
Key points of development and actions taken

Lobby work

- Increased visibility and presence at International Events as speakers and candidates for positions in different organisations
- IFF has become a role model in a number of cases among the smaller International Federations, like in GAISF, IWGA and SportAccord Convention.
- The IFF secretary general has been elected to the ARISF Council for 2017 - 2020
The Agenda

Day 1 – Friday, 8th of December, 2017

1. Welcome and Opening by the IFF President Mr. Tomas Eriksson (TE)
   - key points of development and actions taken 09:00-09:10

2. Presenting the agenda for the meeting (TE)
   - Present Issues: 09:10-09:15
     - Introduction of the IFF Sales Coordinator (TE)

3. Need for Improvement – What to do with the WFC’s (JL)
   - Values of the Future WFC’s and Ideas of how to change 09:15-09:45
     (SK)

   Group-work: How to develop the IFF WFC + de-brief 09:45-10:45
   (Groups in order with WFC groups and ranking)
4. The need for changes in the International Competition Calendar (MK)
   - The Process for the looking over the International Calendar 10:55-11:15
   Brainstorming: (In the previous groups) 11:15-11:50
   What are the National Needs for the International Calendar?
   When do you want to have the International Week-ends and how many?
   Timing of the IFF Events?
5. The keynote speaker  Mr. Mike Laflin 11:50-12:50
   The role of Floorball in Multi-Sport Event

5. First Session Recap 12:50-13:00 (TE)
The Agenda

Lunch Break 13:00 – 13:45

7. The Evaluation of The World Games 2017 (JL)
   - The Planning and Execution of the Event 13:45-14:45

Comment presentation:
The NOC view of the TWG – Mr. Filip Suman
The AOFC Social Media Activation Campaign – Mr. Steven King
The Agenda

Pair Discussion:
How did you experience The World Games
What can we do better for the Birmingham, USA TWG 2021  14:45-15:25

The Agenda

Day 2 – Saturday 9\textsuperscript{th} of December 2017

Opening of Day 2 – IFF Vice President Filip Suman 09:00-09:05

11. The Each One - Teach One (EOTO) Project Update (VH) 09:05-10:00
   - The Project Now and the Road Forward
   - Best Practices and Good Examples (Countries)
   - Ukraine-Finland: The Project Evaluation (Tamuz Hidir)
   - The Western Europe Project (Thorbjörn Ovedahl)
   - The Referee Project Singapore-Malaysia (Bin Bin Lin)
The Agenda

12. IFF Marketing Strategy (JB)
   - Brainstorming: (JL)
   - What fields would be interesting for Floorball to have as Sponsors
   - How to get more money out of Sponsorship 09:50-10:20

13 Information topics
   - Special Olympics – SOEE Mr. Mariusz Damentko 10:20-10:30

Coffee break: 10.30 – 10.45

14 Information Issues – Bullet Topics (JL)
   - New IFF web-site and Match Statistic Software (MN)
   - New Rules of the Game (MK) 10:45-11:25
   - IFF Way of Refereeing (VH)
   - New format of Streaming (Wellu Maurola)
   - IFF Athletes Commission (Lidwien Reehuis)
15. Presentation of cooperation and upcoming IFF Events
   7th U19 Women WFC 2018 St. Gallen (max. 7 minutes) (SUHV)
   Mr. Michael Zoss, SUHV secretary general 11:25-11:35

   12th Men’s World Championships 2018, Prague, Czech Rep. (max 7 minutes)
   Ms. Suzanna Svobodova, WFC 2018 secretary general 11:35-11:45

16. Conclusions and Closing of the meeting (TE) 11:55-12:00
Introduction of the new IFF Sales Coordinator

Mr. Tero Kalsta
Lives in Lausanne in Switzerland
## IFF Associations’ Meeting

### Member Associations present in the meeting

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Need for Improvement - What to do with the WFCs
Values of future WFCs and ideas how to change

Mr. John Liljelund
IFF Secretary General
Need for Improvement – What to do with the WFC’s
- Values of the Future WFC’s and Ideas of how to change

12 December, 2017
Today the WFC is played as a nine day tournament with 16 teams
- Four Groups of Four
- Groups based on ranking
- Play 1\textsuperscript{st} play-off round 3\textsuperscript{rd} and 4\textsuperscript{th} from A and B group against 1\textsuperscript{st} and 2\textsuperscript{nd} in Group C and D
- Quarter finals
- Total of 48 Games

Today we have representation from 4 continents
- Asia, Europe, North America, Oceania
- We miss Africa and South America

Do we need to make Changes
Values of the Future WFC’s

- Raising awareness
  - It is the IFF Face to the Public
  - Reach new public/spectators
  - Building Media interest
  - Raise awareness/Create Image among the General Public

- Creating Stars – building stories

- Incremental Revenue
  - Platform to earn money
  - Find new money from outside the family

- Making new Traditions
Values of the Future WFC’s

- Strategical Impact
  - Lighthouse/Flagship Event
  - Development/Enhancement of the Sport

- Political Aspects
  - Showcase towards the Sports Community
  - Better platform for Lobby work

- Business to Business Event

- Social Impact
  - Gathering of the Family/Associations
  - Provides legitimacy for the Sport/IFF
  - Increased self-confidence in the Sport
IFF CB WFC SWOT Analysis

Strengths
- Strong IFF organisation – Good set-up
- Good Know How
- Experienced LOC’s
- Interest to Participate
- Much Spectators (young audience)
- Big Media Interest (own channels)
- Interesting Competition – Level of the Sport
- Clean Sport
- Good Playing system – Final round/Qualifications
- No violence
- Final weekend is perfect!
- TV interest in participating countries

Weaknesses
- Risk that Neither the LOC or IFF make Money
- B-Arena much lower level than Main-Arena
- Lack interest of Main Stream Media
- Not 1st in-line for TV and Sponsors
- Not teams from all continents
- Only organised by the same countries
- Not too many travelling spectators
- Predictability of results
- No TV visibility in the Main Sport Channels
- Importance of Host Country Success
IFF CB WFC SWOT Analysis

Opportunities
- Financial gains
- Anti-Corruption Trend
- New Youth and Lifestyle driven Sponsors
- Chance to grow in the Host (outside EFT countries)
- Community Responsibility (parasports & equity)
- Young Sport – Sky’s the limit
- More Teams/Continents
- Ability to test new Broadcasting formats
- New Playing Format – Wroclaw model
- Divide competition in different countries
- Bigger Involvement of the Host City
- A possibility to grow the Event (Day’s and Teams)
- Bring more foreign fans (It must grow!)
- Courage to test new things

Threats
- Difference of Level vs. National League
- Change of General Sports program
- Different names for the Sport
- Cost of Travel and Travel restrictions (visas)
- Interest toward Regional Events vs. WFC
- Finances
- No Arenas to make the Event bigger
- No good TV Sport – too fast!
- Game visibility vs. Sponsoring needs
- Gap between the countries – Top vs. Challengers
Possible WFC Future Next Steps

- Increase the number of Teams
- Increase number of participating Continents
- 16 -> 20 Teams
- Four groups of Five or Five groups of Four
- When to implement – 2020?
- Organiser gets one more home game
- Move from 9 to 11 Days
- Timing of the Event – to be looked at in connection to the International Calendar
- Need to test the 3x15 min Format (More intense – Best Level Ever)
- Number of Players: What is the ideal number 14 (12+2) or 16 (14+2)
  - The present number of Players
WFC – How to enhance the Product

- Increase overall number of Spectators (Group games & non-host games)
- More International TV
- More Global Partners
- Higher engagement of the non-Organising Countries
How to develop the IFF WFC – Group Work

- In the Groups built up in accordance to the IFF WFC Ranking with around 5 countries
- Please discuss the following questions
  - How to Develop the IFF WFC’s
  - Pinpoint the Key for Success
  - What are the things to look out for
- Time 15-20 minutes
IFF Associations’ Meeting

1. Finland, Norway, Czech Republic, Latvia
2. Germany, Sweden, Switzerland, Poland
3. Slovakia, Singapore, Estonia, Australia
4. Japan, USA, Denmark, Thailand
5. Netherlands, Hungary, Canada, Spain
6. Italy, New Zealand, Slovenia, Austria
7. France, Armenia, Cote D’Ivoire
8. India, Israel, Lithuania, Russia
9. Pakistan
Turkey
Ukraine
Venezuela
IFF Associations’ Meeting

The need for changes in the International Competition Calendar

The process for the looking over the International Calendar
The need for changes in the International Competition Calendar

The Process for the looking over the International Calendar

IFF Associations meeting 8th and 8th of December 2017 - Martin Klabere

12 December, 2017
Last time we discussed the calendar with the national associations was in Prague August 2012 (18 countries participated)

- Big changes was new playing system of the WFC and that all countries participating are qualifying (organiser excluded)
- Topic that were a compromise was regarding the timing of WFC U19
International events today
Women´s World Championships
Every odd year
WFC Final Round with 16 teams
- 1 team (organiser) directly qualified
- 15 teams from qualifications
WFC Qualifications, played regionally

Men´s World Championships
Every even year
WFC Final Round with 16 teams
- 1 team (organiser) directly qualified
- 15 teams from qualifications
WFC Qualifications, played regionally
International events today

Women U19 World Championships
Every even year
A-Division (8 teams)
B-Division (8 teams)
WFC Qualifications, played regionally

Men U19 World Championships
Every odd year
A-Division (8 teams)
B-Division (8 teams)
WFC Qualifications, played regionally
Champions Cup
Every year
For the Club Champions of the top nations.
Men & Women

EuroFloorball Cup Final Round & Qualifications
Every year
For the Club Champions from the 5th and lower ranked nations.
Men & Women
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## International Events

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# International calendar changes for season 2018/19

## International Events

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Recognised by the IOC  Ordinary member of SportAccord

www.floorball.org
Future of the international calendar – work shop

- What are the national federation needs for the international calendar?
  - Short/long term
- When do you want to have the international weekends and how many?
  - Short/long term
- Timing of the IFF events?
  - Short/long term
Next step

- Office and RACC will evaluate the workshop during 2018.
- Result/proposal of the summary will be sent to national federations for comments.
- Proposal of changes will be a part of general assembly 2018.
IFF Associations’ Meeting

Brainstorming: (In the previous groups)
What are the National Needs for the International Calendar?
When do you want to have the International Week-ends and how many?

Timing of the IFF Events?
IFF Associations’ Meeting

Keynote Speaker:

Mr. Mike Laflin, Sportcal CEO
The role of Floorball in Multisport Events
IFF Associations’ Meeting

First Session recap
Mr. Tomas Eriksson

Lunch Break
13:00-13:45
IFF Associations’ Meeting

The evaluation of The World Games 2017
- The Planning and Execution of the Event
The Objectives and Outcome of the Floorball Participation in The World Games 2017

The Evaluation of The World Games 2017
The Planning and Execution of the Event

Mr. John Liljelund
IFF Secretary General

12 December, 2017
The Strategic Objectives of the Participation in The World Games in Wroclaw, Poland

- Secure our participation to TWG 2021 in Birmingham, USA, as an official sport and with the inclusion also of women’s teams
- Bring Floorball to the Sport Initiation Programme for Tokyo 2020 and the Youth Olympic Games
- Give us a chance to be one of the Additional Event Sports for the Olympic Games 2024 and/or the Youth Olympic Games
- Reach a broader media visibility and reach new spectators
The Strategic Objectives of the Participation in The World Games in Wroclaw, Poland

- At a national level the key objective was to raise the awareness of Floorball and TWG, and by doing that support the development of Floorball’s political position
- Find ways to start closer cooperation with NOC’s and have the opportunity to gain funding
- Strengthen our brand in the international sports arena and, through the success in Wroclaw, increase our marketing value giving benefits on both the international and national level
Some of the Comments we got from IWGA and the IOC

✓ The organisation and execution of the event as well as the atmosphere were professional and impressive
✓ IFF met the expectations of the IWGA with their participation and fulfilled their commitments given in their Application for Participation in the Games.
✓ In the cluster of Ball Sports, Floorball was a good addition and obviously well appreciated by the Polish audience on site and by the media.
Some of the Comments we got from IWGA and the IOC

✓ A modern, dynamic sport which tries to approach the spectators with a suitable sport presentation and in addition with activities for the spectators around the tournament (e.g. mini playing field for youngsters).

✓ The IFF is also a very active and progressive federation pertaining to the use of modern technology and media resources to promote their sport. It understands to make use of TWG for their sport as a "showcase" to attract new, non sport-specific audience for the future.

✓ This is the coolest, most spectacular event with the best atmosphere at the TWG, after beach handball.
The chosen Game format and number of players was a success
Great and Thrilling Games!
Good feedback from Teams, Media, NA’s, IWGA
Good number of spectators in the Arena – Sell-out!
Good visibility with lot of journalists in Arena (4th)
Good share of Floorball TWG SoMe (2nd) with 32,6 mill reach
City Advertisements and PFF driven Game Initiation in the City
Mika Kohonen Athlete of the Day on Final Day!
Huge Political Success, with a lot of important visitors (IOC, IWGA, Birmingham 2021 etc.
We were able to prove that we create added value for the multi-sport games organiser
This will be a good stepping stone for further Floorball participation in different multi-sport events.
The Conclusions

- Increased awareness in the sport family
- Open new forms of Cooperation with Olympic Channel
- Good example of corporation between NA’s and IFF
- Many positive new contacts and ideas
- Good position towards the preparation of the TWG 2021 program
- A lot of learnings for other multi-sport Events.
The Step Forward

✓ The World Games preparation shows that the Community can work together
✓ The Wroclaw experience shows that we can provide flexible solutions for Multi-Sport Events
✓ How to take learning from this for our National and International Events
✓ Secure presence in the Birmingham World Games 2021
IFF Associations’ Meeting

Comment Presentations
IFF Associations’ Meeting

The NOC view of The World Games

Mr. Filip Suman
IFF Vice President
National Olympic Committee and Floorball at the World Games
National Olympic Committee and Floorball at the World Games

National Olympic Committees are really interested in World Games

Floorball is THE best sport!
National Olympic Committees are really interested in World Games

Floorball is THE best sport

Really?
National Olympic Committees (NOCs) are really interested in World Games……?

It takes time and non-olympic sport must try their best

There are more and more NOCs which take WG seriously and support their athletes

Try to cooperate with other non-olympic sport at the World Games presentation
National Olympic Committee and Floorball at the World Games

Floorball is the best sport…?

Floorball - for the first time at the World Games!

33 sports, 100+ countries

How many important guests saw us for the first time?

Living room, Floorball rules, Multisport event..
Is Floorball is THE best sport??

Sure!
IFF Associations’ Meeting

The AOFC Social Media activation Campaign

Mr. Stephen King
IFF CB Member
The IFF together with the AOFC organised a competition in connection to The World Games 2017 for the AOFC countries. The goal was to activate the AOFC countries in regards of The World Games and to gain more visibility for floorball’s next step.
The impact on the World Games was very successful with the following impacts noted:

- Comments made by World Game Officials during the World Games that they were noticing the amount of Social Media for Floorball.
- Results in the World Games Official Assessment of the reach of social media showing that Floorball was very active in this arena.
- The knowledge about the World Games was increased across AOFC countries and increased views of games.
To determine the winner it was decided to count them as points and to value certain areas more. For example the amount of posts x 100 + amount of Mobile App sessions x 10 + Youtube minutes watched. With this calculation method we got the following results:

- 1. Philippines 494 743
- 2. Iran 298 968
- 3. Japan 112 656
- 4. Singapore 107 292
The most active country, and the winner of the competition was Philippines!

This means that the Philippines Floorball Association won themselves a brand new floorball rink.

Japan came second and won two goalie kits

Iran came third and won two toolbags with sticks and balls.
IFF Associations’ Meeting

Please discuss in Pairs the following topics

- How did you experience The World Games
- What can we do better for the Birmingham, USA TWG 2021
- Time 15 minutes
Our Value Proposition For You

Clean. Equal. Transparent.
Modern. Flexible. Full of potential.
End of Day One, summary
Mr. Tomas Eriksson
IFF Associations’ Meeting

Opening of the Day 2

Mr. Filip Suman, the IFF Vice President
IFF Associations’ Meeting

EOTO, Each One – Teach One

Mr. Veli Halonen
IFF Operations Coordinator
The project is ongoing
- Launched in 2014
- Some good examples will follow
- More active groups of IFF member associations have joined the project
- Working in Europe and Asia, some steps taken also in Africa.
- EOTO is very informal, almost what ever you do is positive
IFF Associations’ Meeting

EOTO, Each One – Teach One
- Be active
- Ask for help
- Try to define your needs
- Remember to report
- If you have new ideas and suggestions, don’t hesitate to bring it up
- The issues and problems are not necessarily the same for all
- New instructions how to apply for the Floorball Development Seminars has been published on the IFF website
IFF Associations’ Meeting

Best practises and good examples
IFF Associations’ Meeting

Ukraine-Finland, the project evaluation

The President of the Ukrainian Floorball Federation

Mr. Tamuz Hidir
Each One Teach One
Each One Teach One

- Starting point the Association audit in 2013.
- Ukrainian Floorball Federation paired with the Finish Floorball Federation in 2014.
- Initial contacts and meetings 2014-2016.
- Needed changes in the internal structure of the Ukrainian Floorball Federation in 2016.
- Each One Teach One - Club development and Good Governance seminar in September 2017.
Each One Teach One
Positive effects from EOTO for Ukrainian Floorball Federation

- EOTO encouraged us to make changes in the federation.
- Club development seminar gave tools for the clubs to get more organized.
- EOTO opened up for cooperation in other fields like refereeing, club to club cooperation etc.
- Good PR tool for Ukrainian Floorball Federation that we have the Finish Floorball Federation as a partner.
Each One Teach One
Conclusions

- Important to have 2 organizations who want to cooperate.
- Have clear and realistic understanding and expectations on what areas you want to cooperate on.
- One form of cooperation can open the door for other forms of cooperation.
- Be patient some things will take time to accomplish.
IFF Associations’ Meeting
The Western Europe Project and the 6NFC

Mr. Thorbjorn Ovedal, IFF Central Board Member
Sometimes the development needs to have positive upside down thinking.
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Seminars in Europe 2017
- June, Hungary: Good Government, coaching and refereeing; Level 2
- September, Ukraine: Good Governance
- October, Turkey: Coaching and refereeing; Basic Level
- November, Slovakia: Coaching program for 6NFC
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The Referee Project Singapore-Malaysia

Ms. Binbin Lin, Singapore Floorball Association
The Referee Project (Singapore - Malaysia)

Prepared by Lin Binbin
With inputs from Sharil Ismail (Rello)
4th IFF Associations Meeting, Bratislava Slovakia, 8-9Dec 2017
What: An Exchange Programme

- Experienced referees from Malaysia are given opportunities to whistle Singapore Floorball League matches, coupled with observations done by IFF referees from Singapore.

- Experienced Singapore referees invited to whistle at Malaysia tournament (Merdeka Cup 2016 & 2017)

- Referee clinics (twice a year)
When: Frequency and timeline
- Programme started in June 2016

- Expanded to include referee pairs from Indonesia and Philippines (as of 2017)

- Typically, each pair will be given opportunities to whistle games once a month, based on their availability & suitability of matches.

- Head of Referee Sharil Ismail (Rello) assist in conducting Referee Clinic in Malaysia twice a year (Pairs from Indonesia and Philippines are also invited to these learning
Why: Rationale

- Long-term development of technical officials as the level of play rises in the region.
- Strong pool of Singapore referees suited to bring up the level of other regional referees.
- Wider scope in the development of Floorball: Beyond players and coaches, to improve the officiating of matches to ensure high quality matches, education of players and safety of the sport.
Opportunities for referees to learn and share beyond their immediate circle. (expanded experiences)

Photo taken at Merdeka Cup 2017, including referee pairs from Singapore, Malaysia, Philippines and Indonesia.
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IFF Marketing Strategy

Mr. Jörg Beer, IFF Central Board Member
IFF Associations’ Meeting

IFF sales packages:

- WFC Title sponsor (Include the WFC's and WFCQ’s and Champions Cup)
- WFC Main sponsor (include the WFC’s and WFCQ’s and Champions Cup)
- U19 WFC’s
- Champions Cup
- Combine Sales and IFF Development
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Goals for next two years:

2018: 1 IFF Main Sponsor of a value of 50-70k and 2 smaller for the Champions Cup (15-20k)

2019: IFF Title Sponsor of a value of 120k and a few for the Champions Cup (30-40k)
IFF Associations’ Meeting
Brainstorming

Mr. John Liljelund
The IFF Secretary General

- What fields would be interesting for Floorball to have as Sponsors
- How to get more money out of Sponsorship
A Marketing Challenge

Please discuss freely and without restrictions

✓ What fields would be interesting for Floorball to have as Sponsors
✓ What are the new format of Sponsorship
✓ How to get more money out of Sponsorship
✓ Time 15 minutes
Our Value Proposition For You

Clean. Equal. Transparent.
Modern. Flexible. Full of potential.

Recognised by the IOC   Ordinary member of SportAccord

www.floorball.org
IFF Associations’ Meeting

Information Topics

Special Olympics-SOEE

Mr. Mariusz Damentko
Floorball Development in Special Olympics - 2017

Bratislava, 9 Dec. 2017
• 2016 numbers
• 40 countries worldwide (30 in Europe)
• 23,780 athletes (11,387 in Europe)
• 3,227 coaches (910 in Europe)
Floorball projects 2017

• 8 projects (EU grants) - follow-up of seminars in Riga & Graz
• Winter World Games, regular competition and unified competition (every four year)
• Winter World games 3.500 participated in total with a budget of 25 mill euro
• Floorball Equipment distribution
• EWoS 2017 in Estonia (Sept)
• Seminar in Bratislava (IFF Champs)

Over 100,000€ invested,
EU funding - 2017 World Games Legacy
Riga and Graz Unified projects

• Kick off seminar in Riga on Dec. 2016
• Unified Schools Floorball Seminar in Graz on March 2017 (during SO World Games)
• **Outcome:** 10 projects /EU funding grants & equipment distribution
• Latvia, Estonia, Lithuania, Belgium, Norway, Cyprus, Hungary, Austria, Malta, Slovakia
Floorball at SO World Games

- 2013 - official sport at SO World Games with demo tournament for 8 teams
- 2017 - 12 Unified Floorball teams entered to tournament, from 4 regions - Total 43 teams
- 2021 - we hope to have all regions present and 70+ teams
Seminar in Bratislava 8.-10. Dec

• 15 SO Programs running, EU Unified Schools Floorball projects /interested in starting Unified Floorball
• SO Demo-game during intermission (semi-final)
• Opportunity to meet the national federation and discuss closer cooperation
Partnership with IFF and national federation

- Work together at national level
- Open your clubs for people with ID
- SO are present in 170 countries
- Common goal to expand floorball
- Contact the national program of SO and meet them and see how both can help each other
Contact info

Steen Houman
Psteen.houman@gmail.com
Or
Mirek Krogulec
Mkrogulec@specialolympics.org
THANK YOU IFF !
IFF Associations’ Meeting

Coffee Break, 10:30-10:45
IFF Associations’ Meeting

Information Topics
IFF Associations’ Meeting

New IFF Website and match statistics Software

Ms. Minna Nurmininen, IFF Information Coordinator
IFF Associations’ Meeting

- Skylab
- Other sport federations
- Dynamic
- Better SEO
- User friendly - Wordpress
- Easily modified
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Mr. Martin Klabere, IFF RACC Chairman
New rules of the game - valid from 1 July 2018

IFF Associations meeting 8th and 9th of December 2017 - Martin Klabere
New rule of the game - valid from 1 July 2018

**Protective goggles**
The IFF advice the National Associations to move to mandatory use of protective goggles for players under 17 years old during the validity period of these Game Rules and at the same time recommend the use for players under 19 years old.

**Compression were**
Unless otherwise defined by National Association uniform regulations, visible parts of undershirts, undershorts, tights and compression wear shall be of the same colour as the main colour of the match uniform shirt or the shorts. For leg wear black is also allowed.

**Penalty shot**
The player taking the penalty shot may play the ball an unlimited number of times and shall follow a continuous movement towards the goal cage, but the ball has to be in a forward movement during the entire penalty shot. As soon as the goalkeeper has touched the ball, the player taking the penalty shot must not touch the ball again during the penalty shot.

*Continuous implies that the player and the ball are not allowed to come to a full stop or change direction away from the goal cage simultaneously.*

If you are rewarded a penalty shot the 2 minute bench penalty is taken out from the rule book.
New rule of the game - valid from 1 July 2018

**Face off**
Several small changes but in general free hit will be granted directly not only regarding things the players doing the face off does, also what the other players do (standing closer than 3 m, start to run over center line before whistle etc.)

**Pass to goalkeeper**
Only if the ball, in the referees' opinion, is played intentionally

**When a field player plays the ball with his head**
Free hit instead of 2 minutes

**Field player raises his stick over an opponent's head and the opponent is hit**
Today this is always 5 min bench penalty regardless. New rule gives the referees to use all rules

**When a team delays play (free hit)**
This includes when a team plays in a systematically passive way behind the own goal cage. The team should, if possible, be made aware of this before any actions are taken.

**Re-arranging chapter 7**
Correctly/Incorrectly scored goals – in principal no new rules
New rules of the game - valid from 1 July 2018

IFF Rules of the Game – calendar for changes

1. The normal process for changing the rules of the games

New rulebook is changed in a 4 years rotation. The following milestones is within this period:

**October 2019:** Request shall be sent to all member Associations and all persons in the IFF bodies urging them to send in proposals, with a priority list and in a special template.

**February 2020:** Deadline for sending in proposals.

**March 2020:** Rules group meeting. Preparing a list of rules for testing and asking for test associations. Asking for feedback from member Associations, IFF RC, RACC, Athletes Commission and IFF Office on the changes in the book (deadline for feedback September 2020).

**15 April 2020:** Dead-line to apply as test Association

**April/May 2020:** CB-decision of test Associations

**15 February 2021:** Collection of experiences

**March 2021:** Rules group meeting. Asking for feedback from IFF RC, RACC, IFF Office and Athletes Commission on the final book (deadline for feedback May 2021).

**September 2021:** IFF CB makes final decision and New IFF Rules of the Game is sent to all member Associations.

**December 2021:** RACC organizes a seminar for Interpretations of the Rules of the Game. All member Associations will be invited to participate on their own cost.

**July 1, 2022:** The new edition of the IFF Rules of the Game becomes valid
IFF Associations’ Meeting

IFF Way of Refereeing, the next step

Mr. Veli Halonen, IFF Operations Coordinator
IFF Associations’ Meeting

IFF Way of Refereeing, the next step

Basic idea is to unify the rule interpretations internationally

The interpretations will be updated to the IFF educational material, not to the rulebook

Shall be ready by the 1st of July 2017
WATCH AMATEUR SPORTS LIVE
WOULD LOVE TO WATCH THEIR KIDS PLAYING LIVE

WOULD LOVE TO WATCH AND SHARE THEIR MAGICAL MOMENTS AFTER THE GAME

WOULD LOVE TO EARN SOME EXTRA INCOME
STRIIM IS A GAMIFIED VIDEO MEDIA FOR YOUTH AND AMATEUR SPORTS
KEY FEATURES

1. LIVE STREAMING WITH SCOREBOARD, TEAM LOGOS, CHAT & CHEER

2. POST GAME DISCUSSION & WEEKLY VIDEOS

3. REVENUE SHARE WITH
SIMPLE AND EASY TO USE

MOBILE PHONE, GOPRO or SIMILAR

NETWORK 4G or WiFi

BATTERY or CHARGER

TRIPOD or STABLE HAND
ANYONE CAN STREAM

- MOBILE PHONE
- GOPRO
- PROFESSIONAL CAMERA SYSTEMS

ANYONE CAN WATCH

- FREE WITH ADS
- SUBSCRIPTION WITH PREMIUM FEATURES AND TEAM SUPPORT
REVENUE STREAMS

SUBSCRIPTIONS
VIDEO ADS
BRAND SPONSORING

IN APP PURCHASES
DONATIONS
PLAYABLE ADS

TEAMS WILL EARN 25 – 50% REVENUE SHARE
PERFECT SOLUTION FOR:
PARENTS
PLAYERS
FANS
COACHES
SCOUTS
REFEREES
VALUES

✔ ENGAGE YOUTH IN SPORTS
✔ FAIR PLAY DISCUSSION BOARDS
✔ SUPPORT LOW INCOME FAMILIES TO PARTICIPATE
Q1 2018
PROOF OF
CONCEPT
WIT

iFF
INTERNATIONAL
FLOORBALL
FEDERATION
FOR THE LOVE OF
THE GAME!

THANK YOU.
VELLU MAUROLA
Vellu Maurola, Founder & CEO of STRIIM has over 20 years of experience in Entertainment business. Last 3,5 years Vellu worked in Rovio Entertainment as a Director of Content Creation and Partnerships, lived in Los Angeles CA and worked with brands like Samsung, NASA, NBA and McDonald’s.

MICKE PAQVALÉN
Lars-Michaël (Micke) Paqvalén, Co-founder of STRIIM, is a serial entrepreneur, who has built, operated and exited seven major software companies in the field of ERP, Real-Time Multimedia Communication, Digital Advertising, Influencer Marketing, E-Learning and Construction & Supply Chain Management.

EDVARD KARVINEN
Edvard Karvinen, Co-Founder of STRIIM, is an innovative individual with entrepreneurial background, and 17 years of work experience within an IT sector. For the last 5 years he has been with Kiosked fulfilling different roles and currently works as a principal engineer.

OSSI TILTIT
Ossi Tiltti, Senior Technical Advisor of STRIIM, has worked for 20 years in various fields in IT industry from hardware to software, service and life-cycle management, logical to physical architecture and all the way to modern Cloud environments providing Serverless architectures for large scale elastic Internet solutions – in other words the whole nine yards and then some.

LEENA KUUSNIEMI
Leena Kuusniemi is a truly experienced Legal Advisor for technology companies. Before founding Leegal Oy in Finland, she has worked in legal departments of Rovio Entertainment (Senior Legal Counsel in Finland HQ) and Nokia Corporation (Director Legal&IP in Finland HQ, Vancouver, Copenhagen) supporting strategic technology licensing, mobile advertising and global regulatory and privacy matters among other things.

JARKKO RUUTU
Jarkko Ruutu is a former professional ice hockey player. He has played over 650 games in NHL for Pittsburgh Penguins, Ottawa Senators and Anaheim Ducks. Today Jarkko is European Player Development Coach for Columbus Blue Jackets (NHL).
IFF Associations’ Meeting

The IFF Athletes Commission

Ms. Lidwien Reehuis, the ATC Chairman
Athletes Commission

Lidwien Reehuis (NED), Chair
Eliisa Alanko (FIN)
Josefina Eiremo (SWE)
Junoh Lee (KOR)
Agata Plechan (POL)
Johan Samuelsson (SWE)
Tomas Sladky (CZE)
Yui Takahashi (JPN)
Tero Tiitu (FIN)
Central Board of the IFF (CB)

Athletes Commission (ATC)

Athletes from national teams
Goals:

- Promote the ATC and be more visible for the athletes
- Represent the athletes in important IFF decisions about rules, competition, compression wear, etc.
- Promote events like the World Games
- Inform the athletes about relevant topics like match fixing, betting, anti-doping, etc.
- Share and hopefully inspiring the athletes with our blogs/vlogs
Please inform your athletes we are here for them!

Contact:
L.Reehuis@gmail.com
IFF Associations’ Meeting

Presentation of cooperation and upcoming IFF
IFF Associations’ Meeting

7th U19 Women WFC 2018 St. Gallen (SUHV)
Mr. Michael Zoss, SUHV secretary general
Women’s U19 WFC
Region in Switzerland
Organisation Committee

Reto Gyger
Head of project

Petra Kropf
Communication

Daniel Kasser
Athletik Zentrum St. Gallen

Carla Scheidegger
Sportscenter Herisau

Selina Steiner
Team Management

Simon Stettler
Marketing / Sponsoring
Arenas

Athletik Zentrum, St. Gallen
A-Division, A-Arena

Sportzentrum, Herisau
B-Division, B-Arena
### Playing Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>1st game</th>
<th>2nd game</th>
<th>3rd game</th>
<th>4th game</th>
</tr>
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<tr>
<td>Wednesday</td>
<td>10:00</td>
<td>13:00</td>
<td>16:00</td>
<td>19:00*</td>
</tr>
<tr>
<td>Thursday</td>
<td>10:00</td>
<td>13:00</td>
<td>16:00</td>
<td>19:00*</td>
</tr>
<tr>
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<td>19:00*</td>
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<tr>
<td>Saturday</td>
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<td>19:00</td>
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<tr>
<td>Sunday</td>
<td>09:00</td>
<td>12:00</td>
<td>15:00</td>
<td></td>
</tr>
</tbody>
</table>

* Games of Swiss Floorball Team

Both arenas start the games at the same time
Complete playing schedule on [www.wfc2018.ch](http://www.wfc2018.ch)
## Sponsoring

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
<th>Packages Sold</th>
<th>Total Income</th>
</tr>
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<tbody>
<tr>
<td>Main sponsor</td>
<td>CHF 9'900</td>
<td>2</td>
<td>CHF 18’800</td>
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<tr>
<td>Event sponsor</td>
<td>CHF 2’900</td>
<td>4</td>
<td>CHF 11’600</td>
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<tr>
<td>Supporter</td>
<td>CHF 500&lt;</td>
<td>0</td>
<td>CHF 0</td>
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<tr>
<td>Divers</td>
<td></td>
<td></td>
<td>CHF 8’500</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>CHF 38’900</strong></td>
</tr>
</tbody>
</table>

- **Budget**: CHF 63’000
- **Income**: CHF 38’900
- **% Income/Budget**: ca: 61%
Overall budget

- Expenditures: CHF 400'000
- Incomes: CHF 300’000
- Calculated loss: CHF 100’000

- 60% of income from public hand
- 35% of expenses for logistics
**Tickets**

**Ticket sales** (05.12.2017)
- Sold tickets 384
- Income CHF 10’500
- Budget CHF 50’000
- Income/Budget 21%

**Ticket prices**
- Day Tickets
  - A-Arena CHF 21.00-35.00
  - B-Arena CHF 10.00-15.00
- Evening Tickets
  - A-Arena CHF 17.00-22.00
  - B-Arena CHF 8.00-10.00

All tickets are on presales on wfc2018.ch
Welcome to Switzerland!
IFF Associations’ Meeting

12th Men’s World Championships 2018, Prague, Czech Republic

Mr. Filip Suman, the President of the Czech Floorball Union
Ms. Suzanna Svobodova, WFC 2018 secretary general
Mr. Tomas Janca, Head of Marketing and Communication of the WFC 2018
The Conclusions and Closing the meeting

Mr. Tomas Eriksson
IFF President
IFF Associations’ Meeting