Appendix 22

FLOORBALL AND CONFEDERATIONS
THE FUTURE
DISCUSSION PAPER

1.0 BACKGROUND

1.1 Currently there is one formalised Confederation being the AOFC
1.2 The IFF through the WFCQ process effectively has another Confederation in the Americas and it is likely that in the future there will be one also from Africa.
1.3 The AOFC is currently carrying out the following roles
   - Assisting IFF with
     - Development work in the region
     - Political work in relation to multi sports games in the region
     - Political work for new members
   - Taking decisions and making recommendations to the IFF on a number of areas including
     - Tournament hosts
     - Membership of AOFC personnel to IFF committees/functions
1.4 AOFC has established an office at the offices of Thailand Hockey, it currently has no employed personnel but has been reviewing the option with IFF to employ a Development Officer

2.0 DISCUSSION

2.1 A major issue that we need to consider is how to ensure as we grow as a sport and we are seeking more opportunities to participate in multi-sport games is “How we manage and maximise the co-ordination of lobbying at the International level”. If we do not have a well structured approach we run the high risk of various bodies promoting their own interests over the IFF interests and conflicts occurring or different messages being delivered.
2.2 As the number of countries grows and the need or otherwise for Confederations grows the IFF needs to assess the structure of having Confederations and if the decision is made to maintain the Confederation structure what role will the Confederation play
   - Question 1 what role do we want Confederations to play
   - Question 2 do we want to have Confederations

2.3 Question 1
   - Role of Confederation. The role of the Confederation will need to address which of the following they are responsible for and which IFF will continue to manage
     - Nominating WFCQ tournament hosts to IFF
     - Coordinating Tournament calendar in the region
- Supporting development works in the region with a Development Officer
- Carrying out Political lobbying works in the region for
  - Regional multi sports games
  - New member countries
  - Confederation IOC members and bodies lobbying
- Carrying out works to identify and develop new member countries

2.4 Question 2

- Benefits of having Confederations
  - Allows for WFCQ to be done on a Confederation basis which allows more countries particularly developing countries to participate in International events. Many would not apply to go to WFC but by participating at WFCQ within a Confederation more developing countries are participating
  - Shows a local Political body for regional multi sports games and allows more direct contact with regional bodies such as SEA Games, Asian Games etc
  - Spreads the capacity for smaller and developing countries to be involved in decision making in their region and participate in the development in their region
  - Creates better contact and support structures in the region as they are developing closer ties to each other

- Disadvantages of having Confederations
  - Creates an additional potential political body to deal with
  - Extra funding required for the Confederation to carry out on the ground works or engage employees. Can those funds be better used in each NA or by IFF on other priority projects
  - Confederation may work at odds with IFF if they are not on the same page or have different agendas. This is particularly so with tournaments in conflict at regional V international calendar
  - It can take scarce resources from NA's and still requires a champion to drive the Confederation

3.0 OPTIONS/CONCEPTS

3.1 It is proposed that this discussion regarding Confederations becomes a CB Working Session topic for further discussion and for the CB to develop a preferred position on the issue. Some of the considerations the session can address include

- Does the Confederation become a body of the IFF?
  - What role and powers

- Does the Confederation become a member of the IFF?
  - Separate membership class
  - Voting rights
  - Membership of IFF bodies

- What representation does the Confederation have in the IFF?
  - Membership of IFF bodies
- New representative body to coordinate Confederations and give them a voice
- How are the Confederation boundaries established, ie around qualifications, as per Football or other?

3.2 The session should also address the 2 questions
Yearly Transfer amounts (2017 by 20th of November) Appendix 23

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>In TOTAL</th>
</tr>
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<tbody>
<tr>
<td>CANCELLED</td>
<td>Transfer has been cancelled</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
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<td>69</td>
<td>159</td>
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<tr>
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<td>Player has not played or has a licence for two years / players is under 15 years</td>
<td>87</td>
<td>459</td>
<td>494</td>
<td>944</td>
</tr>
<tr>
<td>PAID</td>
<td>Normal and Express transfers (200CHF and 300CHF)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Student TEMP</td>
<td>NEW temporary student transfer for maximum of 60 days (50CHF)</td>
<td>14</td>
<td>8</td>
<td>13</td>
<td>35</td>
</tr>
<tr>
<td>NC</td>
<td>Transfer is Not Completed = waiting for a payment (200 CHF)</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>24</td>
</tr>
</tbody>
</table>

In TOTAL: 535, 594, 517
Monthly Transfer amounts

![Bar chart showing monthly transfer amounts for 2015, 2016, and 2017.]}
The IFF Floorball Development Seminar Program

The IFF has since 2005 organized Floorball Development Seminars (FDS) in more than 30 countries. The seminars have been divided into three individual blocks; administration (Good Governance), coaching, and refereeing. The purpose of the seminars is to teach and bring a wider perspective to people already involved with Floorball or have just started the sport.

The seminars have been organized in cooperation with the IFF member associations and the IFF member associations are free to apply for the Floorball Development Seminars. In order to have the most out of the seminars it’s good to start to plan the seminars early enough. That way there will be enough time for all the arrangements for the FDS.

At the time most of the seminars are specifically been concentrating on coaching and refereeing, but since 2015 the Good Governance block has been educated four times in four different countries.

Coaching Block

The coaching block has been divided into four different levels, which are: Basic, which is meant for newcomers in Floorball without any previous experience of sport.

Level 1 is planned for people who already have the basic knowledge of Floorball and some experience of playing and sport in general.

Level 2 is concentrating more on educating coaches on a higher level and the education is meant for people who already have a basic background as coaches and the level 2 seminar will bring in more aspects of how to coach players in a team, players’ roles in the team and how to coach also the physical aspect for the players. Eventually the aim is to have the participants to reach the level of coaching on national level. The structure of the seminar is based on the educate the educators principle.

Level 3 is meant for experienced coaches who want to deepen their knowledge of coaching and eventually to reach the level of a top coach nationally or internationally. The Level 3 education is carried out by outside educators, but administrated by the IFF. The Level 3 educations are not free of charge as the lower level educations are. The price per participant is defined separately and depends on the program and the location of the seminar.

Good Governance

Good Governance is a one level education and the main target group are the persons who are working in IFF member associations as hired staff or who are members of the boards or chairmen of the committees of the national associations. The Good Governance FDS is built on topics such as Good Governance, Corporate Governance, the Board work, Conflict of Interest and other issues, which might have influence on persons’ work in the previously mentioned organs.

Referee Block

The Referee Block education is divided into three different levels. The first level is the Basic Level, which is meant for people who don’t have any previous background of refereeing Floorball and the
education is concentrating on rules related issues, basic movement and positioning and in general what it is to be a referee in Floorball.

The Level 1 is targeted to persons who have some experience of actual refereeing in Floorball and have the basic knowledge of the topics in the basic level education. The added content for the Level 1 is to scratch the surface of how the referee observations are carried out, basic structure of a referee organization and a deeper understanding of the rules and rule interpretations.

Level 2 is more an administrative part of the referee “world”. The structure of the local Referee Committees, how the nominations and match appointments should be made, how to classify referees and how to build and plan the education programs for the national referees. The objective is that persons participating to the Level 2 education have the knowledge of the administrative part in officiating Floorball. The structure of the seminar is based on the educate the educators principle.

The IFF is also giving education to the international referees during the IFF events. The nominated referees get personal feedback from international referee observers from each game they referee during an IFF event and the aim is to constantly improve the level of the international referees. Also the new international referee observers are educated by more experienced referee observers during IFF events in order to secure and guarantee the sufficient level of IFF referee observers.

How to organize a FDS

Each and every IFF member associations is free to apply to organize a Floorball Development Seminar and the IFF is encouraging the member associations to do so in order to expand the amount of people being involved with the education so that more and more persons would be committed to the work of the national associations.

First step when applying for a FDS is to define what level the seminar would and who the participants would be and where they would come from. The best way is to also think about the Floorball persons from the surrounding countries and from those national associations in order to reach a good number of participants, but for the participants is always added value to meet people in sport from other countries.

The basic education is free for the participants and the IFF is in charge of the costs for the educators (travels and accommodation), food excluded. IFF can also, if needed, support the national associations with costs for the seminar facilities and venues, but usually schools and universities give the venues free of charge, since the seminars take place mainly during the weekends from Friday afternoon to Sunday afternoon. The financial issues can be separately negotiated with the IFF.

The organizing member association shall book the venues and also help the participants to reserve accommodation and organize meals, which the participants pay themselves. The accommodation costs should not be too high in order to secure as vast participation as possible.

The invitations for the seminar will be sent out by the IFF office in co-operation with the organizing IFF member association and the invitations should be sent out early enough, preferably three months before the actual seminar takes place.
FDS is one of the most cost-efficient way to educate people in Floorball. The three-day seminar is relatively hectic, but the outcome and the feedback has proven that it’s definitely worthwhile.

If your association is planning to run a seminar in 2018, please be in contact with Mr. Veli Halonen (halonen(at)floorball.org) from the IFF office and he will give you further and more detailed information how to organize a successful FDS and to define your needs. It’s also possible to organize a seminar for participants from just one IFF member association, but then there needs to be enough participants for the seminar. The optimal number of participants for the Good Governance block is from 10 to 15 participants, 20-40 participants in Coaching and the same in refereeing. The seminars can also be bigger, but then there’s a need for more educators.

English is the education language, but if translators are needed, then the local organizing member associations are responsible to get the translators for the seminar.
WOMEN IN FLOORBALL SEMINAR
Thursday 7th December 2017
DoubleTree Hilton Hotel, Bratislava

SESSION 1: Participation 9:30 – 12:30

Hanna Sandberg – Swedish Floorball Federation

*Why do girls quit floorball during their teenage years and what can sports organisations do to help lower the dropout rate?*

Hanna will present the findings from a study that the Swedish Federation did in collaboration with Umeå University which aimed to understand why girls quit floorball during their teenage years and to increase knowledge about what sport clubs can do to prevent girls from quitting.

Kaarina Salomaa – Finnish Floorball Federation

*Tyttösää on Timantti*

Kaarina has been involved with the Finnish Federation’s girls floorball project since its very beginning in 2009. She will present an outline of the project, its aims, achievements and challenges, as well as what the future project plans are.

Sébastian Fitte – French Floorball Federation

*From nothing to national team.*

From only having a handful of female players in 2011, the French Floorball Federation have been able to build a national women’s competition. They first presented their women’s national team in 2013 and have now competed in two WFC qualifications. Their development is helping neighbouring countries to also grow - in November this year, Belgium played their first ever women’s international match (against France). Sebastian will discuss about the steps the FFF has taken over the years to achieve this success.

LUNCH: 12:30 – 13:30
SESSION 2: Coaching 13:30 – 16:30

Tapio Hämeen-Antilla – Northern Stars (FIN)

*How do you build a floorball club for girls? What coaching strategies do you develop? What are the differences between coaching girls for fun and for competition?*

Tapio will discuss the development of Northern Stars, a club dedicated to girl's and women's floorball. He will outline how the club was built, the challenges they have faced, as well as the success of the club.

Kristina Carestam-Landgren (SWE)  Video presentation

Kristina is the only coach to have ever led both a women's (2003) and men's (2006) team to World Championship gold. She has been involved not only with coaching but also with club development in Sweden, having been the Head of Sport at Pixbo Wallenstam.

Brigitta Wegmann (SUI)  Video presentation

Brigitta played for over 20yrs at the highest level in Switzerland, as well as 3 seasons in Sweden. After her playing career finished she moved into coaching both at club (Piranha Chur) and national (Women's U19) level. She recently completed the Swiss Olympic Fitness Trainer course – the first floorball coach to ever do this. She believes that gender should not play a role in coaching. The skills and personalities of the coaches are the most important factors of successful coaches.

*More coaching presentations….to be announced*
Report RACC 07.12.2017

1) RACC
   a. Exceptions approved
   RACC is proposing changes in the competition calendar when it concerns international weekends in the autumn (appendix 26).

   RACC proposes to do the change as written in appendix 26

2) Rules Group
   a. IFF Rules of the Game
   Rule book is sent out to the member Associations and Rules Group will do an information document due to the fact that some of the changes are difficult to see the impact of if you don’t put several rules together.

3) Other
   a. Video checking goal
   RACC have continued the work with using the IFF YouTube livestream for reviewing goals. This will be tested in the WFCQ in Korea. Both referees and teams shall be able to request checking. After the tournament evaluation will be done and proposal for text in regulations be done for further discussions in RACC

   b. Team list time change
   RACC will test the use of only one team list for WFCQ 2018, where 20 players, 7 team officials and 10 emergency players is noted. The reason is that RACC wants to minimise the administration for member federations and IFF.
ORGANISATION

✓ Goals of the WFC 2018 impact set and approved
✓ the professional Event office established
✓ Secretary General named
✓ political and strategic leadership established through the Leaders Board
✓ the organizational tasks predefined
✓ the LOC WFC 2018 named and started to work
✓ the contract with the IFF signed
✓ IFF Eventello project management tool in use (reporting and communication)

ECONOMY AND FINANCES

✓ Following financial sources defined: sponsorship, state support, host city support, other support, sales, own resources, ticketing
✓ Budget approved – circa 2 mil euro

SERVICE AND LOGISTICS

✓ Sivek Hotels appointed the designated incoming agency
✓ the accommodation offer send for approval to IFF
✓ solutions for the incoming of individuals as well as groups from the Czech republic and from abroad planned

WFC PARTICIPANTS

✓ the communication strategy and calendar with the participating teams planned
✓ ongoing contact with the IFF office
MARKETING AND COMMUNICATION

✓ the visual identity of the WFC 2018 and graphical applications done
✓ the campaign My Fire is running since Riga 2016
✓ ticketing campaign for the Czech pre-sale running
✓ One Year to Prague campaign to be launched right after the WFC 2017 in the Czech republic as well as abroad
✓ Prague2018.com – basic information about the WFC for the Czech as well as foreign fans
✓ Event Mascot chosen
✓ Personal meeting with the representatives of all the Czech clubs in order to present the Czech floorball WFC 2018 goals as well as to establish communication and interest
✓ activities towards the foreign federations /presentation at the CCMNG meeting with a follow up in Bratislava
✓ preparations for the Olympic festivals in Brno and Ostrava [9.-18.2. 2018]
✓ the system of new sponsorship partners acquisition set
✓ first WFC 2018 office supplies and souvenirs produced
✓ preparations of the selection process of the merchandising supplier

CZECH FLOORBALL PARTNERS AND CHANNELS

✓ the first WFC 2018 official partner signed
✓ dialogue with all the current sponsorship partners of Czech Floorball
✓ promotion through Czech Floorball: website, social media, Media guide season 17/18, press conferences

MEDIA OPERATIONS

✓ dialogue with Czech TV regarding its position as Host Broadcaster
✓ host broadcasting offer send to IFF
VOLUNTEERS

✓ volunteer recruitment in place since August 2017 – 380 applicants by now

COMPETITION

✓ the blind preliminary WFC 2018 schedule discussed with IFF – 26 games in O₂ arena, 22 games in Arena Sparta
✓ ongoing complicated negotiations with O₂ arena hopefully soon leading to a final agreement and signature of the contract
✓ agreement with Arena Sparta – Podvinny mlyn to be signed
✓ practice venues preliminary booked - Děkanka, Tatran, Kunratice

SPECATORS EXPERIENCE / VENUE ENTERTAINMENT

✓ new sphere appointed and included in the LOC
✓ the idea is to maximize the experience of the spectators in the venues
✓ now phase of defining goals and clarifying content

TICKETING

✓ ticketing strategy defined – all day tickets on weekends, half day tickets on week days
✓ ticket prices defined, price sectors of the arenas defined
✓ defined „VIP upgrade“ – to be purchased as a special additional service allowing anyone in the hall with whichever ticket to enjoy the VIP treatment
✓ repeated entrance to both venues
✓ tickets from O₂ arena valid at Podvinny mlyn /up to certain capacity/
✓ a non-public pre-sale of a small part of the tickets for the Czech Floorball members based on a unique code planned
✓ the global ticket’s sale to be launched during spring 2018
VIP

- dialogue with O₂ arena regarding the VIP arrangements
- VIP concept and strategy to be set

ADJACENT EVENTS

- so far planned events before the WFC: ballot, road show, „school cup“
- so far planned events during the event: gala reception, coaching seminar, IFF congress, gathering of the mayors from all over the Czech Republic, schools in the arenas
- other adjacent events to be planned in coordination with the Czech Floorball CB committees

FANZONES

- plan to build regional Fanzones all over the Czech Republic /6.12.-9.12./
- the pilot project developed together with regional capitals of Pardubice and Hradec Kralove – in order to define parameters, place, budget, financing and organization
ANOC General assembly, Prague, Czech republic, 31.10 - 04.11.2017

Participants: Filip Suman, IFF Vicepresident

Report on present issues

1. **ANOC general assembly 2017**
The ANOC organised its General Assembly in Prague with the participation of representatives from 205 National Olympic committees and all continental OC. Representatives from majority of Olympic sports also present. Together more than 1500 accredited guests.

2. **Meeting with Thomas Bach and Sheikh Ahmad Al-Fahad Al-Sabah**
20 minutes meeting with Thomas Bach (IOC president) and Sheikh Ahmad Al-Fahad Al-Sabah (ANOC president) was organizes with the ExCo of Czech Olympic committee. General discussion, Floorball mentioned only at the start of the meeting.

3. **Meeting with Gunilla Lindberg**
Private meeting with Gunilla Linberg (ANOC general secretary and IOC executive committee member) about floorball development and its chances to play more important role in multisport events. Questions about World games participation and floorball development on other continents than Europe.

4. **Beach games 2019**
Starting from 2019 will ANOC organize Beach games. 15 sports in 17 disciplines will compete in San Diego (USA) in Sep/Oct 2019. The importance how ANOC presented Beach games clearly shows, they will try to develop it as one the major multisport events. That could affect the position of the World games.

5. **Urban Games**
Short discussion with Patrick Baumann (GAISF President) about the future of Urban Games. The project was put on hold after internal problems in Sport Accord. Now it is apparently back on track. It is the event where floorball needs to be in the programme.

6. **Lausanne 2020**
City of Lausanne is the organizer of Youth Olympic winter games 2020. During the presentation a major test was announced – for the first time the Olympic athletes will make the swap in the Olympic village meaning that half of the athletes will stay in Lausanne only first part of the event and then create space for the new athletes. This needs a very detailed sport programming, but if proven successful could be used as an example for future Olympic games. Chances for new sports if they do not need new infrastructure?

7. **NOC representatives from different countries**
Informal discussion with NOC representatives from many countries, both during general assembly and evening programme. For most of the countries was floorball still unknown.

8. **Olympic Games 2018, 2020, 2022, 2024, 2028**
Presentation of all upcoming OG.2024 and 2028 shortly mentioned also new sports and apparently there are many federation in contact with them lobbying for inclusion.

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Issues that need to be discussed or decided upon or taken action upon

- Urban Games participation
- 

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FLOORBALL IN LATIN AMERICA (JULY - DECEMBER 2017)

- Still no recognition of Floorball in new countries. Regarding this, there is something that we have in common in some countries that is that the NSAs are warned to accept new sports and Federations due that some of these new Federations have been used just for the elections at their National Olympic Committee, (without any interest of develop the sports in the country).
- Another common fact is: regarding the development process, they express the problem that there is a the lack of material (sticks...)

COLOMBIA
Contact person – José Fernando Gómez Rueda - josefergr@hotmail.com
Official website
Facebook - https://www.facebook.com/floorball.colombia/
Actions
Lukas Hohl-Jaramillo
kolumbienentdecken.ch

October they have got a positive answer they were waiting for from the NSA, per about two years. Basically says that the Floorball meets the requirements to be included into the National Sports System, and that the Local Sports Institutes (in cities) and the National Sports Institute (Coldeportes) can give sport recognition to the Clubs, Regional Associations and the Federation. So from now on is when they can really start the administrative process to spread the sport in the different regions of the country. They have already presented again the application to the local sports institute to get the sport recognition to the BUCARAMANGA FLOORBALL CLUB (October).
Continuing doing permanent activities in 10 schools and two universities in Bucaramanga and some person is moving to the north of the country (in the state of La Guajira).
Mr. Jukka Kokkoniemi from Finland, is also interested in to start the development process in Bogotá and support the development process in Colombia (December),

Short term plan: consolidate activities in the states of: Santander, La Guajira, and Bogota, and with these three regional associations recognized by the ministry of sports and to organize the Federation.

Still waiting for what happen to the sport recognition of the first club.

ARGENTINA
Contact person –
Analia Jensen <analiajensen@gmail.com>
Facebook - https://www.facebook.com/MdqRollerHockey/
roller hockey club

No answer from the several contacts we had.
VENezuela
Contact person –
Alejandro Russo Mendoza - f.ven.floorball@gmail.com
Douglas Gonzalez - douglasgonzalez@floorball-venezuela.org

Official website - http://floorball-venezuela.org
Facebook –
https://www.facebook.com/Federacion-Venezolana-de-Floorball-483765698477679/
Twitter –
https://twitter.com/Fvfloorball
Federation or Association –
Federación Venezolana de floorball –
Apartamento 3 piso 3, edificio Encarnación, Parroquia la Pastora Municipio Libertador. Caracas D.C. Venezuela
Recognition – yes

Continuing activities and promotion within the country. Very active in social media and following IFF initiatives.
Looks that they are working very closely to the administration and also a very good approach to Special Olympics group.
They are also trying to centralized contacts and activities from all the region sending some questionnaires in order to organize the countries regionally but still very early stage for this.

Brasil
Contact person - Rafael Pasqua Costa - pasquacosta@gmail.com
Adriano Serafim - email@floorball.com.br
Nélio Mendonça – Spain – IFF referee - neliomend@hotmail.com
Association - Associação Brasileira de Floorball
Emílio Bugs (secretário geral) e Rafael Pasqua (presidente)
email@floorball.com.br

FACEBOOK
https://www.facebook.com/FloorballBrasil/
INSTAGRAM
https://www.instagram.com/floorballbrasil/
WEBSITE
www.floorball.com.br

Continuing the activities of promotion and games.
Promotional material was sent via Mr. Nélion Mendoza (Spanish referee in Women’s WFCQ 2017 in Madrid).

Mr. Rafael Pasqua (President) came to Europe in June / July and visited some countries (Denmark, Germany).

November: Campeonato Brasileiro de floorball 2017 with 12 teams.
2nd December: Training course for teachers and students (Curso Básico e Festival 3x3 de Floorball) by Associação Campineira de Floorball (ACFb)
November 2018 they are planning a trip to Europe in cooperation with the Czech Republic. One week playing matches with local teams and asking Spain to play a friendly match on the 1st of December same day than the opening ceremony of WFC.

**MEXICO**
Contact person - Teijo Vienola - teijo.vienola@gmail.com
Official website
Facebook - [https://www.facebook.com/floorballtuxtla/](https://www.facebook.com/floorballtuxtla/)
Instagram: floorballtuxtla
Federation or Association? – Club “Floorball Tuxtla Gutiérrez” - floorball.mx@gmail.com

No news from Mexico. Still active in their work of developing but no advances in recognition.

**CHILE**
Facebook - [https://www.facebook.com/Floorball-Chile-384729554944731/](https://www.facebook.com/Floorball-Chile-384729554944731/)
Latest publication – dec 2012
Twitter - [https://twitter.com/floorballchile](https://twitter.com/floorballchile)
Latest publication – dec 2012

No more news from here.

**ECUADOR**
Facebook - [https://www.facebook.com/Floorball-Club-Quito-FCQ-676018685825024/?ref=py_c](https://www.facebook.com/Floorball-Club-Quito-FCQ-676018685825024/?ref=py_c)

No more news from here during this period.

**PARAGUAY**
Facebook - [https://www.facebook.com/Floorball-Paraguay-1050732181670818/](https://www.facebook.com/Floorball-Paraguay-1050732181670818/)
poderoi87@hotmail.com

No more news from here during this period.

**PERÚ**
Facebook - [https://www.facebook.com/FloorballLima/](https://www.facebook.com/FloorballLima/)
adithal@live.com

No more news form here during this period.

**DOCUMENTS in SPANISH**

- Rules of the Game (new edition)
- Changes in the Rules of the Game (new edition)
- Match Record
- Floorball Points Master
- Basic referee Education Material
- Learn, Start and Play
- Floorball Youth Start Up Kit
- IFF School Curriculum & Street/Urban Floorball3+

Some PPT for education of coaches and referees
Financial Report 30.11.2017

Balance sheet 30.11.2017

ASSETS

Current assets
- Cash: 61,77, 19,00
- Credit Suisse 559200-11: 159570,67 191195,00

Receivables
- Claims 2010: 86112,69 85612,69
- Claims 2011: 26353,83 25853,83
- Claims 2012: 32700,06 31700,06
- Claims 2013: 51200,00 49200,00
- Claims 2014: 56250,00 54750,00
- Claims 2015: 34500,00 29500,00
- Claims 2016: 181462,97 65124,30
- Claims 2017: 0,00 39500,00

Prepaid costs: 8566,82 1826,23

Receivables from rel.parties: 21310,82 35412,77

Total assets: 658091,63 609693,88

LIABILITIES AND EQUITY

Current liabilities
- Accr expenses and deferr income: -138355,00 -301316,36
- Other current liabilities: -11179,07 -13079,11
- Transfers to reserves: -194857,92 -34339,76
- Material board reserves 2016: -30234,82 -17734,82
- Material board reserves 2017: 0,00 0,00

Equity
- Retained earnings: -283464,82
- Outcome 30.11.2017: 0,00 40240,99

Total liabilities & equity: -658091,63 -609693,88

* Outcome of the material appr. system:
### Follow-up IFF claims (updated 06.12.2017)

#### WFC 2017 teams

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<tr>
<th>Association</th>
<th>Total debt 2017-12-06</th>
<th>Old debt (-2015)</th>
<th>New debt (2016-17)</th>
<th>Paid WFC 2017</th>
<th>Paid U19 WFC 2017</th>
<th>Pay-off plan is followed</th>
<th>Pay-off plan is not followed</th>
<th>Comments</th>
</tr>
</thead>
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### Follow-up IFF claims (updated 06.12.2017)

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**Total:** 135,900 91,400 44,500
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1) Based on 7 full-time employees
2) TV/Internet-TV costs are mostly allocated to actual cost centre

### Income

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<th>Account</th>
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<th>Budget 2018</th>
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**Estimated Result**

|          | CHF 2 739.90 | 0 | 0 | 0 |
4th IFF Associations Meeting, 8th and 9th of December 2017
At the Bratislava Municipality House, Bratislava, Slovakia

Friday 08.12.: 09:00 – 15.30
Meeting, with lunch
Saturday 09.12: 09.00 – 12.00
Meeting

A G E N D A

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:
     - Introduction of the IFF Sales Coordinator (TE) 09:10-09:15

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
   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. First Session Recap (TE) 11:50-12:00

Lunch Break 12:00 – 12.45

6. Keynote Speaker Mr. Mike Laflin, Sportcal CEO
   The Role of Floorball in Multi-Sport Events 12:45-13:45

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
Recognised by the IOC
Ordinary member of GAIASF

APPENDIX 6

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

9. End of Day one summary (CL)
15:25-15:30

Day 2 – Saturday 9th of December 2017

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

10. Information topics
- Special Olympics – SOEE Mr. Mariusz Damentko 09:05-09:15

11. The Each One - Teach One (EOTO) Project Update (VH)
- The Project Now and the Road Forward 09:15-10:00
- 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)

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 10:00-10:30

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
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**IFF invoices LOC**
- Sales provisions
- unusable barters provision:

**IFF invoices LOC**
- used barters, but returned

*Explanations:*
- = money will change hands
- = only invoices will be exchanged
- = still not confirmed deals
- = still open questions

IFF pays the same commission/provision to an outside company if the LOC has paid it, here it is deducted from the original sum

IFF pays no commission for the barters which has been used by SIBF/LOC
1 Champions Cup in numbers

- **12 609** – Total attendance
- **8 944** – Total arrivals (unique daily spectators)
- **2 470** – Maximum attendance (Falun-SPV, new Champions Cup record)
- **2 308** – School kids on Friday
- **16** – Different exhibition & activity stands
- **100%** - Of the spectators would probably or definitely recommend the Finnish Floorball Federation's events to their friends based on their event experience (according to the study made for the event attenders)
2 Organization & partners

• In co-operation with SPV (local club) and the city of Seinäjoki
  • Co-operation went very smoothly and all parties were happy how things went
  • Organizational partners:
    • Seinäjoki University of Applied Sciences – over 50 students working in customer services and media services
    • SEDU technical school – security services with over 70 students

3 Organization & partners

• Main commercial partners:
  • K-Rauta (hardware store) – main event partner: VIP decoration, LED-entrance gate to the rink, rink and carpet ads, exhibition stand, marketing event at the local store in August
  • Härmän Liikenne (bus company) – transportation provider: over 50 journeys during the event, carpet ad, exhibition stand
  • Ilmarit – clothing provider and souvenirs: around 300 t-shirts for the staff, 800 gym backs for marketing
  • 22 other partners with ads and/or on exhibition stands
4 Main successes

- The event itself – Mainly everything went really well
- Co-operation with the organizational partners – SPV did great job and co-operation with the educational institutes saved a lot of money
- Attendance – New single game record, over 12 000 in total, the Sunday attendance without the home team
- Exhibition and activity zones – 16 different spots brought the feeling of a big event. Kids especially enjoyed the recreational events
- Fan zone – Between the rink exit and the locker room entrance there were a fan zone where the fans could meet the players and have selfies and autographs. Hundreds of children and youth were there during the weekend and it took some time before the most popular players get to the dressing rooms but they apparently didn’t mind about that

5 Main challenges

- Total sales of tickets – Could and was expected to be little higher. The sales at the arena box offices were smaller than expected
- Public knowledge of the brand – We used lot of efforts in explaining what the Champions Cup is. More known brand would enable to market more the event itself
- Conditions – Some problems with the arena lightning and the carpet was dirty when delivered to the arena and took a lot effort to clean up (heard it was last used in WFC in Tampere, which was little awkward)
- Internet connections in the ticket sales – We had serious problems with the Wi-Fi connection in the tickets sales on Friday but managed to prevent the problems on Saturday and Sunday by using a mobile network
6 Finances

- According the expectations we succeed well financially
  - +20 000-30 000 euros compared to the budget
  - Still – 40 000-50 000 euros in total (including budget allocations from 2016 and 2015 of total of 50 000€)
- Income (excluding the budget allocations from previous years):
  - 34% tickets sales (including VIP)
  - 16% commercial partnerships
  - 25% City support
  - 25% Other (including the Swiss compensation)
- Expenditure
  - 50% accommodation, meals and daily allowances
  - 16% event production
  - 10% arena
  - 10% marketing
  - 14% other
Salibandy on Suomen nopeimmin kasvava ja kehittyvä joukkueurheilulaji. Haluamme luoda liiketta, joka synnyttää elämystä, hyvinvointia ja menestystä.

Salibandyllä ja sählyllä on Suomessa yhteensä noin 400 000 harrastajaa. Rekisteröityneitä pelaajia ja harrastajia on jo yli 65 000.
Contract for the arrangement of the 3rd Edition of the Floorball Champions Cup 2019 - 2022

Between: International Floorball Federation,
Alakiventie 2, 00850 Helsinki, Finland (hereafter IFF) as first party,

and

the Czech Floorball Union (Ceska Florbalova Unie)
Lomnickëho 1705/5, CZ-14000 Praha 4, CZECH REPUBLIC

the Finnish Floorball Federation (Suomen Salibandyliitto ry)
Alakiventie 2, 00920 Helsinki, FINLAND

the Swedish Floorball Federation (Svenska Innebandyförbundet r.f.)
Box 1047, 17121 Solna, SWEDEN

the Swiss Floorball Association (Schweizerischer Unihockey Verband)
Haus des Sports, Talgut-Zentrum 27, CH-3063 Ittigen bei Bern, SWITZERLAND
(hereafter the NA’s)

§ 1. The above mentioned parties have agreed upon the need to continue to arrange and organise an yearly European Top Club competition called the Champions Cup in order to maintain a show case for International Floorball for the period of 2019 – 2022.

§ 2. The stakeholders of the Champions Cup are the Internation Floorball Federation, the Czech Floorball Union, the Finnish Floorball Federation, the Swedish Floorball Federation and the Swiss Floorball Association.

The Champions Cup will be organised once a year during the period of 2019 – 2022 in the beginning of January (preferably first full week) by Sweden (2019), Czech republic (2020), Switzerland (2021) and Finland (2022), hereafter mentioned as organiser.

The Champions Cup will be organised as a Final4-event, with the champions (Men and Women) from the stakeholder countries. This excludes the 2nd level Club teams of the EuroFloorball Cup from the Champions Cup, at least for the first two-three years.

The stakeholders will prepare a proposal for the possibility to switch to a home – away based competition by the end of 2017. A switch to a new system must be done at least 18 months in advance of the start of the competition.

Each year the parties will evaluate the competition and all issues related to it in March.

§ 2.1 The CC shall be organised in a City proposed by the organiser and then approved by the Champions Cup Steering Group (CCSG), with broad enough spectator capacity for floorball and preferably nearby an international airport.

§ 2.2 The Champions Cup will be organised in accordance with the IFF Regulation for the Organisation of the Champions Cup, edition 2019, approved by the IFF and the parties of this contract and decided by the IFF Central Board.

§ 2.3. The duties and responsibilities of the organizers are laid down in primary this contract and secondly in the IFF Organizers Regulations, IFF Event Handbook and the contract between IFF and the

Signatures:
T. Eriksson J. Liljelund F. Suman I. Haaponiemi T. Enholm D. Bareiss
organizer. IFF is to produce a generic contract for the organisation of the Champions Cup, within six months of the signing of this agreement.

§ 2.4. The cost allocation system as stated in the ‘Regulations for Organisation of the Champions Cup’ applies for all stakeholders.

§ 3. The Champions Cup will be played as a four men’s and women’s team event, during two to three days, in accordance with the IFF regulation for the Champions Cup in a single venue, if possible.

§ 4. A separate contract for organising the Champions Cup shall be made between the IFF and the organizer in accordance to § 2.

§ 5. The parties concerned agree to that changes to this contract can be made only in a joint meeting every year after the Champions Cup has been played.

§ 6. The parties concerned agree to keep the content of this agreement confidential within the Central Boards of their organisations.

§ 7. The associations, which in a change to a home-away system have not organised the Event, agree to compensate a fixed sum to the organisers of the CC in accordance of 3rd edition. This sum will have to be agreed upon by the CCGS

§ 8. The role, duties, goals and the financing of a possible Brand Manager/Project leader for the Champions Cup will be agreed separately during 2017.

§ 9. This contract may not be transferred by a party to a third party without the approval of all parties. This contract has been signed in five originals, one for each party.

§ 10. Any modifications to this contract must be made in writing and has to be agreed separately between all parties. In the event, that questions as to matters not mentioned in this agreement arise, they shall be negotiated in good faith between the parties concerned.

This contract is signed in July, 2017

Tomas Eriksson, President
International Floorball Federation

Filip Suman, President
Czech Floorball Union

Ismo Haaponiemi, President
Finnish Floorball Federation

John Liljeland, General Secretary
International Floorball Federation

Tomas Engholm, President
Swedish Floorball Federation

Daniel Bareiss, President
Swiss Floorball Federation

Signatures

T. Eriksson, J. Liljeland, F. Suman, I. Haaponiemi, T. Engholm, D. Bareiss
Champions Cup Steering Group meeting 2/2017, Kirchberg, Switzerland 03.11.2017

Participants:
- Kimmo Nurminen (CCSG chair, IFF)
- Tomas Frank (CFbU)
- Kari Lampinen (SSBL)
- Magnus Nilsson (SIBF)
- Kristoffer Fält (SIBF)
- Michael Zoss (SUHV)
- Milan Rantakari (IFF/Champions Cup Brand Manager)
- John Liljelund (IFF Secretary General)

1) Opening and Objectives
Mr. Nurminen welcomed everyone to the 2nd for 2017 meeting and thanked everyone on arriving to Kirchberg, Switzerland. The aim of the meeting is to continue the building of the Concept for the Home & Away Based system for the Champions Cup, based on the present status. We need to be focusing on finding solutions for the future and the goal is to continue building on the Home & Away Concept.

Mr. Nurminen concluded that the Agenda was approved as proposed.

2) Minutes from the previous meeting
The actions to be taken has been done accordingly to the decisions of the previous CCSG meeting, apart from preparing the embryo of the Contract for the Organisation of the CC, which will be made until the end of November.

3) Preliminary report of the CC2017 in Seinäjoki
Mr. Lampinen made a preliminary report of the CC2017 organisation, based on the presentation from the Event Manger Mr. Janne Bruun.
Overall you can without doubt conclude that the CC 2017 was a huge success, with a total of 12609 spectators, with 8944 unique spectators. The maximum number of 2470 was in the game between Falun – SPV and the average number of spectators per game 1050,8 are new Champions Cup records.
The main Partners K-Rauta, Ilmari (cloths) and Härmän Liikenne (transportation) and income was around 14.000 – 15.000 Euros. It was hard to sell just one Event and the marketing rights were divided with a part to SPV, which has the local sales experience.
The success was built with the fact that there was a good partnership with the LOC and the Main arena in the same building with also two practice venues.
The Challenges were more on the financial side. The ticket sales targets were not reached, with less tickets sold in the venue. The problem is that the spectators don’t know the Champions Cup, which needs to build the brand of the CC.
The Finance was some 20.000 – 30.000 better than budgeted, but will still make a loss of 90.000 – 100.000 EUR. Compared to the previous CC in Tampere 2013, this Event gave a much better result.
The media situation was really good, with 5 matches on the public channel 5 (TV5) in Finland, 4 matches on the Swedish TV4, two high-lights form Swiss Matches on SRF (SwissTV) and one game streamed live on the SRF web page. In addition there were eight games with English commentary on the Olympic Channel. The total number of spectators was around 3 million, with all the news broadcasts.

Mr. Rantakari concluded that the activation zone and the venue was really good and can be a option for the future. The IFF is really happy with the overall organization and the LOC and the City involvement.

The CC web page had some 17.000 unique users, the Social Media posts had a reach of some 15,8 mill and the CC had some 2200 mobile app, compared to the TWG over 4000 users. The Social Media figures will only grow if the participating countries actively promote the event on their own channels, like was the case of the World Games. The YouTube channel had over 121,000 views and over 1,3 mill hours viewing.
Mr. Zoss explained that the SUHV tests some smaller cities and venues, where the cost especially in Switzerland, are much smaller. For example, the Men’s EFT 2017 and the springs TV project will be a good learning for the future.

Mr. Frank finds the numbers from Seinäjoki to be quite good and the Czech Floorball is looking on how to be able to lower the cost.

Mr. Nilsson explained that to build the set-up for the Champions Cup in Borås, it was much more easier to arrange the transportation and board & lodging compared the previous CC-event in Sweden.

The Teams were mostly happy with the arrangement, even if there would have been some concern before the Event about the travel to Seinäjoki.

4 CC Home & Away Working Group – Wroclaw meeting

Mr. Rantakari gave a basic report of what the CC Home & Away working group has done to prepare a questionnaire about the Concept in the matter.

The working group made a questionnaire, which has only been answered by 7, out of which most are from Finland. The overall results are that both genders should be included, the games should be played during the autumn, there can be more than one team per country and they would prefer a mix of tournaments and M&A games. The answers were negative to week games, but the there was some favor of playing the two games in one city. The clubs don’t think that there will be more spectators in matches against the foreign teams. Further the teams are unsure if it is interesting to play against teams of different level and they want to build the system based on the national team ranking. The clubs disagree on when the Final should be played, but they want to have it in different arenas.

The survey clearly shows that there is no consensus how the Clubs feel about the concept. The CCSG felt that it might be difficult to get more or better answers from the clubs.

Mr. Lampinen introduced the idea of single games based on ballot.

In the discussion Mr. Zoss felt that the concept is still worth while trying in the future, even if it looks more difficult than expected. Mr. Frank felt that we should continue to develop the concept, as the Czech clubs are interested. The problem is that the teams are first looking on the finances. Mr. Nilsson felt that there is not a need to include the lower level teams in the system. The Swedish Teams have asked for Home & Away games. Mr. Nurminen expressed that the Finnish clubs are not against the Home & Away concept, but worried for the financial cost structure. Mr. Lampinen felt that the idea to look at the Home & Away was maybe a bit too optimistic, as the feeling that the development level is too short to move to a new format. We need the financial investment first to build the set-up.

Mr. Nurminen felt that we can’t bring the product to the sponsors, if we don’t have a ready Product, and the cup-concept is still possible.

Mr. Nilsson feels that we need to start the analyses of the financial implications of the Home & Away matches. There should also be a discussion about the criteria for participation, for example of the number of home spectators.

The CCSG the concluded to make a 2nd round of thoughts in the form of a wish-list and nono’s by mid-January, based on which the working group is to prepare an updated version of the Concept paper by mid of February.

In addition, the Swedish Federation would make a financial analysis for the implications of a change of the System, which could be ready by the end of November.
The proposal from Sweden is to arrange the Champions Cup on either Thursday-Friday January 3-4 or Friday-Saturday January 4-5, 2019. The purpose with the days are to find the best way to coordinate the Champions Cup with a bigger youth tournament.

Next CCSG meeting
The next meeting will be held during the WFC 2017 on 9th of December in Bratislava, Slovakia.

Conclusion and Closing (KN)
Mr. Nurminen thanked the CCSG members for a good meeting

Upcoming meetings and issues (cont.)
- Bratislava 9th of December at 12:00 in The Hilton Hotel, in connection to the WFC

Issues that need to be discussed or decided upon or taken action upon
- All parties will make a wish-list and NoNo-list for their preferences for the Champions Cup before the mid of January 2018.
- The Swedish Federation will make a financial analysis for the implementation changes of the Champions Cup for the meeting in December
- The H&A working group will make an updated version of the H&A Concept paper based on the list.

New ideas, etc…
-
International Floorball Federation

APPENDIX 12

THE WORLD GAMES
WROCŁAW 2017

20th – 30th July 2017
Wroclaw, Poland

IFF Event Evaluation
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1. General
The IFF was admitted membership of the International World Games Association (IWGA), upon our application by the IWGA AGM in St. Petersburg, Russia in May 2013. Directly after the membership was granted IFF applied for inclusion in the Wroclaw World Games 2017 as a demonstration/invitational sport. The Wroclaw World Games organisers turned down Floorball in favour of the following four invitational sports: American Football, Indoor Rowing, Kickboxing, and Speedway.

At the IWGA AGM in April 2014, in Belek, Turkey, where the sports program of The World Games 2017 was to be decided, the IWGA Executive Committee proposed that Floorball would replace Netball, if the INF would not be able to ensure that the best national teams would participate in The World Games. As the INF could not meet this requirement, the IWGA Executive Committee decided to include Floorball in The World Games 2017 with a competition program for six men’s teams.

For Floorball, participation in The World Games (TWG) was, at this stage, the true golden opportunity and the event for us to prove that we could bring added value to the multi-sport events through a spectacular sport, dynamic and interesting matches, broad fan base from the Floorball community, and high visibility in social media.

With the announcement of the cooperation of the IOC and the IWGA now being brought tighter together the opportunity became even greater. It also provided a great chance for the Floorball community to change the present mindset of our sport, so that we can aim to higher levels in the future, in both our own events, and joining other multi-sports events.

The World Games is, without doubt, the biggest achievement Floorball has reached so far and it is (for now) our Olympics, as well as being the main tool to reach The Olympic Games in the future. We were able to take advantage of the opportunity to learn how to act in a multi-sport event, where we are not defining the rules and not in full control of how things are run. Based on the outcome, we can say, definitely, that we have been able to manage these expectations. Now it is up to the IWGA, the IOC and others to evaluate our performance.

2. The Strategic Objective for the Floorball Family
The strategic objectives for the Floorball event in Wroclaw were set, based on these different factors:

- 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
- 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

It is too early to judge if we will achieve the participation in TWG Birmingham 2021 or as a Sport Initiation sport in the Tokyo 2020 Olympic Games. Time will tell, but it is definitely clear that we have raised awareness of Floorball and TWG, and have reached a broader media visibility, even if that may still be limited to mainly within the Floorball media.

We are confident that Floorball has given a very good impression of our sport to the IWGA family, the IOC, the WOC and the other stakeholders. One sports professional commented: “This is the coolest, most spectacular event with the best atmosphere, after beach handball.”
3. Floorball Competition

3.1. Participants

TWG 2017 had a maximum quota of 3,600 athletes, as decided in the agreement between the IWGA and the Wroclaw LOC. Based on this, the IWGA informed IFF that we could participate with a total of six teams. IFF proposed to participate in the event with teams consisting of 17 players and five officials, so the total team would consist of 22 athletes per team. This had to be reduced, since after a lengthy negotiation process, Floorball was given a participant quota of a total of only 101 persons, which was subsequently broken down as follows:

- 90 athletes (6 teams each with 14 players + 1 coach)
- 6 referees
- 5 IFF officials

These 101 participants were included to what was called the IF Passport. All those in the IF Passport were provided local transport, accommodation and meals by the WOC. The IFF negotiated with the IWGA to increase the number of team officials to secure the level of team management which is closer to the normal numbers. The solution was that the participating teams could apply for a maximum of 3 extra officials which the teams had to pay for themselves, but they were, in essence, included as full members of the IF Passport in regards of the services they received.

The IFF officials were made up a Competition Manager, an IT specialist, Jury Chair, Referee observer, and a media person. In addition, IFF paid the costs for 5 extra staff who handled media, VIP, and television commentary.

The teams qualified based on the results of the World Floorball Championships 2016:

- Gold medallist – Finland
- Silver medallist – Sweden
- Bronze medallist – Switzerland
- Highest placed neighbouring team – Czech Republic (4th)
- Highest placed non-European team – USA (11th)
- Host country – Poland

3.2. Competition Format

A total of 11 games were played. The tournament was played with six teams in two groups of three in the round robin stage. A regular 20m x 40 m rink was used, with 3 x 15 minute periods and 10 minutes intermissions. Points were awarded as follows: 2 for a win, 1 for a draw, 0 for a loss. Extra time and penalty shots (5 players) were not used in the group stage, only in play-off and final placement matches.

The groups were based on the placement results (from WFC 2016):

- Group A: FIN, CZE, POL
- Group B: SWE, SUI, USA

Each team played each other once in the group stage. Having only 4 days in which to play the full event, and wanting the home team (Poland) playing on each day, this meant that one team in each group had to play two matches in the same day.

3.3. Results of the Event

The two best teams in each group advanced to the semi-finals, while the 3rd placed teams played each other for 5th place. The semi-finals were FIN v SUI & SWE v CZE. Switzerland and Sweden advanced to the final where Sweden took the gold medal.
The final placings for TWG 2017 were:

1. Sweden
2. Switzerland
3. Finland
4. Czech Republic
5. USA
6. Poland

The biggest score difference was in the group game between Sweden and USA (20-0) and the closest games were decided by just 2 goals - FIN v CZE group match (4-2), FIN v CZE 3rd place (2-0), SUI v SWE in the final (5-7).

Only the players received medals, in accordance to the IWGA rules.

### 3.4. Learnings

Despite many doubtful comments before the event, the reduction of playing time and the number of players in the team roster was very successful. After the event the IFF received very good feedback from the teams about the team size and many suggested that this could be a possibility for some future IFF events as well. The Floorball media was, generally, positive to the format and playing the 5v5 proved to be a better choice than playing 4v4, which was the other option which was considered. Some were perhaps surprised that it had worked so well. The major surprise from a sporting perspective was that the quality of the sport was extremely high. The fact that, with a reduced playing time, only the best of the best played, made the standard of the games excel to a new level.

The other main concern was what the physical condition of the teams would be in end of July, which is the middle of the pre-season period for the players. Despite these concerns, it was generally discussed among the national team’s coaches and media, that this was the most exciting international event ever played and the quality of the matches were on absolute top performance level, especially in the final between Sweden and Switzerland. The IFF will start an evaluation based on this to see if the summer term can be used for other competitions with the same set up, as it proved to work-out very well.

The chosen system for the qualification, with the best neighbouring team and the best non-European team, led to a mix of higher and lower ranked teams in the tournament, which in turn produced some big score differences but, for now, this is unavoidable as we must select teams that represent the host region and different continents to fulfil the IWGA directions.

The conclusion is that for future multi-sport events this game format could easily be used, with a small modification of players. What needs to be secured is a bigger number of officials and they are clearly needed, especially medical support staff such as physiotherapists & masseurs.

### 4. Venue – WKK Arena

IFF was first offered a venue outside of the city of Wroclaw (where inline roller hockey was played during TWG 17) but the need for bigger venue was requested and, after the visit of IWGA CEO Mr. Joachim Gossow to the WFC finals in Gothenburg, the IFF’s reasoning for this request was more clearly understood. The WOC confirmed WKK Arena, a newly built venue, for Floorball which was quite close to the city centre.

#### 4.1. Venue Set-up

WKK Arena is used mainly for basketball, but it’s very first event (just days after it opened) was the Polish Open in September 2016, which acted as the TWG Floorball test-event. Six teams participated, some of which were teams that also qualified to TWG 2017, and based on the evaluation from this event, the IFF, Polish Floorball Federation (PFF), and WOC made many corrections to the final venue set-up for TWG 2017.
The main problem in the arena was to fit the playing field into the available floor space, while keeping as many spectator seats as possible. For this reason, IFF first informed the teams that the playing field would be 19.5 x 39 m. With some changes during the building of the spectator stands it became possible to have a full-size playing area (20 x 40m), however, the space around the court was still very limited.

The limited floor space was problematic for photographers, TV cameras, movement of spectators, player safety, spectator safety and advertising possibilities, which were not in accordance to IFF regulations. WOC set up the arena in the best way possible, but overall, the floor space of the venue was too small. The PFF assisted a lot in the planning of the use of the venue and the experience of the Floorball test-event was crucial for a successful execution of the TWG tournament.

After the handover of the arena from Korfball, which had used the venue prior to the Floorball event, the IFF made a number of positive changes in the venue set-up, such as locating all of the team areas downstairs and improving the ‘dressing’ of the arena. For example, the main wall of the venue was covered with TWG flags which received some very positive feedback about how we had improved the look of the venue from the previous week and made it present much better to spectators and especially also to TV.

The cooperation with the WOC Venue Manager, Ms. Ewa Jaszek, worked very well and we were able to find a positive solution for most of the issues with the use of space in the venue.

IFF provided the rink, goals and balls for the event and the PFF provided the Gerflor flooring, which they had got through the WOC.

4.2. Spectators

The upside to a very small venue, was that all spectators were close to the playing field and it looked very good with the active spectators both in the venue and especially on TV. It provided a spectacular and good atmosphere which was positively noticed by many officials from other sports that attended our Floorball event. In particular, Czech Floorball brought a lot of very active fans to the event.

Having the spectator stands directly behind each goal was a problem on the first day as there was no netting protecting the spectators, but this was solved overnight by the WOC. Once the net was up, however, people then tended to not sit behind it as the thickness and colour of the net changed the view of the court. The walking paths of the spectators were between the rink and the stand, due to the limited space, but the WOC staff managed the movement of the spectators very well, so there were no problems with this during the event.

After the WOC had reserved seats for the athletes, VIPs and the IFF, there was around 750-800 seats available in the arena for spectators. A large amount of stand space was allocated to athletes and officials and was very rarely full, apart from the final day. Some tickets were released for sales by the WOC from this section during the event.

The WOC had decided to use morning and evening sessions for the group games, in order to make it possible to increase ticket sales. Two of the group sessions were sold out and both the semi-final and final sessions were sold-out. The overall ticket sales were very successful and most of the participating teams had a large group of fans present.

4.3. Operations

As the venue was not planned for such a large organisation running an event, all the operational spaces were quite limited, but still sufficient. The IFF office was small, but with some organisation we could fit the whole event staff in this area. There was also a separate meeting room for use in the venue.

There was sufficient team dressing rooms and they provided enough space and facilities for the teams. A meal / meeting room was also provided for teams in the venue.
Media had their own working space which gave them easy access to their seating and mixed zone. Mixed zone area was small but adequate and worked quite well. The photographers had designated zones in the arena but movement during the game was difficult due to the spectator paths and limited space at court level.

WOC had clearly marked all areas in the arena and had security points in all the necessary places. IFF made some small adjustments for the player warming up areas, as there was no place for this in the arena.

5. Swiss Timing
Swiss Timing were the official information technology providers for TWG. They managed all the sport information that was found on the TWG website as well as logistical matters such as accreditation and input for TV graphics. There were a couple of different online systems that we used for providing information and, for the most part, these all worked very efficiently. The information that Swiss Timing required from the teams was quite detailed but all was provided as requested which made the IFF work easier.

During the event, their main function was in relation to match statistics which displayed on TWG website. They worked well with the PFF staff who were managing the match secretariat and we were able to provide them with all of the player & team information that they needed. The PFF match secretariat ran the IFF Match Statistics software simultaneously with that of Swiss Timing.

6. Ticketing

6.1. General Tickets
Ticketing was a little difficult, partly as it was done via a 3rd party – a Polish online ticketing company (ebilet.pl), and partly because the information from WOC regarding the ticketing was received quite late and was not always so clear. WOC provided IFF with a first option on tickets which were offered to the National Associations. There was a very big difference in the level of interest for general tickets between the participating countries – Czech Floorball purchased approx. 300 tickets per session, while Finnish Floorball Federation bought no tickets at all. This difference was clearly affected by regional considerations but also seemed to reflect the level of importance that the different federations placed on TWG prior to the event.

The way that the venue was broken up into different sections and the different ticket categories that were available was a little problematic for promoting the sale of tickets outside of Poland, but, compared to other sports that were visited by IFF officials during the event, the number of spectators at the Floorball matches did seem to be, on average, higher than many other sports.

The advertising of the “sold-out” situation for the weekend matches could have had a negative effect on ticket sales for the Thursday & Friday sessions as those who may have been considering coming to the event could have changed their minds when hearing that they would not be able to see the final matches. In reality, the venue was not fully sold out and although WOC did arrange for some tickets to be released for public sale for the final day, it happened a little bit too late to be of any value to the overall spectator numbers.

The Total amount of sold tickets was 3.967, which is over 83% of all the possible tickets available. The average of sold tickets was close to 675 tickets per match. In the venue we had over 6700 spectators for the whole TWG Floorball tournament.
6.2. VIP Tickets

Originally, IFF was advised that the capacity of the VIP section would be 30 people. Considering that for a WFC event we have upwards of 300 VIPs we knew that this would be insufficient. Through negotiations with WOC we were able to increase the overall VIP seating capacity, but by doing this we incurred extra VIP catering costs as there was only a fixed number of VIPs that were covered by WOC.

IFF was only given 3 free VIPs (President, Secretary General & Competition Manager), so all others had to be purchased by IFF. This was quite a large expense and we tried to ensure that we had as few as possible ‘extra’ VIP tickets left unsold, but there were approx. 5-10 per day that were unused. Many of the extra VIP tickets that we had for the weekend were, in the end, sold to spectators (player’s family & friends) who had not been offered the possibility to purchase tickets via their NA during the initial ticket sales offer.

7. Activation and Promotion of the Event

7.1. Actions for the National Floorball Associations

The IFF CB implemented an activation campaign to fully use the opportunity the inclusion to TWG 2017 gave us. The IFF office prepared a TWG Activation Plan, which the IFF CB approved and it was presented to the IFF Core Countries in a meeting during the Polish Open in Wroclaw in September 2016. These actions, and in particular this meeting, kick-started the understanding among the core Floorball countries of how important TWG was for Floorball.

The communication plan began with raising the awareness that all of nations participating at WFC 2016 had a chance to qualify for TWG. The key objectives of this part of the TWG Action Plan were:

- Increase visibility for Floorball and the National Team on their “Road to Wroclaw” in advance of WFC 2016
- Promote TWG in the national web and social media channels
- Speak about the opportunity the national teams had in all Floorball communication
- Make press releases and contact the major sport channels about the opportunity before the WFC, to get interest towards the WFC, TWG and the national team performance
- Speak to the NOC about this opportunity and seek increased cooperation through this, already before the WFC
- Secure that the country can participate in TWG if qualified (if Floorball is not recognised in the country by the National Olympic Committee or National Sports Organisation)
- Get a foot in the door with the National Olympic Committee and have a way to cooperate if qualified.
- Secure recognition of Floorball in the coming years ahead of TWG 2021 in Birmingham, USA
- Contact provincial sport bodies and introduce the possibility of participation in TWG

For the Member Associations not participating in WFC 2016, the objective was to generally speak about the opportunity TWG gave the sport as a whole. Here it was imperative to use the media time given to Floorball to speak about TWG at all times. It was crucial that the Floorball Community understood that this was our chance to showcase the sport and prove to all that Floorball is worthy of participating also in other multi-sport events.

Despite some of the problems with the TWG venue and the initial misgivings about the number of players & officials, the participating nations and the media did not waste any possible PR or visibility by focussing on these negatives, but rather on the opportunities that lay ahead and the excitement of being involved in such an event. Here especially the national teams and the players performed extremely well.
7.2. IFF Activation Plan

The IFF Activation Plan was built to provide general information to the National Associations, their National Teams and all players, in order to be able to speak positively about TWG. The plan was to provide insight to a number of different fields, dividing the tasks between the PFF, the National Associations and the IFF.

The plan had specific actions to be taken by different parties and suggestions what could be made. The main idea was for IFF to provide a brief for the participating teams in the WFC 2016 with information for team leaders and NA’s, but also to get NA’s to talk to their NOC’s about the TWG, based on the IFF provided information. For the athletes, the plan was to prepare and coach the athletes about the way TWG would be played, how it differed from the WC, and how to address this in the media. In addition, IFF made an information package for the team managers.

There were special tasks defined for IFF and NA media, ideas for how the IFF could promote the event, how to build the venue and activate ticket sales for spectators. Also the booking of accommodation for IFF guests, IFF CB and the IFF Extra Staff was planned well in advance, which proved to be an important decision as accommodation was a clear issue in the city. The Activation plan also included ideas for the TV and streaming production and English commentary, which worked well.

Apart from the ordinary preparation work done to secure the success of the TWG Floorball Event and to be able to execute the IFF Activation Plan, the IFF Central Board decided that, as the Activation Plan was finalised after the budget approval for 2017, to approve an additional budget for TWG Activation Plan of CHF 75.000. The main part of this budget was used to bring added visibility of Floorball in Wroclaw, secure the TV and Web-TV visibility of the event, the TV production and the SNG up-link. IFF also invested part of the funds to have the arena decorated and clothing the volunteers, giving the organisation, a Floorball look & feel. IFF also invited the Presidents of the neighbouring countries and arranged its Central Board meeting in connection to the event. By doing this the IFF brought a very large part of the IFF family to Wroclaw. IFF also organised a IFF Presidents get together on Saturday the 29th of July and upgraded the VIP catering.

The IFF, together with the PFF and the participating national associations were able to successfully perform most of the tasks defined in the Activation Plan, and the plan itself acted as a good guideline for the operations.

The IFF wants to extend a warm thank you to all taking part in the promotion of the event.

7.3. City Advertisement

IFF ran an awareness campaign in Wroclaw during the whole of July, with wall posters (1 pcs), bus stop commercials (7 pcs), large billboards (5 pcs) and bus window commercials (5 pcs). The city ads were placed on the main streets of Wroclaw and were visible to a very large audience. IFF bought the advertisement space from the WOC and produced the commercials with their help. IFF was perhaps the only IF that had their own dedicated event commercials in the city. The other sports used by the WOC in the general event city advertising were Speedway, Climbing, Dance Sports, Gymnastics, Tug of War and American Football.

7.4. AOFC Activation Campaign

The IFF, together with the Asia Oceania Floorball Confederation (AOFC) planned a social media campaign to activate AOFC members to promote and follow TWG closely. The main purpose was to activate the AOFC countries and raise awareness about the event, even though there was no AOFC country participating. The campaign was run as a competition to have as many social media posts, views and followers on YouTube and users of the IFF mobile app during the time-period 20.7 - 7.8.2017.

All in all, there were 8,790 public posts, 3,859 Mobile App sessions and over 212,000 minutes watched on IFF YouTube channels by AOFC countries. The social reach of the public posts was 3.46 million. When calculating the points for the Member Associations the quality of the posts was also taken into consideration. The competition was
won by the Philippines who received a new Unihoc floorball rink, the second nation was Japan which received two sets of Unihoc goalie equipment and Iran came third and received two toolbags with Unihoc sticks and balls.

The AOFC campaign worked out very well, even exceeding expectations, generating a lot of activity in the region.

### 8. Cooperation with Parties

#### 8.1. The International World Games Association (IWGA)

The IFF cooperated very closely with the IWGA directly after the inclusion of Floorball in TWG. IFF invited IWGA President Mr. Perurena to Madrid, Spain in September 2013 for the U19 WFCQ, and the IWGA CEO Mr. Joachim Gossow to Gothenburg, Sweden for the WFC 2014, to make them more familiar with our sport and our event. This laid a very good ground for the cooperation and we were able to clarify issues with the expected spectator numbers and the venue size.

IFF started to actively promote TWG after the first Wroclaw Competition Managers meeting in August 2015. IFF started the use of the “Road to Wroclaw” hashtag and also started the preparation for the Activation Plan. The cooperation with IWGA in the fields of media, information and competition worked very well. IFF introduced TWG to the IFF events starting with the Women's WFC in Tampere 2015, with rink commercials and jumbotron ads.

IFF was invited to present our TWG Activation Plan at the 2nd Competition Managers meeting in 2016 and IFF has been used as an example in a number of IWGA news of how an IF can promote and activate its members for the TWG. Also, SportsCal has shown interest towards our activation program and city commercials.

There were some issues in relation with the TV production, with Floorball originally only to be shown as delayed matches broadcast on the Olympic Channel TWG 24/7 channel. The reason given to the IFF was that the IWGA TV production company had limited technical resources. IFF negotiated with IWGA and got the Bronze match live and the final match delayed on the Olympic Channel. IFF was also able to negotiate the right to have the signal on the IFF YouTube channel and make our own production for the other three days of the event.

Overall, the relation to the IWGA worked very well and, based on the discussions with the IWGA Evaluation Commission members, it seems that the general experience has been positive and the Evaluation Commission has been pleased with the number of spectators, the atmosphere in the venue and the level of the matches, which together with the good feedback received from the Birmingham LOC should be positive for the future.

#### 8.2. Wroclaw Organising Committee (WOC)

Overall, the co-operation with WOC was excellent. Floorball was assigned a very good sports co-ordinator and venue manager, Ms. Ewa Jaszek, and this ensured good communications. We got answers quite quickly to our questions, as this was a general problem for a number of sports. Ms. Jaszek and the WOC Vice President were invited to the WFC 2016 in Riga, Latvia, where all open questions were discussed thoroughly.

As a new sport to TWG we had a lot of questions and they were generally answered promptly. Prior to the event there was clear information about the different departments within WOC and who was responsible for what and we were given contact information directly for staff who were responsible for Floorball.

During the event, our sports co-ordinator was on site at all times, and there were no issues that we were not able to solve together. They were also very active in coming up with solutions on their own. Early on in the preparations there seemed to be a lot of information that it was just assumed that we knew, but as a new TWG sport we didn’t, and this sometimes caused some problems. There were some big issues for us, like the extra officials for teams and the level of the streaming, which often took a lot of time and communications to finalise, but in the end were resolved to our satisfaction.
The venue inspection that IFF Secretary General, John Liljelund, and IFF Event Manager, Sarah Mitchell, did in March 2017 was vital in initialising some very important projects, such as the visibility in the city, and also for finalising plans, such as the venue set up.

Prior to the event, all team communication was done via the IFF, the teams had no contact at all with WOC, but once the teams arrived to Wroclaw, WOC became fully responsible for all of their logistics – transport, meals, activities. IFF never received any negative feedback about WOC from the teams.

The WOC, in their feedback to IFF after the event, said that we had been very professional in all of our work with TWG – much more so than many of the other sports.

### 8.3. Polish Floorball Federation (PFF)

The Polish Floorball Federation (PFF) were very active in their own communications directly with WOC which was good as this meant that WOC, although never having worked on a Floorball event, seemed to have a very good understanding of what we needed and how our event would work. The test-event organised by PFF and the sport initiation of Floorball made in Wroclaw by the PFF proved to be very valuable.

PFF were active in the promotion of the event within Poland prior to the event and worked well with WOC to ensure that Floorball got coverage in the preparations. They set up the activation area in the city at two different sites and also at the competition venue, providing staff and national players to help with promotions of the sport during the event. In addition, they ran a demo zone outside the WKK Arena during the tournament.

During the event, they were responsible for the set-up of the flooring and rink, all of the match secretariat responsibilities, and the rink staff. They worked very well in co-operation with Swiss Timing who provided the official timing and statistics for TWG.

It is crucial to understand the great effort the PFF played in connection to the organisation of the test-event and the activity towards both the WOC, the Polish Olympic Committee and the WKK Arena officials. This helped enormously to prepare for the event and the direct contact between the venue manager and the PFF President proved to be extremely beneficial in solving small practical problems prior to, and during, the event. It is vital to secure a good contact and co-operation with the person responsible for the sport in the Organisation Committee and connect this person with the local Floorball groups. The work of the PFF was invaluable in making Floorball a success at TWG.

### 8.4. IFF Member Associations

The cooperation with all the participating countries worked well and the associations observed the due dates for information that was needed for the teams, tickets, extra officials etc. One major issue was that a lot of the information of the WOC or IWGA, and the systems that were used for providing information and organising the team activities of the participating teams, was very different than what we normally use. This caused a lot of unexpected work, as prior to the event all logistics regarding the teams were managed by the IFF in contact with WOC. The teams never had any contact with WOC until they arrived in Wroclaw.

The participating teams were understanding of the fact that TWG was new also for IFF so we were not always able to answer questions as quickly or as definitely as we would normally have been able to. The teams tried to fulfil all the requests of IFF as promptly as possible.

It took a lot of effort, perhaps more than it should have, to get some of the NAs motivated to promote TWG and realise the importance of it. Some NAs were extremely active right from the start in the promotion of the event, either through social media or ticket sales, while others were a bit slow to get going. Here, with the non-participating countries the co-operation can be improved in order to improve the level of activation for the 2021 TWG in Birmingham, USA.
9. TV & Marketing

When it became quite clear, early in the process, that Floorball would have limited TV visibility, IFF started to ask for the possibility to make our own production for the IFF YouTube channel. The IWGA didn’t give us this until some months prior to the TWG, as they didn’t know how to handle the IF-related TV rights when they were selling the TV production of the whole event as a larger product. After a long process, IFF got the right to produce and broadcast the Floorball matches for the first three days on our YouTube channel, when the IWGA didn’t include Floorball in their TV broadcast channel and had sold the rights only to the Floorball countries. For the Final day the IWGA channel broadcast both matches but IFF were still permitted to stream the matches with a one minute delay on our channel.

IWGA sold the signal of Czech matches to Czech TV, Finnish matches to Elisa Entertainment and the Polish PolSat broadcast Polish matches and the final. IFF ordered the production of the matches from PolarHD, and arranged the SNG and satellite segment for the production. IFF covered the cost for the SNG as a support to secure the signal distribution. The IFF production was used for the group and semi-final matches for delivery to the takers and therefore IFF got the right to do live interviews and highlights, which was otherwise not allowed for the accredited media. IFF also distributed the signal during the first three days to Swissunihockey.tv, which then bought the rights for the final from the German company which had the regional TV rights.

The IWGA owned all TV and marketing rights and this proved to be a slight problem in the arena, as IFF got different information from the IWGA and the Arena Manager concerning what we and National Association media could actually do. This caused some issues, especially for the NA media, but we were able to solve it in the end, although it took a lot of time and energy, and will be something that needs to be much more clearly defined in the future.

IFF negotiated the right to use some non-commercial ads in the venue on the rink and the floor.

10. Media operations and coverage

10.1. IFF Media

In order to gain more visibility for Floorball and TWG, the IFF prepared a special TWG Media Plan. The Media Plan consisted of the following:

- Head Coach interviews
- Meet the Referees
- Individual Team Week’s that included team presentations, highlights from WFC Riga and player interviews
- Meltwater competition
- AOFC activation campaign
- TWG Mobile App and Countdown.

All material was published in the IFF social media channels and webpage. As especially the younger market react more to photos and videos, lots of the material was done in other formats than simply writing. For example, there was a video of each interviewed player that included some of their comments and them playing. Most of the material was created in cooperation with the teams and by using materials on the IFF YouTube Channel. The head coach and the player interviews of the top four countries were done in Turku, Finland during the EFT and the two Polish player interviews were made during the U19 WFC in Växjö, Sweden.

In addition, FloorballToday created three videos for the IFF prior to TWG:

- TWG 2017 - Top 10 Goals feat. WFC teams
- TWG 2017 – Goalies of TWG
- TWG 2017 – 10 Players to Watch
Altogether, the videos gained some 16k views on IFF YouTube. They gained visibility on the IFF social media channels and FloorballToday also shared and promoted parts of the videos on their social media channels.

The Media Plan was first put into action on 8th May 2017 with an “80 Days to TWG” post and lasted until the start of TWG Floorball tournament. TWG Media Plan schedule can be found from the attachment TWG Analysis.

The Media Plan during the tournament followed the basics of other IFF Events: livestreaming, highlights, post-match interviews, promoting matches, match reports, daily recaps, photos to IFF Flickr, sharing posts with #floorball and #TWG2017, sharing results, creating photo collages and video clips. The only completely new feature was the Daily previews. The media team consisted of 5 people – two for commentary and interviews, and three for managing all other media operations.

There were some difficulties in dealing with the Arena Media Manager. The IFF had interpreted the IWGA rules differently in regards of what could or could not be filmed, and this included for example the audience outside of the arena, and the team locker room after the final. The matters were discussed many times during the competition with the Arena Media Manager and also with WOC Venue Manager, and in the end, the filming of outside the arena was permitted.

The IWGA rules in regards of filming of the matches were rather strict. Since the IFF had acquired the right to produce TV material for the first three days, we were able to loosen up the rules a bit for that time, but the IWGA rules were in place at all other times. For example, on the final day no videoclips (not even screen recordings from the IFF livestream) were allowed, but for the first three days 30 second or less videoclips from the IFF livestream were allowed. No filming of the field of play to any social media channels or anywhere else was allowed. The rules were informed to the media via the IFF website but in future we need to secure the contact information of all of the accredited media to ensure that we can inform everyone better.

According to the IWGA, 34 media personnel had chosen floorball as a first choice and 10 had chosen floorball as a second choice. Out of the 44, 13 were with TV, 7 were photographers and the rest 24 were journalists and reporters. Media came from 11 different countries with Czech Republic having the highest number of media, 16. There was media also from Belgium, Colombia, Finland, France, Germany, India, Latvia, Poland, Sweden and Switzerland. When analysing the information received from the IWGA, one could easily find that when counting the Polish and the international media together, there were 646 accredited media altogether and these journalists had named a primary sport and a secondary sport. Out of this Floorball had a relative share of 6.8%, with the 44 accredited media representatives. This means that floorball had the fourth biggest amount of accredited media naming the sport in The World Games. Ahead were only Speedway with 55, American Football with 53 and Beach Handball with 51, out of which Speedway and American Football were invitational sports outside the official program.

10.2. National Association Media

Prior to TWG, the participating National Associations were contacted and were encouraged to share the material created by the IFF. All six NAs (as well as some NAs who didn’t participate) had made TWG visible in some way on their webpage. Special mention should be given to Czech Floorball who changed the visual look of their whole homepage for the duration of TWG Floorball competition. All the six NAs also made TWG visible on their social media by sharing IFF TWG material, creating their own TWG material and by, for example, changing their Facebook cover photo.

During TWG, some NA representatives had trouble with the interpretation of the IWGA rules when it came to filming in and around the venue. All NA media representatives were understanding of the fact that this was not an IFF Event and the rules differed from usual. Excluding the filming matters, the NA Media representatives seemed to be pleased with the cooperation and TWG itself, as no negative feedback was received by the IFF.

During the event (26th – 30th July) the participating countries’ NA websites had 283k page views and in total their Facebook pages reached 1.8 million.
10.3. **IFF webpage (www.floorball.org)**

During TWG Floorball competition there were 21 news articles published. In total, there were 63 news articles about TWG 2017 published on the IFF webpage. During the event, the IFF website gained 18k users, 34k sessions and 101k total page views. There were visitors from 114 countries and most of the traffic came from the participating countries, excluding the USA.

10.4. **Social Media**

The floorball related social media numbers were counted by using SproutSocial and Meltwater App.

During 26th -31st July, the IFF had approximately 40k Facebook fans, 13k Twitter followers and 51k Instagram followers. Facebook’s 56 posts reached almost 400k users and gained over 1,1 million impressions and 10k engagement. Twitter’s 115 posts gained over 260k impressions and almost 18k engagement. Instagram’s 41 posts gained almost 70k engagement. IFF Flickr gained almost 98k views.

During 20th – 30th July, TWG had 47k public posts and 6.9k out of the 47k were Floorball related posts. Out of all of the TWG sports, Floorball had the most TWG-related posts and were almost 15% out of the whole amount of TWG posts. The sport-specific posts made up 85% of all TWG posts. The other 45% were general posts about TWG and no specific sport was mentioned.

The social reach of all TWG posts was around 750 million. Gymnastics had the biggest social reach with 34.6 million. Floorball came second directly after with approximately 32.6 million. The sport-specific posts had a rather small percentage of the whole social reach. Gymnastics was 4.6% and Floorball 4.4% out of the whole reach. The sport specific posts had a social reach of 255 million and were 34% of the whole TWG social reach.

Figures and more explanation, as well as comparison with WFC 2016, can be found from The World Games Analysis which is attached.

10.5. **YouTube**

IFF paid to produce the first three days of the event, as IWGA only provided broadcasting of Floorball on the final day. PolarHD provided high quality material and worked very well with both the IFF and TWG media departments in preparing the video material before the event, and of course, the actual streaming and highlights service during the event.

For more than any previous event, IFF produced a lot of promotional videos that were published in the months prior to TWG, and these were all published on YT. This had a positive effect on subscriber numbers and views of videos, not just TWG videos, as people often click through to other videos once they are on the channel page.

We had very good viewer numbers during the event, especially considering that many games were shown on television in several of the main floorball countries (CZE, FIN, POL, SUI). The host broadcaster for TWG provided the signal for the final day matches (bronze & gold) and the quality of the coverage was much lower than that produced by the IFF, and we received a lot of negative feedback on YT about this – more than we have ever received before. For example, for all matches streamed during the event, we never received more than 6 dislikes for the video, however, for the bronze game that number was 36, and for the final it was 106. The issue was that the Spanish TV crew had no experience of how to make the TV broadcast for Floorball. They also had no equipment to make a reverse camera view, which would have made the signal much better.

The full YouTube statistics are provided in a separate document.
10.6. TV & Olympic Channel

IFF arranged the production of the signal and the streaming with PolarHD. There was commentary in English, with a match commentator and a specialist commentator for all matches during the tournament for the YouTube channel.

The TV broadcast was made as follows:

- Czech Republic: Czech TV - Czech matches and Final
- Finland: Elisa - Finnish matches and Final
- Poland: PolSat - Polish matches and medal games
- Sweden: Viasat - Swedish matches
- Switzerland: Swissunihockey.tv - Swiss matches
- Olympic Channel: OC - Bronze and Final match
- YouTube: IFF - All matches

11. Political implications

Overall, TWG was a huge success for Floorball at all levels, but especially in how we were able to showcase our sport to the international organisations. We had a lot of high level visitors from IF’s and IWGA, IOC, Birmingham BOC and the IWGA Partners.

11.1. Meetings during TWG

The IFF held a number of meetings with the IWGA Executive Committee members before and during TWG. Mr. Bishop, Mr. Hinders, Mrs Arzhanova, and Professor Morooka, all who visited the Floorball during TWG, were full of praise, and stressed in particular the excellent warm atmosphere, and added value to the TWG with, for example, cheerleading during matches. We had almost all IWGA Executive Committee members visiting and a large number of other IWGA personnel.

The IWGA Evaluation Commission members, headed by Chairman Mr. Co Koren, evaluated the event in more depth, and we were evaluated every day by different members. They all highlighted the good social media statistics and level of spectators with good youth oriented atmosphere. The IWGA staff, headed by Secretary General Mr. Gossow, followed the Floorball event daily, and amongst other topics stressed our added value with more TV coverage and the fact that we had bought extra commercials and organised urban Floorball in downtown Wroclaw. In these meetings the IWGA declared how pleased they were with Floorball and how well the event was running. The feedback was mostly positive and only some small issues were discussed. There was no mentioning about Floorball's possibilities for being included on the Birmingham TWG2021, but the feedback was positive.

The Polish Olympic Committee president Mr. Andrzej Krasnicki together with other POC delegates visited the arena and the WOC Chairman Mr. Marcin Przychodny and vice chairman Mr. Adam Roczek visited on both the opening and final days of the tournament. The Polish FISU board member Mr. Dymalski, who had been in charge of the World University Floorball Championships in Porto, Portugal, also visited and praised the level of the tournament.

The Birmingham BOC members and City representatives, visited Floorball on a number of days and were quite impressed with the speed of the game and the atmosphere in the venue. Together with Jonathan Porter, Chairman of the Birmingham World Games 2021 foundation, and David Galbaugh, director Sales & Marketing a discussion was held on how to educate about Floorball in the city of Birmingham, what kind of venues would be needed, and what technical aspects must be included. It was agreed that a meeting shall be organised together with the USFbA, the City of Birmingham and IFF to start the preparatory work for the TWG 2021 before the end of 2017.

Mr. Mike Joyce, from the IOC Sports Department and responsible for IF relations, visited the event on the final day and gave positive feedback for the set-up and the atmosphere in the venue. The overall message was that IFF needs
to find a way to get in the multi-sports events through the organising cites and try to convince that the sport can bring added value to the organiser.

In addition to these, other meetings were held with a number of other International Federation representatives taking part in TWG, such as American Football, Boules, Dance Sports, Fistball, Flying Disc, Korfball, Muay Thai, Squash to mention a few. Also the meetings with Mr Carsten Richter, the representative of Lagardere, TWG marketing rights holder, and his associates were very fruitful and have continued after the event to explore future forms of cooperation.

12. Conclusions

   Overall, TWG 2017 in Wroclaw should be regarded as a great success for Floorball in all regards – increased awareness in the sports family, good visibility in the Floorball media, excellent game format and good and exciting games, active participation, vivid fans and spectators, good TV visibility and among other things a good political showcase for Floorball.

   However, there are still few things that could be improved though a better communication and activation within the Member Associations. The lack of awareness of TWG was a major hurdle that required a lot of convincing people that this was a big thing and of how important a step this was for Floorball. Here the work must start much earlier in the National Associations as we need to educate the players and sometimes even our NOC’s that this is a major international sport event. On a positive note, the awareness was certainly raised significantly and thus shouldn’t involve so much work in the future.

   The building of the IFF Activation Plan proved to be a very good solution, as we were able to commit the stakeholders to the process and provide them with sufficient materials, which they used actively. The cooperation with media was very good.

   Being the first time that Floorball was included to such a large multi-sport event provided some organisational challenges and, as a ‘first-timer’, IFF was not always in a strong negotiating position to change some of the limits that were given by IWGA / WOC, especially in the fields of media and marketing where IFF have much looser rules than what the IWGA used.

   Feedback from visitors from other IFs, NOCs, FISU, and organisations such as Lagardere sports (a major sports & entertainment marketing agency), many who had never seen Floorball before, was very positive. They saw the sport as fast, exciting, a great spectator sport, which looks good on TV, especially with a good audience.

   TWG 2021 representatives visited Floorball and were very positive towards its inclusion in Birmingham, even though it is the IWGA Executive Committee which makes the decision about the TWG 2021 program based on the Evaluation Commission report. It is positive that Floorball raised so much interest among the Birmingham delegation.

   The feedback received concerning the competition format, suggests that this format could be used again in the future and also tested in other multi-sport or IFF events.

   The cooperation with the different stakeholders was the key for the success. It is very important that the IFF will be very active in the promotion of TWG 2021 and the Floorball tournament and in this way supporting the IWGA and the BOC. Here the National Association plays a key role in the process, where IFF needs to support the process in the USA. One of the core reasons for the great success in Wroclaw, was the very strong commitment of the Polish Floorball Federation and their activity both towards the Wroclaw Organisation Committee, the Polish NOC and the WKK Arena. This will be a key requirement to make the possible Birmingham 2021 participation a similar success.

   The road to the Olympics is a long one still for Floorball and so the inclusion in as many multi-sport events should be pursued strongly and promoted to the Floorball world as the stepping stones to greater things.
AOFC IFF COACH MENTOR ROLE/STRUCTURE

1.0 BACKGROUND
1.1 The IFF and AOFC have previously discussed the appointment of a person as a Development Officer (DO) for the AOFC. Some initial work to identify the role and person has been done but it is proving difficult to identify/agree the following
- Right person needed
- Location to base the person
- Funding
- Reporting requirements
- Who manages the person

2.0 DISCUSSION
2.1 Given the very diverse levels at which AOFC countries currently are in terms of development it has become obvious that the initial proposed structure of having a person based in the SEA region (probably Thailand) is problematic to ensure the best outcome of any funds invested by IFF into this program.
2.2 There would also be a high potential for politics within AOFC countries to play a part in the use of the DO and so I believe the role must be managed by IFF
2.3 The question that needs to be answered first is what do we want to achieve with the role. I see 2 Goals to consider as follows
- Close the gap which infers being more competitive at International Level
- Lift the level of local coaches while implementing a coaching structure and easy useable content
- New members from the AOFC region
2.4 These 2 questions can be addressed with the following options
- Have a DO to carry out Train the Trainer type development in all AOFC Countries to Close the Gap at the International level have a DO to focus on getting new countries and helping the less developed countries
2.5 It is very unlikely that one person could achieve both goals and unlikely we can find any person from inside AOFC who could carry out the roles as most countries are busy with their own internal development

3.0 OPTION
3.1 I think that in the initial stages it might be best to focus on the goal of Closing the Gap as this will assist greatly at the International Level and the IFF already has processes in place to follow up potential new members.
3.2 An option to consider is
- The IFF pay for a European person (IFF Coach) to do very targeted Train the Trainer work within the countries of AOFC that are currently competing at any IFF Event or are registered to compete at an IFF Event
- IFF only pays for the person and travel. The host country must supply accommodation and internal transport and all equipment. Budget to pay the
coach would be up to 2,000CHF per week up to a maximum of 5,000 CHF for any individual trip. Not all countries may take up this option

- As the program develops the goal would be to have an IFF Coach Mentor for each AOFC country that participates at WFCQ for the AOFC region who can assist initially in the role for one National team but also through the mentoring of National Coaches the impact is aimed at all National teams in a country.
- Target is one National Team is the focus of the program but coaches from the other National Teams to participate in the program
- The IFF Coach would visit a country on the following MINIMAL timeframe to work directly with the National Team Coaches and form part of the countries coaching team
  - National Team Selection Camps/Trials (2 weeks in country)
  - AOFC Qualifications (1-2 weeks at tournament and any pre-tournament camp)
  - WFC if they make it (1-2 weeks at tournament and any pre-tournament camp)

  This commitment would then be for 3-6 weeks every year with 3 trips with a total maximum cost to IFF of 15,000 Swiss Francs per annum per country. Initial focus to be on the senior National Teams as this will be the most visible impact at the International Level.

- It is crucial to invest in juniors. The IFF Coach must also push for a national coaching education content book. Help to provide the right things. Push various coaches for exchanges also via internet outside the face to face meeting times. The national coaches should be determined to help to build the whole country stronger. If the association has people who are involved in the local national education structure or educate future coaches and school teachers, they all should be involved too. To have a sustainable growth and payback, we need all on board. If the IFF Coach only provides expertise only to National team and they don’t share... it is an expensive exercise for IFF with too little potential outcome.

- Ongoing the Countries National Coaches can contact the IFF Coach for mentoring as required

4.0 RECOMMENDATIONS

4.1 I propose the following for the initial consideration of the IFF and AOFC Central Boards. I don’t believe it is an AOFC decision, but they obviously need to be part of the process.

4.2 This project can be included in the EOTO program

4.3 IFF appoint an IFF Mentor Coach to initially work with Korea men starting next AOFC Qualifications next year.

4.4 The type of person proposed would need to be high level coach with International or Top 4 Experience and capacity to train others. Ideally, the DO also knows the requirements from the developing countries (habits, local situation, cultural aspects) Someone in the mould of Juerg Kihm would be suitable.

4.5 The program initially be for a 12 month period for review at the end of the 12 months. A set of KPI’s would need to be developed to judge progress against
4.6 For ongoing years and for other Associations they would need to make application to the IFF Development Function

5.0 ACTIONS

5.1 Discuss the proposal in more detail within the IFF Development Function

5.2 If agreed to pursue the option the following actions are proposed

- Target person to take on the role. I have spoken to Juerg Khim and he would be prepared to do the role subject to further discussions
- Develop a budget
- Talk to Korea
- Ask for AOF input
- Implement the program starting at AOFQ in Korea in January 2018
- Initial assessment after the tournament

5.3 A plan would need to be developed by the Federation and Coach for submission to the IFF Development Function before the first visit occurs
Memorandum Of Understanding

Between

Premier Floorball Inc.

and

Floorball Canada

This Memorandum of Understanding (MOU) sets for the terms and understanding between the Premier Floorball Inc. and the Floorball Canada to support each parties efforts to promote and grow floorball across Canada in an effort establish private community floorball clubs that would serve to generate respective revenues from player registration fees in the form of royalties and Floorball Canada recreational memberships, respectively.

Background
The partnership between Premier Floorball Inc and Floorball Canada is instrumental in providing both organizations a strategic alliance whereby both Premier Floorball Inc can benefit by leveraging the brand of Floorball Canada and whereby Floorball Canada can benefit by Premier Floorball Inc's franchise business model and strategic plan to grow floorball clubs across Canada.

Purpose
This MOU will help both parties increase floorball clubs across Canada, increase player registrations, increase Floorball Canada memberships and increase proportional revenues to each organization and ensure a consistent standard of play and use of official floorball rules

The above goals will be accomplished by undertaking the following activities:

Premier Floorball will provide to Floorball Canada:

1. assurances that each player, coach, referee, administrator who registered in a Premier Floorball club league be charged a recreational Floorball Canada annual membership fee, as mutually agreed upon, in writing by both parties, 90 before September 1st of each year

2. the mechanism to collect the annual Floorball Canada recreational membership fee on behalf of Floorball Canada at the time of player registration and submit the bulk collected fees on the first business day of the following month, including member contact information consisting of that what is defined as the basic requirement by Floorball Canada
3. a list of all communities ("markets") in which there is a Premier Floorball franchise and assurances that all franchisee owners will also become a Floorball Canada club member and adhere to their franchise agreement in order to protect the integrity of the sport and brand of both parties.

4. commitment to work with Floorball Canada and respective Provincial Sports Organization in creating events that will establish a pathway for Premier Floorball players to National Championships and National Teams

5. commitment to incorporate standards of play, rules and regulations that are deemed by International Floorball Federation and required by Floorball Canada to implement and govern in order to maintain membership, provided such that the cost to Premier Floorball Inc. and its franchisees is not prohibitive and/or detrimental to the operation of their franchise, and can successfully be implemented/amended into their franchise agreement

6. will not hold Floorball Canada and its members, directors, family and/or friends liable resulting in damages for the actions and decisions of that of Premier Floorball Inc. and its franchisees, staff, coaches, players, officials or suppliers

Floorball Canada will provide to Premier Floorball Inc:

1. permission to use the Floorball Canada logo in all its advertising campaigns and marketing initiatives, floorball programs and social media outlets and websites and be described as an "Official Supplier to Floorball Canada" and/or "A Floorball Canada Official Supplier"

2. a page on the Floorball Canada website, at no charge, that will provide a means for viewers to be redirected to any approved supplier of Floorball Canada, and in such, allowing the supplier icon, in this case Premier Floorball, to be redirected to the Premier Floorball Inc website

3. the ability to promote Premier Floorball Inc to the Floorball Canada membership database quarterly or at a determined fair rate to all other approved suppliers to Floorball Canada provided there is a mutually approved ad or email.

4. unconditional access to events, programs, tools and resources that Floorball Canada provides to other clubs, organizations or individual. In the event Floorball Canada charges a fee or offers discounts to other clubs, organizations or individuals then Premier Floorball is entitled to those same fees and discounts

5. recognition as one of the providers of Floorball Canada's floorball clubs for the term of this MOU in exchange for meeting or exceeding the minimum standards for supplier in this category. It is understood that Floorball Canada can still offer a do it yourself floorball club start up option consisting of basic information, advice from time to time, access to equipment and apparel sponsorship grants
6. assurance that it, nor its board of directors, will use confidential information to communicate with Premier Floorball franchises, players, coaches and officials to directly solicit them products or services that compete with those provided by Premier Floorball Inc. to its franchisees, nor to undermine, or attempt to influence or persuade the aforementioned in any capacity in their business with Premier Floorball Inc., unless there is mutually written consent by both parties.

7. an equal option with any other approved supplier at a title sponsor at any Floorball Canada sanctioned floorball related event.

8. will not hold Premier Floorball and its franchisees, players, coaches, officials, directors, suppliers, family and/or friends liable resulting in damages for the actions and decisions of that of Floorball Canada and its members, board of directors or suppliers.

**Reporting**
Premier Floorball Inc. will provide Floorball Canada a progress report outlining the total number of new franchises, membership fees revenues (collected & submitted) and player registrations & contact info for the annual period of time to September 1st.
Floorball Canada will provide Premier Floorball Inc. an account of its increase in membership numbers over and above of that of Premier Floorball Inc.'s contribution, list of new projects/initiatives that have been made available to other members and may benefit Premier Floorball and its franchisees and a 90 days prior notice, in writing, of any Floorball Canada recreational membership fee increase or decreases that are uniformly apply to all Floorball Canada memberships.

**Funding**
Thus MOU is not a commitment of funds but rather a commitment of establishing mechanisms to generate funds for both parties.

**Duration**
This MOU is at-will and may be modified by mutual consent of authorized Officers from Premier Floorball Inc and Floorball Canada. This MOU shall become effective upon signature by the authorized Officers from the Premier Floorball Inc and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized Officers from Premier Floorball Inc. and Floorball Canada this MOU shall end on August 31, 2019.
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Date: Nov 2/2017

(Partner signature)
Anthony Mac Neil
Premier Floorball Inc,
President

Date: Thursday Nov 2, 2017

Randy Sa’d

Floorball Canada
President
IF Forum and ARISF Council Meeting Report, Lausanne, Switzerland 07.-10.11.2017,

Participants: John Liljelund; IFF secretary general, secretary

Report on present issues

1. ARISF Council meeting 7.11
   Mr. Chiulli made a recap of the previous meeting actions points:
   - ARISF will apply for membership in the knowledge network ThinkSport.
   - The IFAF situation has developed a lot after the primary decision of the CAS, to remove the president Mr. Wiking. The IFAF has to pay for the Anti-Doping services, ordered by IFAF to GAISF. ARISF will follow the guidelines of GAISF.
   - Replacement of the secretary general Ms. Schödel with Mr. Fraccari as an acting secretary general. The President can appoint an acting secretary general until the AGM 2018. The ARISF Council will ask the AGM to change the tasks inside the Council, after the resignation of Ms. Schödel. The letter needs to be sent out latest the 15th of December. The Council will support to propose to the AGM to prolong the position of ARISF secretary general.
   - ARISF got 28.000 EUR contribution from the IOC, which is very positive. This helps to balance the finances.
   - There has been a discussion between the GAISF and IOC to finalise the MoU between he GAISF and the IOC, which should be signed on the 8th of November. The idea is to give a message to the ANOC President. From 2018 there will be one centralised administrative office for GAISF, ARISF and AIMS. The agreement is that Rohit will serve ARISF in this office.
   - The funds from the IOC for 2017 forward is still under discussion.
   - What is the role of the ARISF for the IOC Funds, as the ARISF is merely a post-office in the process. ARISF has asked to keep the sum as 6000 USD per IF and be given the task to rank and evaluate the IF applications.
   - The FISU membership is a very special case, as FISU is a founding member of the old GAISF – the IOC has not clarified the status of FISU, but GAISF has placed it to the ARISF basket.
   - Chiulli proposed to wait for the clarity of the questionnaire and strategic plan until GAISF and IOC has agreed upon the way to inform. GAISF will send out a membership questionnaire in the next coming months.
   - ARISF Role in the IF Forum, UMI, FAI and IFF of the ARISF IF’s will make a presentation during the IF Forum.
   - AISTS made a Sustainability study of the ARISF, with a response rate of 75%.
   - Discussion of having a combined dinner with ASOIF, AOIWF, ARISF, AIMS and IWGA during the SportAccord Convention is ongoing.
   - Next meeting in Bangkok at the Sport Accord Conventions.

2. Report on implementation activities of Good Governance
   President Patrick Baumann opened the information meeting, explaining the steps taken so far after the SportAccord in Aarhus.
   The SportAccord Convention President Mr. Ricci Bitti has decided to resign as the SportAccord Convention President and Mr. Baumann has been elected for this position. The name of the Sport Accord Convention will stay the same.

   GISF will be signing a MoU with the IOC for cooperation between the IOC and GAISF. This was made to close down the gap between the GAISF and IOC after the Vizer problems. The MoU consists of the following:
   - It gives a general framework for GAISF objectives.
   - Provide services (DFSU, Conventions).
   - Arrange the SportAccord Convention and
   - Organise Multi-Sport Events.
   - The GAISF is not here to duplicate services produced by others in the field of match-fixing and sustainability.
Start work to bring all to the same level and build a approved IF Pyramid.
No affiliation – AIMS – ARISF – On the Olympic program. The idea is to clarify this pyramid.
There are two separate membership process GAISF and IOC, with non-aligned process.
The criteria’s for membership in GAISF are no being updated to at the same time secure IOC recognition. How can GAISF help to support its members in the process.

Multisport Games: it is a hard place to be as there are a number of games and even more participants. GAISF is to organise multi-sport games in coordination with the IOC, with limited participation of Olympic Sports.

The DFSU will align with the Independent Testing Agency (ITA). There is an idea that IOC will support the activities of the GASIF.

GAISF has asked to increase the number of SAC board with 3 GAISF President, 1 ASOIF, 1 AOIWF and to invite 1 representative from ARISF and AIMS.
The revenue from SportAccord will be divided 50% GAISF, 35% ASOIF and 15% AOIWF. GAISF will delegate some funds to ARISF and AIMS.

President BAUMANN explained the Observer status for IF’s in GAISF. There is about 113 Sport organisations who have shown an interest to join GAISF. There are now 7 with Observer status Arm Wrestling, Dodgeball, FootGolf, Kettlebell, Poker, Pole Sports and Table Soccer which has the status for two years. There are 7 requesting Observation status; Obstacle Racing, Padel, Roll Ball, Rope Skipping, Rope jumping, Rugby League and Strongest man.

The AIMS President Stephen Fox informed that Chinese Taipei will be the host for the GAISF Combat Games 2019. Now with the green light from the IOC, GAISF can move into organisation of a number of potential games Urban, Mind, Combat, Artistic, Beach eSport Games. The work will be started for January 2018.

The GAISF will discuss with the ANOC Beach Games, where the 15 IF’s have limited insight, based on the IOC – GAISF MoU

SportAccord Convention in Bangkok, possibility to showcase the sport – discuss with Thailand federation.

Put the GAISF logo on the IFF web site, together with the IOC, ARISF, IWGA and WADA. Also FISU…

Independent Testing Authority Valerie Fourneyron ITA Chair
The operations of the GAISF DFSU will be including in the ITA. The ITA mission is
- to provide non-profit doping controls and other services to IF’s
- help IF’s to fulfilling their obligations under WADA Code
- to tackle the problems and harmonize the standard of testing
- to ensure the neutrality of the testing and keep the trust of the sport
- The business model is to run the test management ooc an in competition tests.
- Each client will pay in order to their needs of testing.

IFF to contact ITA urgently after the PyonChang Olympic Games.

3. IOC – GAISF MoU
The MoU was signed in the presence of the IOC EB and both President Bach and President Baumann concluded that we have now returned to an ordinary situation in the relationships between the IOC and GAISF.
4. **IF Forum 2017**

The IOC President Thomas Bach focused on the sustainability questions and what the IF’s can do in this field in cooperation with the International Federations in his opening speech. Sustainability should be included into all activities of the IF’s.

The IF Forum was focusing on the subject of Sustainability and the different forms of it. There was an opening remark made by Sir Ben Aisley, telling about the British Americas Cup project and how they have turned it into a environmental project.

In the four sessions the following topics were discussed:

- Infrastructure and Natural sites, where golf, mountaineering, equestrian and rowing gave their ideas on how to build sustainable venues and arenas.
- Sourcing and Resource management, where IKEA, FIFA, Fencing and IFF told about sustainability projects run. IFF presented the Tampere WFC 2015 EcoCompass project.
- Climate change, where the World Bank, FIS, Lahti 2017 World Ski Championships and Powerboating presented their climate driven projects
- Mobility, where French Sport Ministry, FIA, IIHF discussed the ways to make event related transportation more sustainable.

IFF started discussions of a sustainability project for the WFC 2018 with Floorball stick recycling.

5. **Discussions with different IF’s and Organisations**

**Mike Laflin, Sportcal**

Discussion about the upcoming GSI research for the WFC 2017 in Bratislava, Slovakia and the topics for the Sportcal/Mike presentation at the Association Meeting. Mr. Laflin would prefer to have the presentation on Friday. The presentation would be divided in three parts, the GSI, Sportcal view on IFF Events and how it relates to others.

**Canton du Vaud/Cosima**

Discussion about the issues related with a satellite office for IFF in Lausanne and the registration of the HQ in Lausanne.

IFF can register a satellite office in Lausanne, but the question is which administration would be the right to register. Cosima will clarify what needs to be done.

**.sport Policy Advisory Board/Pierre Grimeau**

GAISF has officially gotten the .sport DTLD-domain on the 8th of November, but discussions with ICANN are ongoing and a meeting of the PAB will be held shortly.

**BroadReachMedia/Steven Morris**

The High-lights program worked well in 2016, with two new broadcasters and some 134 countries and 190 million households Fox Sport Pan Europe, Setenta Sport Ireland, Dubai Sports Channel, Fox Sport Sub-Saharan Africa, Kwese Sports Sub-Saharan Africa, Eurosport Asia Pacific and the Olympic Channel.

Eurosport is still interested in Floorball, to include it on their Player and have a target of four IF’s for 2017. They need exclusivity on-line, as it is the Player driving it… IFF has deals for 2018, so we need to look on the situation for 2019 forward. The process is to go from News to high-lights to more production.

Build an own YouTube channel or an own distribution channel based on Pay per view with a subscription model. You need the four pillars Quality (Good production), Continuity (same set-up and enough events), Frequency (Regular Events), Volume (Enough games). We need to keep our audience and get the money at the same time.

News feed from the WFC’s should be 3 minutes with the story of the day and dopsheet and shot list. The present companies must be included and then three news agencies. Agreement to continue for 2017 and 2018 WFC’s, with max. 5000 for production of high-lights and 15.000 for the deals.
4. **Discussions with different IF’s and Organisations (Cont.)**

**IWGA/Joachim Gossow**
Discussed the GAISF – IOC MoU effect on the IWGA. The question with the ANOC Beach Game/Sheik is still and issues – Gossow told that there are no change to the set-up for the World Games presently, the IOC thinks that World Games should be an independent multi-sport games. There are discussions on the inclusion of some non-Olympic disciplines of the Olympic IF’s.

Mr. Gossow mentioned that Mr. Liljelund had been mentioned as a name in connection of the possible candidates for the next Executive committee of the IWGA.

**IOC Sport Department/Kit McConnel and Mike Joyce**
We have asked for a meeting with the IOC Sports Department, already for some time to discuss multi-sport games and the questions related to the IFF Strategy for the next decennium. I had a chance to speak to Kit for maybe 5 minutes and he was really positive towards us and seemed interested to start the discussion. Agreed to find a time for a meeting through Mike.

In a discussion with Mike Joyce the topic of not trying to compare Floorball to other sports, but instead to try “Turn around the arguments” to become part of the multi-sport events – ask how a non-floorball person are looking at our event and sport and how could we develop our operations based on these opinions. IFF should just try to make the Event and operations better not compare to others, but to develop them out of the sport. Based on the previous discussions we also asking for a meeting with Kit about the IFF future strategy process and how to position IFF in this process.

**Robert De Kock/World Sport Gods Federation**
Discussion of the possibilities to recycle the floorball material components Recycling of the graphite shafts and he pet blades.

**IOF/Thomas Holloway & Leho Haldna**
Discussed the present situation of ARISF and the recent development of ARISF role in the sports world.

**IKF/Jan Fransoo**
Korfball is investigating building an own OTT-platform for video on demand and streaming and has been thinking of including other similar sports to it. The Sports would be Korfball, Flying Disc, Netball and Floorball. There would be the idea also for a common distribution of marketing rights.

Mr. Fransoo asked if we are interesting to look at this.

**Advisport/Jean-Laurent Bourquin**
In discussions it was advised to try to enter any kind of activation or other program for Tokyo 2020, through any existing network we have in Japan. The JFF plays a key role here, to support and organiase any introduction of the sport. There has been no new information provided in respect to the Sport in Action Conference during the Buenos Aires YOG.

The IOC has now set-up the rules for the process of the 2024 and 2028 Olympic Games programs. There is possibility to engage in discussions with the Organisations, but it is important to try to avoid any aggressive pushing. The TWG 2021 will be key for us, but we need to build the USA operations quite somewhat to reach further and we need to convince people that we can bring something spectacular for the Event. There might be a small issue with the USA performance in TWG 2017 for Birmingham and Los Angeles. IFF should try to build on the strong school sport image we have also towards the IOC and seek the YOG participation through this for the future.
5. **IF space in the IWGA Offices**

As the IWGA has now moved in the old offices of FIG/Gymnastics in Lausanne. IWGA is offering their members the possibility to rent space and the service of the IWGA IF Contact person Mr. Sebastian Riediger.

The IFF would have the possibility to using the IWGA IF office for:
- IF meetings
- Service of Mr. Riediger
- Official address of the IFF in Lausanne, Switzerland for the HQ and to receive invoices
- Receive information from Int. Sport meetings in Lausanne

6. **Any other business**

Due to time restraints I had not time to meet with Horst Lichtner/IIHF, Jose Perurena/IWGA and the FIH, which we will meet in Bangkok for the SportAccord

---

**Upcoming meetings and issues**
- Meeting with FIH during SportAccord Convention in Bangkok

---

**Issues that need to be discussed or decided upon or taken action upon**
- Investigate the possibility to register IFF in Lausanne, Switzerland with the IFF Office in the IWGA IF Office
- Follow-up the situation with the ARISF Strategy and Questionnaire in January 2018
- IFF to contact the ITA after the PyongChang for discussions.
- Contact GAISF/Mr. Gaisbuhler concerning the Urban Games in January
- Start preparations for a Floorball Stick recycling project for the WFC 2018
- Build up a clear program for TV-News feed delivery from the WFC 2018

---

**New ideas, etc...**
-
OCOG proposal process for Paris 2024 and Los Angeles 2028

Dear Presidents,

Since the IOC Session in Lima and the recent historic double award of the 2024 and 2028 Olympic Games to Paris and Los Angeles, we have received a number of questions regarding future interactions with these two OCOGs and how Recognised IFs should proceed. We would like to provide some further guidance on this point.

Firstly, it is important to note that the sport programme has been set for Paris 2024, after the IOC Session voted to approve the initial list of 28 sports in Lima. The sport programme for LA 2028 has not yet been set, and this is only due to take place in 2021.

According to Rule 45 of the Olympic Charter, both Paris and Los Angeles will have the opportunity to pursue an OCOG proposal for additional sports if they should choose. The OCOGs have not yet been formed and we will discuss this opportunity with them in due course.

If Paris expresses an interest in potentially submitting proposals in the future, then the IOC’s Olympic Programme Commission will review the process steps and timelines during the meetings scheduled for Summer 2018. After this point, we will be able to share further detail and information with you.

Thank you for your attention and don’t hesitate to contact myself or the wider Sports Department team further if you have any questions. We remain at your disposal.

Very best regards,

Kit McConnell
Sports Director

cc: Raffele Chiulli, President, ARISF
    Andrew Ryan, Executive Director, ASOIF
APPENDIX 17

AGREEMENT

between

International World Games Association (IWGA),

Avenue de la Gare 12, CH-1003 Lausanne

and

................................................................. (IF)

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PREAMBLE:

IWGA is an International Association established and with its offices in Lausanne, Switzerland.

IF is an IWGA member.

IWGA is offering its members the possibility to manage on their behalf a representative office in Lausanne and to provide related services;

Now, therefore, the parties have agreed as follows:

1. **Representative Office**

The IWGA Offices in Lausanne shall serve as representative offices of the IF in Lausanne.

The IF shall have a corresponding postal address and its name on the door.

2. **Services**

The following services will be provided by IWGA to the IF.

2.1 **Address, reception, telephone and desk services**

The IF shall have an address at the IWGA Offices. The name of the IF shall be mentioned on the entrance door alongside the name of IWGA and of other IFs.

The telephone desk operator shall answer calls for the attention of the IF on a dedicated telephone number. Calls shall be redirected to another IF’s number as appropriate.

When applicable, the front desk shall receive visitors of the IF in the IF’s name.

If applicable, mail received for the IF shall be redirected as appropriate and instructed.
2.2 Office space/meeting room

Subject to advance booking and availability, the IF shall have access to office space and a meeting room at the IWGA offices.

2.3 Contact, representation and communication support

The IWGA IF Manager shall serve as point of contact for the IF in Lausanne.

The IWGA IF Manager is in charge of supporting the IFs on the occasion of their visits to Lausanne. This includes accommodation and meeting room arrangements in Lausanne, preparation and support of meetings (preparation of meeting documents, catering, organisation and running of the meetings etc.).

Whenever needed, the IWGA IF Manager shall act as representative of the IF or assist the IF in Lausanne in contacts with international sport organisations present in Lausanne, such as the IOC, WADA etc.

As a rule and subject to specific instructions and powers issued by the IF, the IWGA IF Manager shall only act as contact, information and support person and shall have no power to bind the IF.

2.4 Administrative and secretarial services

When in Lausanne, the IF will benefit from administrative and secretarial services on an as-needed basis and subject to workload of the IWGA staff.

2.5 Tax establishment

As a rule, the existence of a representative office of the IF pursuant to this agreement does not establish a tax representation in Lausanne, nor a transfer of the seat of the IF to Lausanne.

In the event the IF wanted to establish its seat in Lausanne and use the IWGA offices as its headquarters, this would be subject to a separate agreement and prior clearance with the tax authorities in Lausanne.

3. Consideration

In consideration for the services set out in Art. 2 above, the IF shall pay to IWGA a monthly amount of CHF 1'500.--.
VAT shall be added as applicable.

Such amount shall be paid quarterly based on corresponding invoices issued by IWGA.

4. **Duration**

This agreement shall be in effect for a period of one year from ………………….

It shall be automatically renewed for successive periods of one year, unless terminated by either party giving written notice of termination at the latest 3 months before the end of the term.

5. **Indemnity**

The IF shall indemnify IWGA and /or IWGA officers and staff, including but not limited to the IWGA IF Manager against any claims against them by third parties, based on circumstances linked with the performance of this agreement.

6. **Exclusion of liability**

To the fullest extent possible pursuant to Swiss Law, any liability of IWGA and /or IWGA officers and staff towards the IF shall be excluded.

In any event, the maximum amount of liability incurred by IWGA hereunder shall be the amount received for a one-year period pursuant to Art.3 above.

7. **Confidentiality**

The parties shall keep confidential the terms and conditions of the present agreement.

The parties may however disclose the existence of this agreement.
8. Amendments

Amendments to the present agreement shall only be deemed valid if they are agreed in writing (exchange of emails being sufficient).

9. Governing law and arbitration

This agreement shall be governed and the provisions thereof construed in accordance with the laws of Switzerland.

The parties shall endeavour to settle amicably any dispute, controversy or claim out of or in connection with this agreement by negotiation.

Failing the reaching of an amicable settlement, any dispute, controversy or claim arising out of or in connection with this Agreement shall exclusively be settled by final and binding arbitration in accordance with the rules of the Court of Arbitration for Sport (CAS) in Lausanne (Switzerland) then in force.

The arbitral tribunal shall consist of one sole arbitrator who, failing the existence of an agreement between the parties on an arbitrator, shall be appointed by the CAS.

........................................, 2017

International World Games Association (IWGA)

......................................................

...................................................... (IF)
Evaluation Report

The Word Games 2017, Wroclaw Poland
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IF EVALUATION REPORT

1 REPORT SUMMARY

1.1 METHOD AND DATA PROCESSING

The input of the IF’s questionnaires in the IGMS database have been processed (through Excel and Access) into a number of data reports. The data of the questionnaire are scores, yes/no and text comments, which are labelled by Categories, Sections and Questions.

In particular the inventory of the comments given by the IF’s is a substantial report of 50 pages of text. Many IF’s specified very detailed and extensive remarks, which in several cases only applied to their sport. The IWGA staff should certainly read these comments and if necessary contact the IF on the issues mentioned.

The TWG 2017 IF Evaluation Report is a survey per Category and Section of the Questionnaire, using the TWG 2017 Data Reports as data sources. The report also provides recommendations, which are suggested actions to remedy weak points in the organization in order to improve future TWG events.

1.2 OVERALL OUTCOME

It’s good to see that the IF Evaluation of TWG 2017 does not show any item with a average score below Standard (3). As the last three TWG events have been evaluated in a very similar way, it is possible to compare the overall average score of items that were included all three questionnaires. The overall scores are:

TWG 2017 Wroclaw (3,98), TWG 2013 Cali (3,52) and TWG 2009 Kaohsiung (3,85).

TWG 2017 scores the highest of these three events; just above Kaohsiung, but a fraction under an average score of Good (4), so there is room for progress.

The categories that scored higher than in Kaohsiung are; Doping Control service, Sport Presentation and Press Operations. Press Operations were in previous events Below Standard and have now reached a score of 3,63, which could still be further improved.

1.3 REQUIRED IMPROVEMENTS

There are 6 subjects in TWG 2017 Evaluation that score below 3,50. The value of 3,5 is considered a level that requires improvement. The low score is a trigger to investigate the subject, however the comments given by the IF’s should also be taken into consideration when searching for improvements.

1.4 RECOMMENDATIONS

The recommendations relate to topics and services managed either by the IWGA, the service providers, the IF’s or the Host City (LOC). The TWG 2017 IF Evaluation Report show 8 recommendations to improve elements in future TWG events. For the topics “Registration System (IGMS/EMS)” and “Entertainment in the arena”, recommendations have been given in three consecutive TWG Evaluation Reports. These subjects score very low, 3,20 and 3,38 respectively. It is therefor essential to take substantive measures to improve these elements in future TWG events.

Some elements with a low score might need further research to find solutions for improvements. Actions to improve elements of TWG events should be discussed with parties involved. If possible new services or systems should be thoroughly tested before implementation.
2 GENERAL

The purpose of the evaluation of the World Games event in Wroclaw, Poland is to learn from the experience and to improve future World Games events. To obtain the opinion of the International Federations on the quality of the preparation and actual performance of TWG 2017, the participating IF’s have been requested to complete an Evaluation Questionnaire after the event. The Evaluation Questionnaire has a standard format, which also has been used in TWG 2009 and TWG 2013. As the IWGA has introduced the IGMS (IWGA Games Management System), the questionnaire for TWG 2017 was included in the IGMS and IF’s could list their opinion online.

2.1 EVALUATION METHOD

The questionnaire covers 16 categories:

- A-General
- B-Pre-Games Period
- C-Sport/Competition
- D-Competition personnel
- E-Sport presentation
- F-Sport publications
- G-Accommodation
- H-Catering Services
- J-Transport service
- K-Information/language service
- L-Accreditation/Access control
- M-Medical service
- N-Doping control
- O-Press
- P-Video screen/Broadcasting/Internet
- Q-Additional comments

Fourteen Categories have Sections containing the Questions of the questionnaire. The questionnaire uses three types of questions; Score questions, Yes or No questions and Comments questions.

2.2 DATA PROCESSING

The questionnaires were received online in the IGMS. The information is exported from the IGMS database to analyse the data. The data is processed in Excel and Access and sorted to provide input for the TWG 2017 Evaluation Report.

2.2.1 Processing of the Score questions

The questionnaire uses a scoring scale of 1 to 5

1 – (Poor)
2 – (Below Standard)
3 – (Standard)
4 – (Good)
5 - (Excellent)

The average value of the scores has been calculated per Category, Section and Question.

2.2.2 Processing of the Yes/No questions

The replies of the Yes/No questions have been summed and expressed in a percentage of the number of replies received.

2.2.3 Processing of the Comment questions

The comments have been sorted per Section.

3 RECEIVED QUESTIONNAIRES

The request to complete the online evaluation questionnaires was send to the Secretary General of the IF. In total 22 questionnaires have been received from the
4 ANALYSING THE INFORMATION

4.1 ANALYSIS OF IF REPLIES TWG 2017

In the data processing the following reports were made and used as input for the TWG 2017 Evaluation Report:

- Average score - TWG 2017 Data Report (1) Average Score
- Yes/No replies - TWG 2017 Data Report (2) Yes/No
- Comments - TWG 2017 Data Report (3) Comments

In many cases the comments given to a specific Section is explanatory information to the score value and are therefore important in the analyses of the Evaluation Questionnaire.

4.2 GROUPING OF ANALYSES

In general the Evaluation Report analyses the information per Category (16). However some Categories include a wide diversity of issues, in those cases also an analysis is given on the Sections and in a few cases even per Question.

4.3 COMPARISON BETWEEN SCORES OF TWG 2009, TWG 2013 AND TWG2017

The Questionnaire used for the evaluation of TWG 2017 is basically the same as used for TWG 2009 and TWG 2013. Therefore it is possible to compare the scores.

Comparison score TWG 2017 Data Report (4) Score TWG events

4.4 RECOMMENDATIONS

As mentioned before the main reason of the evaluation is to learn from the experience and to improve the organization of the next event. Therefore in addition to the analyses, actions are proposed to remedy weak points in the organization of TWG events. These recommendations are provided to achieve the required improvements.

In the Evaluation Reports of TWG 2009 and TWG 2013, such recommendation were specified. The recommendation from the Evaluation Report TWG 2013 are shown at the applicable Section/Question of this report.

Note: The scores figures in brackets represent:

(2017)(2013)(2009) PRE-GAMES PERIOD (B)

(3,50) (3,15)(3,54) This period covers the activities before the actual event. In the questionnaire for TWG 2017, Test Events have not been evaluated.

Cooperation between IF-LOC (3,80) (3,15)(3,92)

Some IF’s suggested to have in future events only one point-of-contact with the LOC. Several complains were made regarding the (too) long response time from the LOC. Other complaints indicated that agreements were not kept or were changed by higher authorities.

Registration System (IGMS/EMS) (3,20) (3,19)(3,17)

As in previous event, IF’s had problems with the operational use of the registration system EMS. In this event also the IGMS was included in the registration. A complaint from team sports refer to the far too early request for athlete names of teams. The IF’s considered the system not user friendly (3,09), too complicated and creating a high workload. Furthermore a better participation of National Federations is requested (3,00), as well as options for bulk upload. Note: This is the lowest score in the questionnaire.

In previous evaluation reports a recommendations was made to give attention to this problem. As this element of TWG is in the hands of the IWGA Staff and Swiss Tim-
Recommendation for TWG 2021

- The IGMS/EMS system for registration of athletes and officials should be totally reviewed, taking all comments of IF’s into consideration.

Recommendation for TWG 2017, New recommendation for TWG 2021

- The Accreditation process still needs attention to assist the IF’s in the operation of the system.

SPORT / COMPETITION (C) (4,10) (3,60)(4,29)

The category Sport/Competition covers the actual event and includes all elements specific to the sports competitions, such as venue and facilities, timing scoring, seating and medal ceremonies.

General (4,38) (3,89)(4,42)

No common comments. Various sport specific comments given by IF’s.

Competition Venue facilities (4,32) (3,42)(4,50)

Venue (4,05) (3,55)(4,50)

Overall the IF’s felt that venues in Wroclaw were Good. There are some remarks regarding the quality of the public areas which were not well prepared. In some outdoor events the refreshments for VIP and spectators were not up to the required standard. Capacity of public seating was sometimes a problem. In several cases the LOC announced that the venue was sold out, but there were still seats available.

Competition Area (4,08) (3,70)(3,69)

No paramount remarks. Positive comments towards the Swiss Timing staff. In previous events comments were given regarding the video screen, which resulted in a recommendation to provide video screens to all venues. In TWG 2017 all venues had a Video Screen. Comments on video screen are given under Category P Section Video screen.

Recommendation for TWG 2017 Completed in TWG 2017

- Ensure that all sports have video/score screen at their venue
- Ensure that IF scoring systems are integrated into the Swiss Timing system and arrange for adequate coordination between IF and ST in the preparation stage and during the event.

IF Competition Office (3,82) (3,20)(4,38)

The main complaint of the IF’s was that the IF office was too small and was missing equipment (printers). The provided furniture was sometimes insufficient and inadequate (tables and chairs).

Medal Ceremonies (3,68) (3,63) (4,50)

The main problem has been that the ceremony staff arrived late or too late. Also they were not properly briefed on the procedure of the ceremonies. The same complaints were made in TWG 2013, so the recommendation from TWG 2013 will remain necessary and follow-up should be given by the organizers of TWG 2021

Recommendation for TWG 2017 Still valid for TWG 2021

- Ensure that rehearsals are staged well before the competition and arrange that ceremony staff and equipment is timely present at the venue.

Service Level (4,38) (3,99)(4,63)

Although comments are in general positive, the comments differ per IF, as they have specific requirements per sport.

Apparently more coordination between IF and service providers is required.
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Recommendation for TWG 2017 Still valid for TWG 2021

- Ensure adequate and timely coordination between IF and service providers.

Technical Meeting LOC (4,30) (3,13)(4,50)

In general positive comments to the support at the Technical Meetings with the LOC, which were mostly attended by staff of the National Federations.

COMPETITION PERSONNEL (D) (4,49)(4,26)(4,75)

Venue Management (4,40) (3,97)(4,75)

Positive comments to Venue Managers and staff involved. In some cases the Venue Manager was only recently replaced which caused problems.

Technical Volunteers (4,57) (4,48)(4,75)

Technical volunteer did a good job. Most of these volunteers were from the national federation of the sports.

Other Volunteers (4,55) (4,48)(4,75)

Volunteers are praised for their commitment and friendliness.

SPORT PRESENTATION (E) (3,90)(3,73)(3,21)

Almost all venues (96%) had bilingual announcements, however some announcers gave their commentary predominantly in Polish.

Based on experience in previous World Games events, some IF’s had provided their own announcer with knowledge of the sport.

Announcement system (4,38) (3,88)(3,75)

In general the announcements systems were good. Problems were sometime caused due to the acoustics of the hall, outside systems were working well.

Music (4,03) (3,87)(3,25)

Somewhat mixed comments. Technical quality was good; some IF’s indicated that there could be a greater variety in the choice of music.

Entertainments in arena (3,38) (3,57)(2,38)

The majority of the IF’s indicated that either there was no entertainment or it was not up to standard.

Recommendation for TWG 2017 Still valid for TWG 2021

- It appears that not all IF’s are aware of the fact that they have to “entertain” the public; spectators as well as the viewers of the video image (live stream or delayed).
- Ensure that IF’s understand the purpose of and the need for entertainment in breaks between competitions.
- Ensure that the announcers for the sport competitions are selected in good coordination with the IF.
- Such coordination should also exist for the timing and scheduling of any entertainment programs.
- Sports should arrange for an “event director” in charge of the coordination of the screen display (video/score), announcements, and music, entertainment and medal ceremonies.

SPORT PUBLICATIONS (F) (3,60)(3,20)(4,00)

These comments refer to the Participant Guide and the Sport Program. The comments are therefore somewhat mixed and confusing. In general the IF’s felt that the information provided was not adequate and could be improved for future events.

Recommendation for TWG 2017 Updated for TWG 2021

- Clarify what material will be provided (published)
and the target audience of the publications.

- Ensure that the IF’s are involved in the editorial aspect of the publications of their sport by the organizers.

**ACCOMMODATION (G) (3,71)(3,82)(3,50)**

A number of complaints on the quality of the athlete accommodation. Special the campus or dormitory accommodation had complains regarding the cleaning. The issue for officials is not the quality of the rooms, but the shortage of single rooms. In other comments the IF also complaint about the room allocation issue.

**Recommendation for TWG 2017 Updated for TWG 2021**

- Inform IF timely on the selected accommodation (hotel/campus)
- Arrange for a timely and effective room allocation system.
- Closely monitor the quality of allocated hotels/campus in the preparation phase and ensure that
- Changes in selected accommodation are coordinated with the IWGA.

**CATERING SERVICES (H) (3,68)(3,49)(3,89)**

**Service on site (3,71)(3,49)(4,00)**

**Catering Centers (3,65)(3,50)(3,81)**

The comments to the question on Catering shows that there is a confusing to food(onsite) and food(catering centre).

Based on the scores the quality of the food was satisfactory, but there could be some more variation in the dishes served. There are also some complains on the quality of the food provided at the competition venues.

**TRANSPORT SERVICE (J) (3,61)(2,96)(3,50)**

There were various problems with transport. In some cases the transport desks at the venue were not manned.

Another problem was the language issue of the drivers. The score (3,14) is one of the lowest in the questionnaire. Several IF’s had a problem obtaining transport from the hotel to the airport on the departure days.

**INFORMATION/LANGUAGE SERVICE (K) (4,31)(3,42)(4,14)**

**Service level (4,47)(3,68)(4,00)**

In general very positive comments to the service at the various info desks.

**Language Services (4,28)(3,58)(4,38)**

The question regarding language service in the evaluation form is not clearly understood

**Directional Signage (3,95)(2,70)(4,25)**

Signage at the venue was OK. However outside the venues, there was very few signage. The signage that was positioned outside venues should be bigger in size.

**Environment (no score in questionnaire)**

Varity of comments. In general positive, in particular with regard to the availability of trash bins at the venues.

**ACCREDITATION/ACCESS CONTROL (L) (3,88)(3,16)(3,58)**

**Accreditation and collection process (3,91)(3,13)(3,90)**

Some problems with accreditation cards are related to the IGMS and EMS procedures. Some IF had problems related to access rights (access codes) printed on the cards. Some officials could not enter FOP and other persons were given unnecessary access to Doping Control areas.

**Recommendation for TWG 2017 Completed in TWG 2017**

- In the review of the accreditation system the op-
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...tion of issuing “day passes” should be developed.

Efficiency of access control (3,85)(3,18)(3,19)

Very few comments, however it seems that control was not done in all areas. Also some doubt was expressed about the level of training of the volunteers. As in previous TWG this however has not caused any major problem.

Recommendation for TWG 2017 Still valid for TWG 2021
- In future events the access control should be better structured.

MEDICAL SERVICE (M) (3,70)(3,50)(3,63)

No major problems reported in this category. Two (2) IF’s indicated that their medical staff had visited Wroclaw prior to the event.

DOPING CONTROL (N) (4,33)(4,06)(3,25)

Positive comments to the Doping Control Service. One IF complaint that the testing protocol was not inline with WADA regulations.

PRESS OPERATION (O) (3,63)(2,96)(2,50)

Venue Press facilities (3,60) (2,98)(3,13)

IF’s indicate that press facilities should be more than “just seats in a zone marked MEDIA”. Some complaints to the control of press (photographers) in FOP.

Mixed Zones (3,65) (2,95)(1,88)

Based on the comments, mixed zones were apparently not created in every venue.

Recommendation for TWG 2017 Updated for TWG 2021
- Ensure that IF has staff available for coordination with Press

VIDEO SCREEN/BROADCASTING/INTERNET (P) (4,05)

These sections have a different set-up of the questions than in previous events, so they can not be compared with previous results. The score of this Category is above Good. The IF involvement in providing format and content in all three sections of this category is below Good. In particular the IF involvement in the Video Screen score is low (3,60)

Video screen (4,12)

From the new questions in this section, Position of screen and Clarity and readability score well above Good (4). However the IF involvement is only (3,60)

TV/Set-up and Service (4,30)

Positive comments of IF’s. Some IF are very much used to having TV production and coverage. Others have no experience and need advice and tutoring. Some sport totally missed TV coverage, including web-streaming

TV Graphics used (4,40)(3,71)(2,75)

The only item that had been part of previous questionnaires is TV Graphics. The score for this item has significantly increased since TWG 2009.

Internet Service (3,80)

No prevailing comments. Different issues for each IF

In the Evaluation Report of TWG 2013 a recommendation was given regarding TV and Internet service. The introduction of the World Games Channel and the cooperation with the Olympic Channel has made most items of this recommendation redundant, however the new recommendation (below) is given to reassure that all World Games Sports are equally enhancing their exposure through these new media.
Recommendation for TWG 2021 New recommendation

- Ensure that IF with little or no TV broadcast/web streaming experience are informed and coached on the options for TV coverage/web streaming of their sport.

Recommendation for TWG 2017

- Arrange expert input to organize workshops for the IF’s on the existing possibilities of the “new media”.
- Customize the IWGA website to accommodate “online video” to be watched on television.
- Encourage and assist the IF’s in the use of streaming video (live or edited) at their international events and arrange for exposure of the video on the IWGA- and IF websites.
- Promote watching sports events of World Games members on the IWGA website via “online video on television”.
- Ensure that future World Games provide streaming video for all participating sports and arrange for exposure on the various websites.
- Continue to use the video signal of the World Games events for television broadcasting via national and international distribution.

ADDITIONAL COMMENTS Q

The IF’s provided additional comments to express their views on the World Games 2017. Most comments indicate positive praise for the event, in particular to the broadcasting and live streaming. Some IF’s refer to earlier expressed weak points of the organization Several IF’s have specific remarks on their sport with suggestions for improvement. One IF suggested an editorial review of the questions in the Evaluation Questionnaire to avoid confusion in drafting the answers and comments.
5 LIST OF RECOMMENDATIONS FOR TWG 2021

5.1 REGISTRATION SYSTEM (IGMS/EMS)
- The IGMS/EMS system for registration of athletes and officials should be totally reviewed, taking all comments of IF’s into consideration.

5.2 MEDAL CEREMONIES
- Ensure adequate and timely coordination between IF and service providers.

5.3 ENTERTAINMENTS IN ARENA
- It appears that not all IF’s are aware of the fact that they have to “entertain” the public; spectators as well as the viewers of the video (life stream or delayed).
- Ensure that IF’s understand the purpose of and the need for entertainment in breaks between competitions.
- Ensure that the announcers for the sport competitions are selected in good coordination with the IF.
- Such coordination should also exist for the timing and scheduling of any entertainment programs.
- Sports should arrange for an “event director” in charge of the coordination of the screen display (video/score), announcements, and music, entertainment and medal ceremonies.

5.4 SPORT PUBLICATIONS (F)
- Clarify what material will be provide (published) and the target audience of the publications.
- Ensure that the IF’s are involved in the editorial aspect of the publications on their sport by the organizers.

5.5 ACCOMMODATION (G)
- Inform IF timely on the selected accommodation (hotel/campus)
- Arrange for a timely and effective room allocation system.
- Closely monitor the quality of allocated hotels/campus in the preparation phase and ensure that changes in selected accommodation are coordinated with the IWGA.

5.6 EFFICIENCY OF ACCESS CONTROL
- In future events the access control should be better structured

5.7 PRESS OPERATION (O)
- Ensure that in future events adequate press location/facilities as well as mixed zones are established.
- Ensure that IF has staff available for coordination with Press

5.8 TV/SET-UP AND SERVICE
- Ensure that IF’s with little or no TV broadcast/web streaming experience are informed and coached on the options for TV coverage/web streaming of their sport
OBSERVER EVALUATION REPORT

1 REPORT SUMMARY

1.1 METHOD AND DATA PROCESSING

The evaluation report made by the group of Observers (Evaluation Committee) is directed at the assessment of the quality of the venues, facilities and services provided by the LOC, as well as the quality of the sport presentation by the International Sport Federations. The input of the Observer questionnaires in the IGMS database have been processed (through Excel and Access) into a number (7) of data reports. The data of the Observer Questionnaire are; scores and text comments. The questionnaire contains six topics (Facilities, Spectators, Competition, Announcement, Music and Entertainment) where score and comments are required and two topics (Main strength and Main weakness) where opinion (text comments) are requested.

The TWG 2017 Observer Evaluation Report is a survey per topic of the questionnaire, using the seven TWG 2017 Data Reports as data sources. The report also provides recommendations, which are suggested actions to remedy weak points in the organization in order to improve future TWG events.

1.2 OVERALL OUTCOME

The Data Report (1) provides the average score per item, which shows a picture of the overall outcome. The topic Facilities obtained an average score of 4.2, with the “Quality of the Competition Area” having the highest score of 4.3. All other topics, with the exception of Entertainment, scored above 3.5, which is accepted as a satisfactory level. Also these topics scored higher then in the previous TWG event. In the topic Competition, the item “Quality of overall organization” scored above Good (4.1).

It is fair to conclude that the Wroclaw OC provided good facilities. In the comment of the observers there is praise for the excellent video images shown at the venue, though they found that the TV graphics are excellent for television broadcast, but too small for use in stadium or competition areas.

The World Games 2017 has indeed made “the next step” in it’s performance, both in the quality of the venues and facilities, as well as in the production of video images and world wide distribution.

1.3 REQUIRED IMPROVEMENTS

The topic Entertainment scores in average 2.85, which is Below Standard. Like in previous events this topic scored the lowest in the questionnaire and requires remedial action to improve in future TWG events. The Observer questionnaire contains 6 topics, with a total of 19 score items. From these 19 items, the 2 items from the topic Entertainment scored Below Standard (2.9 and 2.8).

Whilst all other items scored higher than in the previous TWG event, the Entertainment is the only topic that scored lower then in the previous TWG event is on a lower then standard level.

1.4 RECOMMENDATIONS

In the Observer Evaluation Reports (as well as in the IF Evaluation Reports) of previous events, is was found that the topic “Entertainment” scored low and recommendations were given to improve this element of the sport presentation.

It is necessary that this item is fully examined and discussed with the International Federations and the Organizers of future TWG events. The IWGA needs to ensure that all of its members are performing on the same high level and that all of its members be provided with the same quality of service.
2 GENERAL

2.1 PURPOSE OF EVALUATION

The objective of the evaluation of The World Games is to obtain an assessment of the organization quality of all parties involved in TWG event. Evaluation Reports have been requested from International Federations, Service Providers, Media, as well as a group of Observers of the event.

Results of the various reports provide a wealth of information regarding the organization, presentation and appreciation of the event and will be used to ensure that weak points are improved and good points are maintained. The most important outcome of the evaluation will be the formulation of recommendations aimed at improving the next WORLD GAMES event.

The evaluation report made by the group of Observers (Evaluation Committee) is directed at the assessment of the quality of the venues, facilities and services provided by the LOC, as well as the quality of the sport presentation by the International Sport Federations.

To obtain a insight in the actual quality of the facilities/services and the presentation of the sport competitions at the venues of The World Games, the Evaluation Committee members visit the competitions of the participating sports during the event. To structure the observations of the officials, the Evaluation Committee members use a standardized Evaluation Report to register their observations.

2.2 OBSERVATION METHOD

The assessment is done by means of a Questionnaire, which comprises the various aspects of the venues and the presentation of the sports at the World Games. The score is done by a five-point scale:

- 5 = Excellent
- 4 = Good
- 3 = Standard
- 2 = Below Standard
- 1 = Poor

The questionnaire has eight SECTIONS dealing with:

1. FACILITIES
2. SEATING
3. COMPETITION
4. ANNOUNCEMENT
5. MUSIC
6. ENTERTAINMENT
7. MAIN STRENGTH
8. MAIN WEAKNESS

2.3 EVALUATION IN THE IWGA GAMES MANAGEMENT SYSTEM (IGMS)

The IWGA uses a web based management system (IGMS), where all Games related data is stored. The Evaluation Reports are submitted online and stored in the IGMS database.

As using a Notebook or iPad on the grandstand is mostly difficult (Wi-Fi quality and readability in sunshine), a paper form of the Evaluation Report had been provided to register the score and comments. The registered scores and comments can later be entered into the IGMS with any online device.

See Evaluation Report
2.4 VENUES OBSERVED

As the purpose of the evaluation is to assess the quality of the venues, as well as the quality of the sport presentation, all combinations of venue/sport/discipline needs to be evaluated.

Some venues are used for two or more sports and some sports have used multiple venues for their respective sports disciplines. The observers have visited 23 venues.

Note: One Venue, the Sporthall for Rowing-Indoor has not been evaluated.

1. Millenium Park: Roller Skating Speed
2. Orbita Hall: Kickboxing, Muaythai, Sumo
3. Orbita Outdoor Swimming Pool: Canoe Polo
4. Orbita Indoor Swimming Pool: Finswimming, Lifesaving
5. Old Odra River: Waterski
6. Airport: AirSport
7. The Beech Forest: Orienteering Middle Distance
8. Sports and Recreation Centre: Roller Skating Artistic, Roller Skating Hockey
9. Hasta La Vista Squash Centre: Squash
10. Sky Tower: Bowling
12. New Market Square: Orienteering Sprint, Sport Climbing
13. Olawka Stadium: Fistball, Lacrosse
14. GEM Sports Complex: Ju-Jitsu, Karate
15. WKK Arena: Floorball, Korfball
16. Witelona: Archery Compound (Elimination)
17. Szczytnicki Park: Archery Field
18. Centennial Hall: DanceSport, Gymnastics
19. Wroclaw Congress Centre: Billiards
20. Pergola: Archery Compound (Final), Boules, Orienteering-Relay
21. Olympic Stadion: American Football, Speedway
22. Marsowe Fields: Flying Disc, Beach Handball, Tug of War Outdoor
23. AWF- Multifunctional Hall: Tug of War Indoor
24. Sporthall: Indoor Rowing

2.5 RECORDED OBSERVATIONS

To obtain a balanced assessment of the various sports disciplines, it was planned to have three (3) different observers evaluate each venue/sport/discipline. Due to the workload of the observers with other commitments, some planned observations have not been made; as a result two venues have only been visited by one observer.

The Evaluation TWG 2017 by Observers comprises of 39 venue/sports/disciplines used by the 29 sports on the program. A total of 116 Evaluation Reports have been recorded by 14 observers of the Evaluation Committee.

3 DATA PROCESSING

The information from the Evaluation Reports is stored in the database of the IGMS. This data has been exported to an csv file and imported into a MS Access database for analyses and report processing.

3.1 CALCULATING THE AVERAGE OVERALL SCORE

Sections 1-6 of the Evaluation Report contains 19 items,
each with five check boxes for the score. The average overall score for each of these 19 item of the Evaluation Report has been calculated. See Report 1 Average score per observed category.

3.2 CALCULATING THE ACTUAL SCORE PER CATEGORY

The actual score for each category (item) in a section of the Evaluation Report is the average of the scores given by the observers visiting the venue/sport/discipline.

3.3 COMPARING THE AVERAGE OVERALL SCORE WITH THE ACTUAL SCORE

To assess the quality of each venue/sport/discipline, the eight (8) sections have been grouped into four (4) clusters and for each cluster a separate report is compiled.

(1) FACILITIES – SEATING

(2) COMPETITION

(3) ANNOUNCEMENT–MUSIC–ENTERTAINMENT

(4) STRENGTH–WEAKNESS

For each of the clusters 1–3, the average overall score of a category is compared with the actual score of that category. This way the actual score of a venue/sport/discipline can be judged and it can be seen whether the venue/sport/discipline is above or below the average overall score. The comments of the observers for these sections are also listed in the relevant report. Cluster 4 has only text boxes for comments.

4 RESULTS

4.1 RESULTS FACILITIES AND SEATING (WOC PERFORMANCE)

Most categories in the sections FACILITIES and SEATING depend on the venues, facilities and seating provided by the WOC. See Report 2 Quality Facilities and Seating.

4.1.1 Venues

The average overall scores of all categories in the section FACILITIES are above Good, which showed that in general the WOC has provided good facilities.

Looking at the actual score per venue, it shows however that some venue/sport/disciplines are scoring below Good, but none below Standard.

The GEM Sport Complex (Ju-Jitsu and Karate), Marsowfield (Tug of War – Outdoor), Old Odra River (Water-ski), Pergola (Orienteering-Team Relay), Sport and Recreation Centre (Roller Sports Artistic and Inline Hockey) and Wroclaw Congress Centre (Billiards) scored between 3.6 and 3.7, which is above Standard but not Good.

These six (6) venues had evidently less quality and excellence than the other venues.

4.1.2 Seating

The average overall scores of the categories in the section SEATING are between Standard and Good. In the actual scores per venue, there are a few venues with a lower than Standard (<3) score for the categories Quality and Capacity. However the actual score for the category Volume Attendance shows 10 venues with a lower than Standard (<3) score.

From the comments in the Evaluation Reports as well as from discussions with IF’s, it showed that many venues were said to be sold out, but the grandstands showed many empty seats. In one case the IF was advised to buy VIP tickets as the venue was sold out, whilst on the actual competition days they could still buy normal tickets.

Apparently there have been communication problems within the WOC.

Also the fact that day-tickets had been sold, but specta-
tors did not stay for the whole period, has been a reason why a lot of empty seats were to be seen.

In some cases however the opposite situation was an issue; some venues had shortage of seats and a larger capacity had been required.

In general the quality of the seats was “Standard to Good”

4.2 RESULTS COMPETITION (IF PERFORMANCE)

The items in the section COMPETITION mainly depend on the performance of the International Sport Federation.

See Report 3 Quality Competition

4.2.1 Competition

The average overall score of the four categories in the section COMPETITION is between 3.7 and 4.1.

With regard to the categories Presentation and Results, there are four (4) venue/sport/disciplines where either the Presentation or the Results are lower than Standard (<3). One of these sports also scored lower than Standard for the category Overall quality of the competition.

4.3 RESULTS ANNOUNCEMENT/MUSIC/ENTERTAINMENT (PERFORMANCE IF AND WOC)

The sections ANNOUNCEMENTS, MUSIC and ENTERTAINMENT relate to items which depend on the performance of the

IF in cooperation with the WOC staff.

See Report 4 Quality Announcement Music Entertainment

4.3.1 Announcement

The average overall scores for this sector were between 3.4 - 3.7, though in the actual score there are 10 venue/sport/disciplines where the score for ANNOUNCEMENT is lower than Standard (<3).

From the comments to this category it is seen that although in all cases there was a bi-lingual announcer, the commentary was predominantly in Polish. In some sports only announcement were made at the introduction of the teams/athletes, but no commentary at all.

4.3.2 Music

For this section the average overall scores were between 3.6 - 3.8, which is somewhat higher than the the score for the section ANNOUNCEMENT.

Only in one venue/sport/discipline, the actual score was lower than Standard (<3).

4.3.3 Entertainment

This is the only section where the average overall scores of the categories are lower than Standard (<3).

In the actual scores there are 22 (out of 39) venue/sports/disciplines where either one or both elements of the ENTERTAINMENT section is lower than Standard (<3).

This section is by far the lowest scoring section in the Evaluation TWG 2017.

4.4 RESULTS MAIN STRENGTH AND MAIN WEAKNESS

The Evaluation Report provides an option for the Observer to give her/his assessment of the MAIN STRENGTH and the MAIN WEAKNESS.

See Report 6 Strength and Weakness per Venue/sport/discipline
The assessments given by the observers relate mainly to the sport itself, however in various cases also views and opinions on the venues and facilities are expressed.

4.4.1 Weakness

One of the most common comments is the low quality of the Entertainment or the total lack of Entertainment. This was in particular with sports with breaks in the programme due to rest periods of the athletes or the change of disciplines.

Note: in a number of cases the position of the grand stand was not well chosen.

Another common observation is the lack of explanation by the announcer/speaker. Many World Games sports are not widely known, so in many cases the competition rules, in particular the scoring rules, are unknown to the spectators (in particular spectators from the Host Cities).

The announcement is a regular item mentioned under weakness, as in many cases the announcements were predominantly done in Polish only.

Although the quality of the video screens is widely praised by the observers, there are quite a number of complaints related to use of the video screen for result presentation. In many venue/sport/disciplines the video images of the competition were shown on the screen together with the TV graphics for results. Whilst the TV graphics were excellent for television viewers, the graphics are too small for stadium or competition areas.

4.4.2 Strength

With regards to Main Strength the comment are more divers than in the case of Main Weakness. As already mentioned the quality of the video screens received a lot of praise, as well as the video images (instant replay and even slow motion).

The elements mentioned in the main strength of the venue/sport/discipline refers mostly to the attractiveness of the sport and the presentation of the sports.

Note 1: For a number of sports the presentation of the sport is just the most weak point in their performance.

Note 2: Whilst the video screen and the video images received a lot of praise, it is striking that some sports did not have the luxury of these excellent video images.

4.5 RESULTS PER SPORT

As all venue/sport/disciplines have been evaluated by three observers (with the exception of two sports), the score per sport is the average judgement and appreciation of three observers. Nevertheless the scoring and judging by observers is a personal appreciation; the observers nevertheless have made fair and impartial observations.

The overall results expressed in the scores provide a fair and rational appreciation of the performance of the International Sports Federations. It can therefore be concluded that there are two sports that stand out negatively in relation to the other scores.

One sports scored 13 items (out of the total of 19 items) with a result lower than Standard (<3) and the other sport scored 9 (out of the total of 19 items) lower than Standard (<3).

These sports might require further discussions and consultation for future participation.

4.6 RESULTS COMPARED TO PREVIOUS WORLD GAMES

As the questions in the TWG 2017 Evaluation Report are similar to the list used in TWG 2013, a comparison can be made between the average scores of the two World Games events.
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See Report 7 Comparison between TWG 2013 and TWG 2017

In the section FACILITIES it is very clear that TWG 2017 has substantial improved in relations to the scores of TWG 2013. In particular the 1.2 rise in the score for Quality of Training/Warming Up Facilities is noticeably.

With regard to the score for the COMPETITION it is positive to see that Quality of the overall Organization by the IF’s has grown to above Good (4.1).

In general all scores (with the exception of one section) have gone up in TWG 2017 in comparison to TWG 2013. The one section that did not improve, on the contrary which did deteriorate, is ENTERTAINMENT.

Whilst ENTERTAINMENT in TWG 2013 was above Standard, it is now lower than Standard (<3).

There are only 7 venue/sport/disciplines which score Good in this category.

5 CONCLUSION

5.1 FACILITIES AND SEATING

As the scores of venues/facilities and seating are all above Good and have noticeable improved in relation to the score of TWG 2013, it is only fair to conclude that venues/facilities and seating provide by the Wroclaw OC were of good quality. The most noticeable change is the improvement of the training/warming-up facilities.

The seating scores above Standard and there is a noticeable improvement in the quality of the seating. In several cases however the grandstands were not in the correct position for a good view of the competition area. The seating capacity in most cases was sufficient. In some venues the capacity was limited, such as in the indoor swimming pool and the bowling hall. This is inherent to the these type of venues. As earlier mentioned, the comments related to the spectator attendance indicated that the volume of attendance was low, although it was announced that the venues were sold out. The cause of this problem; the miscommunication within the WOC and the “part-time” attendance of residents who had bought day-tickets, should be avoided in future events.

The conclusion that the venues of a number of sports were noticeable less excellent than the others, raises the question whether the IF should more closely monitor the selection and preparation of the venues in the host city.

5.2 COMPETITION

It is very positive to conclude that the average overall score for quality of organization of the competition has improved and is now above Good. The continuity of the competition has also improved noticeable.

The use of the excellent video screens and images has greatly supported the presentation of the sports. As mentioned earlier in the report there was some criticism to the result presentation, as the TV graphics are too small for result presentation in on video screen in the competition area. Some suggestions were made regarding the use of a second video screen for results or to alternate on one screen between video images and results presentation.

The issue of the video images not being provided with the same excellence at all venues, evidently needs further study. Some IF’s are seemingly not aware what to do to ensure that they have the same quality of video camera recording on site.

5.3 ANNOUNCEMENT MUSIC ENTERTAINMENT

Though the announcement has somewhat improved, it is the general opinion that in most cases the announcing was too much in Polish. As there were quite a lot
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of supporters and fans from abroad, sufficient English commentary was requited. The IF’s should be involved in selecting the announcer(s). Such a persons should also be fully knowledgeable of the sport and the rules in order to be able to give explanation where needed.

The use of music has noticeable improved, although some remarks were made to the volume (loudness) of the music.

Entertainment remains as before a problem. It is only element that has deteriorated in comparison to TWG 2013. In most cases there was a total lack of entertainment.

In the conclusion of the Evaluation by Observers TWG 2013 the following text was used:

As was concluded in earlier evaluation reports, the World Games sports in many cases are still “participants” sports, which means that the competitions are well organized for the participants, but with insufficient focus on the presentation to public and media. The Federations need to be convinced and educated that sports on the World Games programme should be “spectator/media” sports, where presentation and information to the public and media is as important as competition itself.

Many sports are not aware that the spectators at The World Games and viewers on television are not the same spectators as the (expert) fans at their own IF Championships.

Many sports have improved their score system. However there are still sports where the presentation of the results to spectators via the video screen should be improved, so that the spectators can easily follow the progress of the competition. Also the use of music, were applicable, should be improved. In some cases the music was non-existent while it could add some value to the event and in other cases the music was too loud and interfered with the announcements. The IF will need a producer to control the music, together with the announce-

ments and the control of the video screens.

This text (which refers back to TWG 2009) is now even more relevant for the Conclusion of TWG 2017. The IWGA should give more attention to the follow-up and monitoring of recommendation made in the past. Where needed IF’s should be assisted and educated to ensure that their sport lives up to the the current standards of The World Games events.

5.4 OVERALL CONCLUSION

The World Games 2017 has indeed made “the next step” in it’s performance, both in the quality of the venues and facilities, as well as in the production of video images and world wide distribution.

The IWGA needs to ensure that all of its members are performing on the same high level and that all of its members be provided with the same quality of service.
IWGA COMMUNICATION REPORT

SOCIAL MEDIA

FACEBOOK

Followers (people following IWGA page):

19.6.2017: 9,994
19.7.2017: 10,957
2.8.2017: 13,413

Increase: 34% from 19 June to the end of the Games.

(Compare WOC: before TWG 50,000, after TWG 74,000)

Progress since June 2016:
Post Games Evaluation Report

The World Games 2017

Reach 19–31 July 2017 (i.e. how many people have seen our posts):

761,373 people (58,567 / day, max. 78,278 / day)

Twitter

@theworldgames: 1,443 new followers (including
@Olympics, the official account of the IOC) during July.

In total, 4,070 followers.

Tweet impressions (how many accounts have seen our tweets).

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2017</td>
<td>107,000</td>
</tr>
<tr>
<td>May 2017</td>
<td>53,300</td>
</tr>
<tr>
<td>June 2017</td>
<td>70,600</td>
</tr>
<tr>
<td>July 2017</td>
<td>1,390,000</td>
</tr>
</tbody>
</table>
Post Games Evaluation Report
The World Games 2017

Profile visits (how many accounts have taken a closer look on IWGA profile page in Twitter):

- April 2017: 2,821
- May 2017: 1,651
- June 2017: 2,309
- July 2017: 59,600

Mentions (how many accounts have tagged us in their tweet):

- April 2017: 114
- May 2017: 140
- June 2017: 124
- July 2017: 3,292

Twitter Media (@TWGmedia): 78 followers (all new)
INSTAGRAM
Followers: 2.8.2017: 4,227
During July 1,200 new followers

CLOSING THE GAP
2015: IWGA 2,000 followers on Facebook, FISU 8,500
2017: IWGA 13,500 followers on Facebook, FISU 15,000
2016: IWGA 0 followers on Instagram, FISU 4,000
2017: IWGA 4,300 followers on Instagram, FISU 6,300
(N.B. FISU has dozens of events every year so the comparison is not completely fair to the IWGA)

SOCIAL MEDIA GROUP
Social media group worked well and from morning to late evening. Some more clear instructions for the volunteers on what kind of photos/videos to make would have been good. The group got a lot of good interviews and videos of athletes just by approaching them at the venues and in the city.

NEWSLETTERS
The concept of two newsletters a day (afternoon summarising evening and morning and looking forward to the evening, evening newsletter summarising the day and previewing the following day, including Quote of the Day, Video of the Day) was good. WOC did not deliver English news every day. IWGA covered nearly all events in the two newsletters and all articles were also published on the website. Sending evening newsletter after Athlete of the Day meant long days for some team members.

The newsletters received very good feedback from IFs, NOCs and the Olympic Channel, to name a few. Altogether 8,629 addresses received the newsletter.

IWGA WEBSITE
The website with its new design was launched in April 2017. The webpage designed for The World Games 2017
was introduced eight days before the event. The Games’
page presented the most important information directly
on the front page.

Statistics showed a significant increase on the visits to
the webpage:
Before the Games: 2,000 to 4,000 pages viewed per day
During the Games: 45,000 to 75,000 pages viewed per
day.

Best day: 75,000 on the 21th July

Visitors 10 July – 5 August 2017:

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>134K</td>
<td>197K</td>
<td>44.34%</td>
<td>2m 52s</td>
</tr>
<tr>
<td>United States</td>
<td></td>
<td></td>
<td>20.1%</td>
<td>9s 29.8%</td>
</tr>
<tr>
<td>Poland</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
From which websites (no social media) the visitors came via link to our website 10 July – 5 August:

<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
<th>% New Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>federbocce.it</td>
<td>2,871</td>
<td>72.90%</td>
</tr>
<tr>
<td>ultiwold.com</td>
<td>1,286</td>
<td>64.39%</td>
</tr>
<tr>
<td>powerlifting-ipf.com</td>
<td>1,230</td>
<td>53.01%</td>
</tr>
<tr>
<td>ikf.org</td>
<td>1,197</td>
<td>54.47%</td>
</tr>
<tr>
<td>beatricevivaldi.com</td>
<td>913</td>
<td>44.47%</td>
</tr>
<tr>
<td>en.wikipedia.org</td>
<td>690</td>
<td>55.22%</td>
</tr>
<tr>
<td>jwga.jp</td>
<td>605</td>
<td>40.50%</td>
</tr>
<tr>
<td>polskanova.com</td>
<td>580</td>
<td>62.41%</td>
</tr>
</tbody>
</table>

Pages that the visitors were at immediately before coming to The World Games website:

<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
<th>% New Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>google / organic</td>
<td>99,387</td>
<td>64.06%</td>
</tr>
<tr>
<td>(direct) / (none)</td>
<td>39,381</td>
<td>72.07%</td>
</tr>
<tr>
<td>m.facebook.com / referral</td>
<td>12,266</td>
<td>77.56%</td>
</tr>
<tr>
<td>facebook.com / referral</td>
<td>6,592</td>
<td>50.18%</td>
</tr>
<tr>
<td>bing / organic</td>
<td>4,374</td>
<td>68.88%</td>
</tr>
<tr>
<td>federbocce.it / referral</td>
<td>2,871</td>
<td>72.90%</td>
</tr>
<tr>
<td>t.co / referral</td>
<td>2,023</td>
<td>60.31%</td>
</tr>
<tr>
<td>yahoo / organic</td>
<td>1,963</td>
<td>60.06%</td>
</tr>
<tr>
<td>ultiwold.com / referral</td>
<td>1,286</td>
<td>64.39%</td>
</tr>
<tr>
<td>powerlifting-ipf.com / referral</td>
<td>1,230</td>
<td>53.01%</td>
</tr>
</tbody>
</table>
Post Games Evaluation Report

The World Games 2017

The pages through which visitors landed on our homepage:

<table>
<thead>
<tr>
<th>Landing Page</th>
<th>Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sessions</td>
</tr>
<tr>
<td></td>
<td>39,381</td>
</tr>
<tr>
<td></td>
<td>% of Total: 19.95% (197,416)</td>
</tr>
</tbody>
</table>

1. /   | 18,223 (46.27%) | 75.22% |
2. /channel/ | 2,840 (7.21%) | 83.66% |
3. /editions/Wroclaw-POL-2017-4/schedule | 2,507 (6.37%) | 64.02% |
4. /editions/Wroclaw-POL-2017-4 | 1,388 (3.52%) | 70.75% |
5. /sports/Boules-Sports-24 | 1,320 (3.35%) | 93.71% |
6. /sports/Karate-22 | 1,115 (2.83%) | 70.22% |
7. /editions/Birmingham-USA-2021-1 | 728 (1.85%) | 90.80% |

NB. Casting, Life Saving and Boules were linked to in New York Times article about The World Games just before the beginning of the Games.
OTHER COMMUNICATION MATTERS DURING TWG2017

MEDIA ACCREDITATION

Due to the huge number of problems in media accreditation, especially during the months before the Games, it should be considered whether the IWGA should be responsible for the accreditation of foreign journalists. It is of course an additional task and maybe not possible, but this time the IWGA had to anyway do a lot of the work the WOC should have done plainly because the WOC did not reply to emails, and then the journalists turned to IWGA for help.

Altogether 861 media representatives from 50 countries were accredited to TWG2017. In 2013, there were 910 accredited media representatives.

When accrediting, the journalists were able to add the sport on the form that they were primarily interested in.

In the table the sports have been organised according to the interest by the journalists.

COVERAGE IN NEWSPAPERS

Analysis on international newspapers’ and internet media coverage of TWG2017 will be made during September/October by media monitoring company Meltwater. So far, Meltwater has informed us that there were 1020 articles published during June-August about The World Games. WOC has done media monitoring in Poland, results have not yet been received.

NEWS TO NEWSPAPERS, NOCS, IFS

In advance of TWG 2017 the Communication department announced a special news service for the NOCs and other interested stakeholders (media, IFs). The media department offered to send out pictures and news about athletes and results from specific countries or sports, in addition to the regular news.

Speedway American Football Beach Handball Floorball Roller Sports Gymnastics Karate Billiards Sport Climbing Flying Disc Orienteering Canoe Ju-Jitsu Archery Dance

Before the Games, 14 NOCs ordered this service: Belgium, Brazil, Czech Republic, Estonia, Germany, Hong Kong, Israel, Italy, Japan, Mexico, The Philippines, Russia, South Africa, Slovenia, and Spain.

The pictures and results were sent out by a volunteer shortly after receiving the pictures to the NOCs and media.

The service was well received: Several recipients came back with credits for this service and some others asked for additional information or pictures. Even the complaints – when a link to picture was broken – can be acknowledged as a success of this procedure.

With a look to 2021 the cooperation with the NOCs and their access the media outlets in their specific countries should be intensified. Another goal must be to encourage more NOCs to be present with their media personnel at the event.

During the Games, the service was extended to sending photos to the guests of the daily press conferences and participants in the Athlete of the Day ceremonies. It was very well received, and the recipients were thankful for the photos.

PHOTOS

The IWGA Flickr account (https://www.flickr.com/photos/iwga/albums) was widely used by all stakeholders before, during and after The World Games. It was the main point where to guide organisations and media asking for photos.

The WOC photographers were a disappointment. They delivered some very good photos, but also many not good enough pictures especially from athletes not coming from Poland, and the number of photos should have been higher. This must be checked next time in advance.

Photo tagging system does not include information in readable form about the photo. All information must be added manually when moving photos to Flickr, which is not ideal. Meta tags should be used, as they are readable and usable for any photo platform or software.

WOC should have tagged their material too (with meta-tags), or at least named the photos, which they did not. The file names were random numbers and the folders were named in Polish and most of the sports or even disciplines were spelled or even named wrongly: Artistic Gymnastics, Thai Box, Uni Hoc, etc. Many disciplines are difficult to tell apart because they are all in one folder.

IWGA got good material through Kathy Lang (photos, videos) on the days that Katherine Bett took care of social media. For three days Kathy Lang and Anna Jacobson took care of social media and had less time for other tasks.

Photographer Kaan Verdioglu took photos for IWGA during 6 days when not working for Handball.

VIDEOS

The quality of the TV material was outstanding. However, the TV material should have been accessible for the whole team during the Games and afterwards (and they are not even accessible at this very moment, August 25) in order for us to make highlight videos and post them on social media. To stress the importance of good video material right on the spot: One of our best posts on Facebook, Twitter and Instagram was a video of a Polish powerlifter. This video was recorded by one of our volunteers by chance. Several other videos were taken by Kathy Lang or our volunteers, and they were very popular on social media.

OFFICE

Office at Main Media Centre was good (although plain), but there were problems with Wi-Fi both at the Main
Media Centre and at the hotel. This caused delays and problems for the communication team. It would have been better to have the Communication office close to the main IWGA office, and that is an issue that should be considered for next time. However, it was also important to be where the press (possibly) is.

PRESS BRIEFINGS

Although the press briefings were not attended by a big crowd of journalists, as most of them were at the venues at that time, the live streaming of the briefings was surprisingly popular on Facebook. The briefings were also covered in the afternoon newsletter. Next time the timing and place of the briefings should be considered and planned earlier. Main Media Centre is possibly the best place for them, if journalists work there. Now very few journalists stayed at the MMC during the day.

ATHLETE OF THE DAY

The ceremonies were good and cooperation with the IFs mostly good. There was no audience at the Plaza, but the live streaming on Facebook was popular. Some athletes/days caused big problems for the organising team and one recommendation would be to next time pick up all the athletes by our team, to be sure they are there on time. Also possible delays in competition schedule must be prepared for. And most of all, the team needs to be prepared for last-minute changes to handle them so that nothing is seen on the outside (as was done this time too).

VOLUNTEERS

The IWGA Communication team was extremely lucky with good volunteers, of which one was an excellent sports journalist! He wrote many of the newsletter articles, and they were of very good quality. Also he was a native English speaker. However, we received the information about the volunteers very late (1-2 weeks before the Games) and at the end did not get as many volunteers as we had asked for (asked for 3, got 2) from the WOC.

OVERALL

Despite several problems, both technical and other, what was seen from the outside, was a good coverage of the Games with the small team available. Next time, planning should be made in more detail based on the experience from TWG2017. Also it is very important to have a closer cooperation with the BOC than there was with the WOC. As much as possible should be planned with the BOC beforehand so that there is as little as possible overlapping in the tasks.

COOPERATION WITH THE IFS

The IFs received a TWG Media Manual from the IWGA well ahead of the event. The Manual described how to best promote the Games before and during the event. Many IFs showed great interest in promoting the Games and cooperating with the IWGA, but some only published a news article or two, often the ones delivered to them by the IWGA. The willingness and ability to cooperate in communication and to promote the Games should be considered when evaluating the applications for the future editions of the Games.
Post Games Evaluation Report
The World Games 2017

MEDIA ANALYSIS BY MELTWATER

Objectives

To map out media coverage of World Game before, during and after 2017 competitions.

Sources

3800 Finnish and 230 000 global editorial sources: newspapers, press releases, news agencies, industry magazines and eTV + eRadio

Social media database consists of over 300M global sources: Blogs, forums, Facebook, Twitter, Instagram & YouTube.

Search Words

(“world games**” NEAR/10 (Wroclaw* OR Breslau* OR Wrocław))

Time Range

15.7.2017 – 15.8.2017

Social Media High Point

On the 22nd of July World Games generated 3 251 hits – most discussed sport was floorball.

Digital News Media High Point

Media wrote globally 239 articles

MEDIA COVERAGE SUMMARY

- As expected the vast majority of hits were dated during the competitions.
- On the time period before the competition there was 239 digital news media hits and 1 623 social media hits.
- During the competition there was 1 815 digital media hits and amazing 24 034 social media hits.
- After the competition there was 412 news media hits and 4 725 social media hits.
- Altogether World Games generated 2 466 news media hits and 30 283 social media hits.
Post Games Evaluation Report
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- In digital news media the most discussed sport were karate and fistball.
- In social media the most visible topics were floorball and korfball (based on Twitter hashtags.
- Through digital media the World Games reached potentially over 31 million people and through social media 410 million.

Media coverage and press spikes 15.7.-15.8.
There was a total of 2,466 digital media hits about the World Games during 15.7.-15.8.2017.

There was 239 hits before the competition, 1,815 during and 412 after.

Mostly the media hits consisted of sport related and competition related topics – as one could expect.

There was no unequivocal press spikes: while other publications mentioned floorball other mentioned Ju-Jitsu.

Medal-related news were also popular.

The press spike in August 7th was due a press release in USA which circulated well in the local news stations. Altogether this one release generated 83 media hits.

Altogether 65 different countries featured the World Games during 15.7.-15.8.2017.

Most of the news came from Germany where the competition generated 613 World Games related hits.

Only four non-European countries made to the top 15 list; United States, Colombia, Vietnam and Canada.

The German press focused a lot to the fact that while World Games sports are equally important, Olympics are still more hyped competition.

Polish media on the other had a wider focus that included all from the administrative things related in organizing this competition to sport results.
Most visible disciplines:

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Number of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karate</td>
<td>316</td>
</tr>
<tr>
<td>Fistball</td>
<td>204</td>
</tr>
<tr>
<td>Bowling</td>
<td>175</td>
</tr>
<tr>
<td>Korfball</td>
<td>174</td>
</tr>
<tr>
<td>Squash</td>
<td>149</td>
</tr>
<tr>
<td>Sumo</td>
<td>141</td>
</tr>
<tr>
<td>Billiard</td>
<td>134</td>
</tr>
<tr>
<td>Ju-Jitsu</td>
<td>121</td>
</tr>
<tr>
<td>American Football</td>
<td>121</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>102</td>
</tr>
</tbody>
</table>

Heat map:
Themecloud:

Top Medias:

- 979 different news outlets featured World Games in their stories during 15.7.-15.8.2017.
- Ultime Notizie (Italian newspaper) was the most active publication to cover the World Games with 110 stories.
- Most of the top medias were sport-related publications but also daily newspapers mentioned World Games.

Reach & PR Values:

31 621 164 reached by digital news media

11 699 830 € of Advertising Value Equivalency

Reach means how many people have seen the news:

Reach = Unique website visitors x 1/40

AVE (Advertising Value Equivaency) means the value of publicity gained trough news.

AVE = reach x 0.37
Post Games Evaluation Report
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Highlights by Reach:

- NBC News
  - The Week in Pictures: July 21 - 28
  - Potential reach: 15,032,456

- ONet Sport
  - The World Games: ceremonia otwarcia: transmisja w telewizji i Internecie. Gdzie obejeździć?
  - Potential reach: 14,851,210

- Sina.com
  - 这赛事，估计在国内没多少人知道
  - Potential reach: 13,168,205

Highlights by most visible headlines (Germany):

- Westfälische Rundschau
  - "World Games" rücken Sporttexten ins Rampenlicht

- Waltroper Zeitung
  - Kurzball: World Games
    - Deutsche Kurzball-Auswahl steht im Halbfinale

- Freenet.de
  - IOC-Präsident Bach: World Games stehen für Vielfalt des Sports
Post Games Evaluation Report
The World Games 2017

Highlights by most visible headlines (Poland):

SOCIAL MEDIA

- There was a total of 30,283 social media hits about the World Games during 15.7.-15.8.2017.
- There was 1,623 hits before the competition, 24,034 during and 4,725 after.
- During the 6 first days of the competition there was a daily amount of over 2000 social media hits while on day 7 the visibility decreased to under 1,700 hits.
- Did people get tired or were the most popular sports during the first days?
- Most visible sport in social media was floorball – Philippian floorball fans continued their support to their teams until August.
- Twitter was the most important social media channel for the World Games.
- Altogether social media hits generated from 131 different countries during 15.7.-15.8.2017.
- Tracking countries in social media is tricky because majority of users will not declare their country status to their social media accounts.
- Therefore there was 14,662 social media hits from unknown countries.
- Polish social media users were over 50% more active than the second most active Somalians – but that is no wonder since they hosted the competitions.
- English was the most used language by far with 13,232 social media hits, followed by Spanish (3,504 hits) and Polish (3,467 hits).
Post Games Evaluation Report
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410 034 970 reached by social media

2 050 174 € of Advertising Value Equivalency

Reach is potential value that is based on the maximum potential viewership number of likes or followers a Twitter, Facebook or Instagram page or group has or the number of views a YouTube video has.

AVE (Advertising Value Equivaency) is an estimated value of earned social media coverage measured by the opportunity cost of buying the same amount of visibility through traditional digital marketing efforts.

The value is calculated using the following formula:

\[(\text{reach}/1000 \times \text{CPM})\], CPM=5€

Heat map: Media Hits by Countries in Social Media

Social Media Channels

- 26 437 tweets
- 3 424 Facebook posts
- 7 221 Instagram hits (Instagram hits are not included in the total number of social media hits since the account was not linked to FairHair)
- No mentions on forums.
- 89 blog posts
- 432 YouTube videos
Most active tweeters

<table>
<thead>
<tr>
<th>Tweeter</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>@ninjeee</td>
<td>562</td>
</tr>
<tr>
<td>@kendisun</td>
<td>505</td>
</tr>
<tr>
<td>@furiouslagaw</td>
<td>400</td>
</tr>
<tr>
<td>@ifaFloorball</td>
<td>310</td>
</tr>
<tr>
<td>@kawa1B</td>
<td>287</td>
</tr>
<tr>
<td>@DOGB</td>
<td>228</td>
</tr>
<tr>
<td>@rio2016_de</td>
<td>207</td>
</tr>
<tr>
<td>@adavalu</td>
<td>205</td>
</tr>
<tr>
<td>@chenessssss</td>
<td>198</td>
</tr>
<tr>
<td>@FF_Floorball</td>
<td>197</td>
</tr>
<tr>
<td>@ulfjens</td>
<td>183</td>
</tr>
<tr>
<td>@nneusj</td>
<td>179</td>
</tr>
<tr>
<td>@CRIITANNAN</td>
<td>160</td>
</tr>
<tr>
<td>@PinasFloorball</td>
<td>149</td>
</tr>
<tr>
<td>@rs2lachta</td>
<td>147</td>
</tr>
<tr>
<td>@Piilijelund</td>
<td>138</td>
</tr>
<tr>
<td>@PphlFloorball</td>
<td>132</td>
</tr>
<tr>
<td>@mglacsa</td>
<td>123</td>
</tr>
<tr>
<td>@korfball</td>
<td>121</td>
</tr>
<tr>
<td>@M2CVUL</td>
<td>120</td>
</tr>
</tbody>
</table>

Top Hashtags

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Number of mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>#twg2017</td>
<td>23,431</td>
</tr>
<tr>
<td>#floorball</td>
<td>7,689</td>
</tr>
<tr>
<td>#aocphi</td>
<td>4,185</td>
</tr>
<tr>
<td>#plpinasfloorball</td>
<td>2,244</td>
</tr>
<tr>
<td>#pfaup</td>
<td>2,019</td>
</tr>
<tr>
<td>#pfadism</td>
<td>1,308</td>
</tr>
<tr>
<td>#wroclaw</td>
<td>1,147</td>
</tr>
<tr>
<td>#aofcjp</td>
<td>783</td>
</tr>
<tr>
<td>#aofcim</td>
<td>611</td>
</tr>
<tr>
<td>#korfball</td>
<td>595</td>
</tr>
</tbody>
</table>
Post Games Evaluation Report
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Themecloud:

Highlights by reach

1. Olympic Channel
2. environments, simply exhausting. #TWG2017 @TheWorldGames
3. Ildemaro Ruiz se adjudicó la presea plateada en #bowling -> bit.ly/2eEbYk4

[Images of social media posts related to the World Games]
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Highlights (Germany)

Highlights (Poland)
OLYMPIC CHANNEL

PAGEVIEWS BY CHANNEL

SESSIONS BY CHANNEL
LIVE VIEWERS BY SPORT

- Gymnastics
- Other
- Roller Sports
- Flying Disc
- Waterski
- Powerlifting
- Ju-Jitsu
- Beach Handball
- Life saving
- Climbing
- Dance Sport American
- Football Underwater
- Sport Boules
- Karate
- Fistball
- Billiard
- Kickboxing
- Sumo
- Lacrosse
- Korfball
- Squash
- Floorball
- Canoe Polo
- Archery
- Muaythai
- Motorcycling
ISB POST GAMES REPORT

1. INTRODUCTION

ISB initially entered into discussions with IWGA in September 2015, when it presented a proposal to be the Host Broadcaster for the upcoming World Games (Wrocław, 2017 and Birmingham, 2021) and possibly to assist with worldwide Broadcast Rights and Distribution as well as to eventually become the IWGA broadcasting arm, with the same goals and objectives similar to what OBS is for the IOC.

Rather than a general agreement, due to the advanced planning for Wroclaw, the IWGA asked ISB to discuss each of the events separately a) for Wroclaw - to discuss the possibility of becoming the Host Broadcaster with the WOC, since the contract had not yet been awarded and b) For Birmingham - Host Broadcasting and Broadcast Rights & Distribution. After this initial approach, ISB learned that the WOC had awarded the Host Broadcasting role to a local company, ATM.

Following the ATM appointment, discussions took place with IWGA and the WOC, after which a basic agreement was reached with the IWGA in June 2016, whereby ISB would be appointed as the IWGA Host Broadcasting Project Leader. In this role ISB would support and work with ATM, but also take responsibility for the overall management and leadership of broadcast operations for The World Games in Wroclaw. ISB would also provide additional production coverage and the creation of the 24/7 IWGA World Games Channel.

A draft agreement was created between IWGA and ISB and comprehensive planning began after the 2016 Olympic Games in Rio. There were meetings, conference calls and site visits to Wroclaw on different occasions to conduct surveys.

Progress for the planning was interrupted in December 2017 due to IWGA financial issues as well as the lack of agreement between IWGA and WOC regarding the role of ISB. IWGA resolved the financial problem with the assistance of the IOC and OCS, whereby OCS agreed to create the 24/7 IWGA Games Channel in their Madrid Headquarters (for VIK) and ISB agreed to a reduced budget. This obviously introduced OCS as a new partner in the equation.

In line with this, the WOC agreed to accept that IWGA would increase the coverage of the Games with the services of ISB.

At the end of February 2017, a revised basic understanding had been agreed upon by all of the parties involved - IWGA, WOC, ATM, OCS (IOC) and ISB, and from that point on the planning continued for the Host Broadcasting of The World Games.

The final agreement between IWGA and ISB was signed on 10 April 2017. Below is a brief summary outlining each of the parties responsibilities.

a) ISB provided:

- The management team, overall planning and project management
- Venue Production (4 Mobile Units)
- IBC services in Wroclaw (Production Quality Control, coordination with IOC/OCS Madrid and coordination of potential unilateral feeds)
- Onsite distribution and communication with the Broadcasters on broadcasting related matters
- Coordination of worldwide distribution, increasing the footprint beyond Europe

b) ATM provided:

- Venue Production (4 Mobile Units)
- IBC technical facilities including video server, MCR
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- Venue to IBC transmission
- Production of Daily Highlights
- Uplinking of the 24/7 IWGA Games Channel (European footprint)

c) OCS was responsible for:
- Bringing the venue signals from the IBC in Wroclaw to OCS in Madrid with Broadcast quality (10 channels)
- Production of the International 24/7 IWGA Games Channel with English Commentary and Graphics (which included the Highlights programme produced by ATM in Wroclaw)
- Production of an IOC/OCS version of the IWGA Games Channel, with geoblocking as required

2. BASIC PLANNING

2.1. PLANNING AND COOPERATION WITH WOC

During the planning stage ISB made a number of surveys and visits to Wroclaw (5) all of them with very poor results due to the initial lack of willingness from the WOC to cooperate.

During the last major survey in June 2017, ISB tried to obtain at least visual confirmation of most of the items at the venues, however there were still many unknown items. We discovered in this survey two very major things: a) that the Waterski location had changed, with potential issues for the mobile unit and b) at the Squash venue, the distance between the parking area for the mobile unit and the venue was so great, it made it impractical to use a mobile unit, therefore we had to change it to a flight pack.

Upon returning to Madrid, the survey was followed by several conferences calls with the WOC, since it was very difficult to obtain any written information. Even up until the last minute, in most cases, there was a lot of information missing.

It was very difficult to create a detailed operational plan because of the lack of operational timelines at the venues. Only a couple of weeks before the Games, did we obtain some of the daily scenarios which we had been requesting for a long time and these were modified by the WOC on a couple of occasions, thus the planning of the 24/7 Programme was lacking certainty.

Also, minimal or no details were received regarding basic facilities and services such as:
- Venue services (camera platforms, lighting, "Look" of the Games, etc)
- It took a long time to get any confirmation regarding power at the venues and once ISB learnt there would be generator power at some of the venues, it was difficult to obtain specifics of the generators being used
  - Internet
  - Accreditation (types, privileges, access, etc)
  - Media Transport
  - Media Accommodation
  - Catering
  - Venue security (confirmation only received a few days before the start of the Games)

2.2. PLANNING WITH ATM

a) Venues

It took a very long time to understand the planning of ATM on matters such as the number of cameras, type of equipment, mobile units, ENG and the entire ATM Venue Production Plan. This plan was also very heavily influ-
enced by the contract between the WOC and ATM which was very bureaucratic and lacked any flexibility.

It was only late in the planning and particularly during the ISB Production Seminar held in Madrid, that it was possible to convince ATM to follow ISB’s overall concept, to maximise the broadcast coverage as much as possible of these Games.

Plans were also hampered by the fact that ATM, being responsible to create the programme for the domestic coverage of Polsat, created sometimes conflicting demands.

ATM had dedicated practically no time for rehearsal.

b) IBC

Regarding the IBC planning, although ATM had complete control of the facility and this was a matter independent of the WOC, it was not easy from the outset to obtain information regarding the space, technical facilities and other services such as internet, telecommunications, catering, etc.

However, in the end and only a couple of weeks before the start of the Games, ISB started to receive some detailed information, although not always complete. The delivery of the IBC and technical services we later and left ISB with very little time to check, test and rehearse.

2.3. PLANNING WITH OCS

Once the OCS team was appointed, we tried to provide information regarding both the technical requirements (bringing the signals from Wroclaw to Madrid and return) as well as the Production requirements.

The technical requirements for transmission were awarded by OCS to a company called Aldea, who set up and tested links between Wroclaw and Madrid one week before the Games.

The planning for the 24/7 IWGA Games Channel progressed a little more slowly. It was only a few days before the Games that ISB received the graphics that would be used by OCS on the Channel, which left very little time for any substantial comment or discussion. It was also only a couple of days before the Games that ISB received a 24/7 IWGA Games Channel plan, created by OCS to be used for the Commentators. This plan was totally different to the 24/7 IWGA Games Channel plan that ISB had created and distributed OCS and the Rights Holders and also wanted to change the timings of the Highlights. This came as a complete surprise and a conference call was arranged immediately to clarify and correct.

2.4. PLANNING WITH SWISS TIMING

Planning with Swiss Timing was very professional. They were very responsive, to the point and the information from them was very clear and precise.

The information service provided by Swiss Timing on the WOC website was a great help.

2.5. PLANNING WITH LAGARDERE

In general, information about potential Rights Holders was very late and the information that was received was without details about any potential requirements Rights Holders may have for the Games.

ISB produced a document and sent it to Lagardere on 16 June 2017 to send to Rights Holders to try to clarify potential requirements that they may have onsite in Wroclaw, the deadline being 10 July in order to meet their needs and service their requirements.

However several broadcasters made substantial requests after that date which ISB tried to accommodate. The impression was that the Rights Holders had not fully understood the coverage plans.

For the distribution beyond Europe, ISB selected Globecast, although the contract was made directly with Lagardere.
2.6. PLANNING WITH INTERNATIONAL FEDERATIONS

Access and conditions for the International Federations to access the signals at the venues was not clear so ISB tried to clarify this with IWGA and prepared a general document which was provided to Hagen Bossdorf “IWGA: Procedure for the use of video content by IFs during TWG 2017” on 30 March.

We believe several IF’s came too late with their requirements.

3. OPERATIONAL PHASE

ISB operations started when their initial team moved to the IBC on July 13th, once the ISB space was made available by ATM.

ISB provided equipment which was installed and then tested on July 16th and on July 19th, tests were made with OCS to simulate how the feeds would work during the Games.

Also on July 19th, the ATM team responsible for producing the Highlights arrived in Wroclaw and ISB met with them to discuss the production and content of the Highlights.

In parallel, Mobile Unit from ATM and ISB were arriving to the venues and being set up there on July 17th, 18th and 19th.

ATM rehearsals for the Opening Ceremony took place on July 17th, 18th and 19th but in general there was no time for rehearsals of the production of the different sports.

The BVM played a very important role in clarifying and smoothing the integration of the mobile units at different venues as well as trying to coordinate the competition schedule with the different IF representatives.

More details regarding venue operations as well as some of the most significant issues follow below.

3.1. VENUE OPERATIONS

a) Competition schedule changes

Several sports wanted to change the scheduled competition start times, for example Roller Sports Sprints, or the real time did not match the scheduled competition time. Also the time that was allowed for some sports was inaccurate and some sessions finished early or were delayed, thus affecting the 24/7 IWGA Games Channel.

Major delays and schedule changes, some of which affected the 24/7 IWGA Games Channel schedule:

**DAY 2 - JULY 21st**

**GYMNASTICS**

Competition finished at 21:58 (the scheduled finish time was 21:15).

**DAY 3 - JULY 22nd**

**ROLLER SPORT TRACK**

The Medal Ceremonies were delayed a lot in the afternoon because the judges did all results manually.

**GYMNASTICS**

Competition finished at 22:10 (the scheduled finish time was 21:21)

**DAY 4 - JULY 23rd**

Due to big storm some sports were delayed. All sports restarted around 14:00

**BOULES**

Delays

**FLYING DISC**

A match was cancelled.
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ROLLER SKATE TRACK

After the storm, competition restarted at 17:00. The track was fixed because the venue video screen had fallen over the track and caused some damage.

SUMO

Delays

DAY 6 - JULY 25th

FISTBALL

All matches were delayed 1 hour. This was a decision by the IF and Sport Manager. The first match ARG-CHI started at 12:10, teams entered the FOP at 12:00.

ROLLER SKATE ROAD

There was a long delay in the Men’s 10,000m Medal Ceremony because of a complaint and there was a change in the final ranking. This final ranking graphic was shown and before the Medal Ceremony.

DAY 7 - JULY 26th

WATERSKI

Competition was delayed almost 30 minutes which caused the change of the programming to the 24/7 Channel. Karate finals were moved to 21:30.

DAY 8 - JULY 27th

KICKBOXING

Competition finished early at 20:45 instead of 22:30.

ROLLER IN LINE

CZE-USA match, added in the 24/7 Channel program at 20:50 to fill the gap.

The schedule was checked on 26 July to prepare for the 24/7 program on the next day and it was OK. However, the next day it was changed.

DAY 9 - JULY 28th

JU-JITSU

Competition started on time but at 09:30 the Venue Manager informed us that the session would finish 30 minutes earlier than the scheduled time of 15:00. The reason given was that many matches finished 30 seconds to 1 minute earlier and some of the competitors did not show up.

For the afternoon session the IF and the Sport Manager decided to have all finals in Tatami 1. Competition finished 20 minutes earlier than the scheduled time of 20:35.

DAY 11 - JULY 30th

ARCHERY

Compound Men Final started at 14:45, 15 minutes earlier than the scheduled time of 15:00. Fortunately the 24/7 Channel was recording it and it was playedback from the beginning. No information about the change of the schedule from the venue, either our venue Manager or sports.

MUAYTHAI

Competition running on time according to the Venue Scenario. The official website schedule is something else. The 81kg match started at 16:00 and on the website at 14:45. Tissot says that the schedule in the website is the one sent by the venues.
b) Other issues

Power supply failed on a couple of occasions damaging ISB equipment (Squash, Sumo). In general, the response of the WOC was good. Of course, during the big storm on July 23rd, power and other items were affected by the weather.

3.2. OPERATIONS WITH OCS

Communication was not always easy as there were different expectations.

The events that were edited in Madrid, sometimes began at random points that made no sense. In one instance the quarters of an American football match were played out in a different order, not in sequence.

On a couple of occasions the 24/7 Channel coverage was finished before the session had ended, thus not covering the final athletes competing in that event. This caused complaints from the French broadcaster. However we believe that for the type of broadcast schedule the French broadcaster was planning, they should have been advised to receive the individual feeds rather than the 24/7 IWGA Games Channel.

Also, in a few instances, some of the matches were not played because of the lack of commentary. Some of the daily issues encountered throughout the Games included:

- Going to next events at the wrong time
- Countdown clock still playing
- Opening animation still playing
- Leaving too early or starting too soon
- On Day 10 the 24/7 Channel went to the wrong venue, but reaction time was quick
- Day 10 also saw audio from the previous feed still on air while playing pictures of the next venue (Squash to Kickboxing at 17:00)
- Picture in picture caught countdown clock, opening animation, or wrong GFX.
- OCS playout encountered freezes from their end and had to go to full frame graphic indicating technical issues. This only happened twice.
- As the Games progressed, the coordination improved, once all parties understood what was possible.

3.3. OPERATIONS WITH ST

As mentioned in the planning section, it was a great help when Swiss Timing confirmed that the information service would be available on the WOC website. However, this information was very late appearing on the website and was only available one day before the Games which made it difficult for broadcasters to plan properly.

Additionally, in some instances information on the website did not correspond with the information ISB had received regarding start times and session information.

3.4. OPERATIONS WITH LAGARDERE

Information that ISB received about potential Rights Holders was very late and Rights Holder requirements were unclear up until the start of the Games.

The deadline for Rights Holder requirements was set at 10 July in order to meet their needs and service their requirements however several broadcasters made substantial requests after that date which ISB tried to accommodate.

Major broadcasters such as Sport 1 (Germany), L’Equipe (France) and CCTV (China) made some substantial requests after that deadline which ISB tried to accommodate. Some requests were made by Rights Holders during the Games such as Ju-Jitsu for Abu Dhabi and recordings for TBS.
3.5. OPERATIONS WITH INTERNATIONAL FEDERATIONS

There were a few International Federations (Billiards, Canoe, Boules, etc) that had contacted ISB a few days before the Games in order to make sure that the coverage of their sport would be properly carried out. We also received some enquiries about how they would be able to stream their sport on their own platforms. We tried to help as best possible.

4. CONCLUSIONS

We believe that in spite of many odds stacked against us The World Games 2017 was a very successful operation from a broadcasting perspective. In a way, it was partly helped by the fact that we were very lucky not to encounter any significant issues. There was very little room for error because of the short time available, hence making it a high risk operation.

Working with ATM & OCS not always easy and it was a difficult task to integrate all of the different stakeholders because of their different interests, expectations and strategies as to how the operation should function.

In future, we believe that a single clear Host Broadcasting organisation with full control of all broadcasting related matters, as is usual in these kind of events, needs to be in place, working alongside the IWGA.

Additionally, the WOC responsibilities and deliverables were not clear which caused uncertainty and confusion. The key to solving this issue in the future, should be a very clear understanding between the IWGA and OC regarding the respective obligations, commitments and deliverables.

The contract with the OC should allow for some flexibility to make modifications to the broadcasting plan, so that the coverage can be maximised and enhanced, so long as there is no financial impact.

We would recommend that the IWGA create one single document where all of the facilities and services the OC is required to provide, are clearly outlined to avoid any misinterpretation.

Planning of the competition schedule with the IF’s should be done earlier and be more detailed, so that the broadcasting schedule can be produced with sufficient time so that the Rights Holders interests are registered. This may include revising the schedule with the IF’s to make changes to items such as the format of competition, timings, etc, in order to maximise the broadcast coverage.

Relations with Broadcasters: Irrespective of who is marketing the Broadcast Rights, a clear and early communication should be established between the Host Broadcaster and the Rights Holders. This will enable Rights Holders time to understand the programme value that can expect, plan their transmissions as well as organise and book their own unilateral activities.
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SWISS TIMING END OF GAMES REPORT

AIR SPORTS
No input

AMERICAN FOOTBALL
- Team Roaster and Line-up USA was delivered in the last minute
- Positioning of players didn’t match from the list provided by the competition management; best estimates made in defining positions, need help from volunteers to chase the relevant team representative for a final check
- Team had to change to another OVR room
- Warm OVR room - no AC, just small fan

ARCHERY
- Operational Venue Readiness
  - Tents in SCZ were setup until noon on 1st preparation day - delay due to late venue handover
  - Network was done in the afternoon - generally very good service from IT provider
  - AWF container was provided the same day - with network
  - after changeover problems with network - solved within 45 min
  - GENERAL: very good venue management - helpful, very good cooperation; proactive with handling of exceptional situations
- Exceptional situations encountered during the event
  - Heavy rain and thunderstorm leads to emergency evacuation
- Gaps you and your team members have noticed
  - TV graphics couldn’t show arrow speed - interference with other graphics
  - Wind graphics were wrong - wind direction was mirrored
- Does the technology and service met the IF expectations
  - Service was used only for INFO - operation for competition was done through IF T&S provider
  - Very good software preparation from STSO
  - Until last competition day in PER everything was perfect in order - very good cooperation with IF
  - huge complains from IF about the TV graphics for the last competition day
  - Results manager of the federation was wondering, that we used the data protocol (which was provided 3 months in advance) only for the wind and arrow speed
  - had sometimes to resend the data twice until it was generated
  - There was a TV rehearsal on the final day. We showed up late, because nobody informed us. All people involved were around me the previous day. Due to the late arrival we were just able to do pieces of the rehearsal. Later the situation calmed down after I made some explanations to the IF president.
- Level of Support from the Federations
  - very good level
- Recommendations for the next events
  - INFO: overview result page should include the arrow count
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**BEACH HANDBALL**
Volunteers: difficulties to get them on morning of 1st competition day. Solved together with LOC.

**BILLIARD SPORTS**
OVR was on different place then venue drawing specified, on that drawing it seemed there is much more space on venue than it was in reality.

**BOULES SPORT**
Format Changes, Events cancelled, late entries

**BOWLING**
No input

**CANOE POLO**

**Operational Venue Readiness:**
- On the first of 3 preparation days it took WOC (subcontractors) until late afternoon, to set up tents, chairs and tables, power and internet was done a little earlier. This was not a big problem, since a lot of equipment was only arriving from other venues at the second preparation day. This included MST, SSCI, Shot Clock

**Exceptional situations encountered during the event**
- TVG was planned only for the last of 3 competition days, but suddenly was demanded already for the 1st and 2nd competition day as well, in the evening of the last preparation day. This caused quite some stress to prepare the TVG system in time for the morning of the first competition day.

**Gaps you and your team members have noticed**
- Except for the live screen, PSCB was almost not used, because SCB company rather wanted to show advertisement during breaks, because usable time was only about 5 minutes between the games because of the tight schedule.

**Does the technology and service met the IF expectations**
- Shot clock: IF’s shot clock system had a mayor difference to ours. Our shot clock could only be reset to 60 seconds (normal time for an attack), however, the system the IF normally uses has a different behaviour the during the last minute of a period. If the shot clock is being reset during the last minute, it would show automatically the remaining seconds of the period, because they normally don’t have a separate...
scoreboard and shot clock at their own events. This caused a little bit of confusion during the first games, but the teams quickly adjusted to the new situation. For the next event, it would be highly appreciated by the federation if we could implement this shot clock behaviour into our software.

- SSCB: Penalty times and running clock could be displayed bigger, parts of the SCB were empty and could have been used a little better

- Level of Support from the Federations
  - Federation was very helpful and communicative throughout the entire tournament, all the required information were sent ahead of time

- Recommendations for the next events
  - Especially the described shot clock issue shot be resolved for the next event.

**DANCESPORT**

all good in general

**FIN SWIMMING / LIFE SAVING**

LFC: Results wrong INFO/TV Men Manikin Tow with Fins Heat 2, TV complained

**GYMNASTICS**

- International Federation
  - Very good collaboration with FIG. Need to find a solution to improve enquiry process to save time

- Venue
  - Readiness of venue: The venue was not fully ready but the staff was very professional and fast to install what was missing. It was very easy to work with organisation committee staff

- FOP: Change between 1st week and the 2nd week

- Storage:
  - Enough place and good location. Just if the storage is shared with other people. The people need to inform when they take something on the box. And it will great to have a key for each team

- VOLUNTEERS
  - All volunteers were very professional and always on time (except 1 day they was missing 1 for 1 position due to late schedule). All volunteers due a very good job thank a lot to them

- GIVE-AWAY this time we received enough and very great give-away. The volunteers were happy to received it thanks to Tissot

- SUGGESTIONS/COMMENTS
  - Sport presentation was not so good. Sport presentation at Glasgow and London was very great
  - No rehearsal
  - No real communication with SCB operator
  - Sport presentation show most of time logo of Wroclaw

  - If possible can be great to have hotel near center

**INDOOR ROLLER HOCKEY**

- Operational Venue Readiness:
  - very well prepared, as the venue was used for RollerArtistic before
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- Internet was very slow, but Upload tools were working without any dropouts
- Gaps you and your team members have noticed
- SSCB was too small

- Does the technology and service met the IF expectations
  - IF was very satisfied with our service and our technology
- Level of Support from the Federations
  - very good as well (federation provided all the informations, we needed by themselves)

KARATE

- ST/TISSOT team got officially blamed by main umpire after official draw. It happen in front of all coaches and TD. He told that old-fashioned technology has to be used for World Games and mentioned it several times -TD told ST Team not to care about it; we assume that the main umpire is in favour of another timing/scoring system

- Changes for SYOG18:
  - Colors of penalties in SSCB Layout has to be confirmed with IF
  - Symbol to inform coach about video request to be implemented in SSCB Layout
  - “Waiting” Countdown (athlete) to be implemented in SSCB Layout
  - In case of Hikkiwake: SSCB has to highlight who will be leader / winner in contest
  - First horn signal before end of contest: 15s before end
  - Horn at bout end: 2 short noises
  - Horn signal: need to be have different duration
  - Horn signal: shall be little bit different if 2 tatamis used
  - Draw app to be provided by ST (please have a look on BOX Olymp. Solution)

FLOORBALL/KORFBALL

- Operational Venue Readiness
  - very good, internet connection was ready on afternoon of first setup day
- Exceptional situations encountered during the event
  - none
- Gaps you and your team members have noticed
  - Interface to legacy timing system in FLR (or replacement by ST SSCB & MST)
  - Federation and people from LOC inside the venue seem to have no glue of the info webpage and the linked PDFs and our local print service, especially for the match results, only few teams in KBL were picking them up after each period is picking them up. Federations keep entering stats by their own into their own systems
- Does the technology and service met the IF expectations
  - yes, KBL federation recommended for the future to capture as well the number of attacks for statistics
- Level of Support from the Federations
  - ok
- General Administration related
  - volunteer requirements to be double checked
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with STVM

- Quality of initial download from EMS needs to improve, it has to be according to ODF definition:
  - only English characters allowed
  - group/seed information was missing for teams
  - match officials had no nationality
  - BIB missing
  - height/weight missing
  - club information missing
  - handiness missing

KICK-BOXING

- We didn’t have report for keypad logs as system doesn’t create logfile for keypad pushes – federation complained about missing output for keypad logs
- changed NOC for CHN to MAC on federation request. Changed back later as MAC was not an official IOC NOC code
- federation also saw some advantages in our system that their system does not have (for example judges preference changes live all the time)

JU-JITSU

- IF/NF did not provide NTOs for training at data entry terminal. It seems that there was a communication lack and somehow they forgot about it and started to organize NTOs in last night before first competition day.
- Sub contractor not able to show logos on SSCB
- IF schedule not well prepared in regards to live television. Empty tatami or too many bouts with Walkover (Weight class: Open Category)

- Scoring terminal of the Federation had an issue: no impact on TV, results on INFO published with slight delay; protest for bronze medal bout caused 15 min delay in announcing the final results

LACROSSE

- Lost connection from the FOP, no timing scoring graphics for the first game USA vs GBR for 5 minutes; the length of the cable reduced from the Scoring Terminal by 10 meters and this fixed the issue for the second game

MUAY THAI

- SSCB: IF requested their own scoring system to display – PMO decision in the morning
- federation changed athlete twice after the draw without information for us first session with two wrong athletes
- a better contact to the federation before the competition is absolutely necessary
- federation expected different system which also collects all judges scores automatically. We only delivered total score
- federation also used their own system next to our system to collect judges scores electronically
- for MUA new system is necessary for next event

POWER LIFTING

- At the beginning some problems with the light from TSC to GFX (message sent by subcontractor), wrong light was sending, so we stopped displaying the lights for the first whole squat session and fixed the problem in the break for benchpress
ORIENTEERING
- Climbing / Orienteering short distance shared the same OVR room
- space is insufficient if ORI team has to setup on the same day of CLB competition
- Medal presenter details procedure to be clearly defined in advance
- Position of players didn’t match with the list provided by the competition management; best estimates made in defining positions
- need help from volunteers to chase the relevant team representative for a final check

ROLLER SKATING TRACK
No issues

ROWING INDOOR
No input

SPEEDWAY
- Very political sport as Polish Speedway Federation didn’t agree to use our timing system but the legacy timing system
- During the implementation phase all contact of on-site team was establish trough WOC (Grzegorz Pyzalka). Answers to our questions were coming with 2 weeks delay
- Competition format and rules were created (by FIM) 3 weeks before event which gave us really short time to prepare
- Contact with WTS (WOC sport subcontractor) was difficult from the beginning. They were pushing to do all by themselves. We therefore removed PSCB part from our scope of service mid June
- After team arrival at the venue it was still problematic to get in contact with Krzysztof Galedziuk (WTS). His decision about timing procedures effected further reduce of our scope of service (letter from GUBHAN from 27/07)
- 2 days before the competition WOC informed ST that to enter to the OLS venue in competition day extra passes will be needed. ST(FICRAF) gave list of ST team names to Andrzej Kolodziej (WOC) to prepare special passes
- IF (FIM) arrived to Wroclaw 2 days before the competition. One day before the competition, after a meeting (FIM-ST) we establish competition communication procedure. IF were surprised that venue team decided to use a hand timing when ST has all possibilities to make it with much more sophisticated technology
- After ST internal meeting it was decided that competition communication with FIM can be not enough to provide a good level of TVG service. It was decided to send one more ST person (BRIRON) to starting position to gave direct information to OVR team about starting order
- Information about extra personal and zones which has to enter were send to Andrzej Kolodziej by FICRAF 24h before the event
- On the day of competition ST team had problems to enter the venue - problem was solved by venue manager
- 4 hours before the competition FICRAF was informed that request for extra passes for BRIRON was rejected by Grzegorz Pyzalka (WOC). After a very long discussion between FICRAF and Grzegorz Pyzalka we received extra pass and BRIRON was able to do his job
- WOC volunteers assigned to ST got a pass to enter a OVR zone but they were supposed to operate
Post Games Evaluation Report
The World Games 2017

from VIP zone. This was agreed with VM and Andrzej Kolodziej. FICRAF requested from WOC extra passes for volunteers but it was rejected. Andrzej Kolodziej assured that there will be no problem for VOL to take their places and to their job. One hour before the event security complained about volunteers meeting in VIP area. Problem was solved by FICRAF after one more long discussion

- During the competition IF-ST radio communication didn’t work. BRIRON – OVR communication worked well what gave the OVR team enough time to prepare corrected start lists (for 23 heats there was just 2 without changes of the riders)
- Push button manual timing by volunteers didn’t work well. After 2 heats OVR team decided to not show live standings on TVG
- Reports (PDF) created correct and accepted by FIM
- Photo finish pictures attracted attention of referees but they still didn’t use it to judge the race
- FIM requested to not post photo finish pictures on ST INFO system

ROLLER SKATING ARTISTIC

Federation and ISB had queried why we couldn’t show individual scores of all judges on the TV graphics - to be improved!

SPORT CLIMBING

- TSC hardware was bought from homologated system from FRA; the supplier delivered the sold system delayed, therefore, only limited E2E tests could be performed in Leipzig
- Between lead qualification and finals a big thunderstorm came. We quickly moved the outdoor HW and cables to OVR room and after the thunderstorm had to put it all outside again. Federation was happy that the thunderstorm caused us no impact at the end.
- Federation has to inform us more about what they do in the future. For example between boulder and lead qualification and finals they changed numbers of the routes and told us nothing.

SUMO

- Operational Venue Readiness:
  - half of first day no power
  - internet first two preparation days not stable
- Exceptional situations encountered during the event:
  - draw result from federation arrived very late no complains from federation
- Level of Support from the federations
  - all federation staff worked together with us in a very friendly and professional way
  - federations seemed to be happy with our support
- Recommendations for the next events
  - better communication with the federations in advance
  - clear requirements for the OVR system from federation (one clear document)

TUG OF WAR

IF wanted to feed SCB by them-selves

WATER SKI

No input
IFF Ethics Commission Meeting Report, 03.12.2017

Participants:
Poul-Erik Höyer, IFF Ethics Commission chair
Carol Roberts, member
Sylvia Schenk, member
John Liljelund; IFF secretary general, secretary

Report on present issues

1. Opening of the meeting
The IFF Ethics Commission Chair Mr. Poul-Erik Höyer opened the meeting and welcomed everybody to the yearly meeting of the Ethics Commission, after having missed the last meeting, due to the bad connection, Mr. Höyer was pleased to meet all again. Mr. Höyer went through the proposed Agenda and concluded that the minutes of the last meeting were accurate and the ETC was happy with them.

2. Report on implementation activities of Good Governance
Mr. Liljelund made a short recap of the implementation activities in the field of Good Governance issues.
- The Mr. Sani Mohd. Salim case with the misuse of the Singapore Floorball Association Funds has been solved, as the SFA has been returned in good standings with the Singapore SG. The legal case against Mr. Salim is still pending.
- The Cameron Sisters complaint against AFA, which the ETC decided that it was not a case for the ETC, has continued with additional complaints towards the AFA.
- The IFF runs an Athletes Outreach education in the field of Anti-Doping and prevention of Match fixing in WFC and U19 WFC. The IFF runs the education at the Captain’s meeting and member of the Athletes Committee are running sessions with the teams.

The ETC asked to have the information provided to the Captain’s meeting

3. How to deal with future complaints
Ms. Roberts felt that it is important to build a system for the how to gather information from the countries in possible complaints, as a detailed background is necessary to determine whether and how to proceed further. Ms. Schenk feels it is important to define what are the conditions for us to take a case into consideration. There needs to be a pre-definition of the topics that are to be dealt with by the ETC. Mr. Höyer agreed that it is imperative to have systems built, ETC will otherwise drown in cases to decided upon.

Ms. Schenk recommends that ETC shall only discuss complaints initially of an international nature e.g. with parties from two countries, as any pure internal matters are for the National Association to deal with. But if there can’t be any solution on a national level or there are IFF Officials included, the matter can be forwarded to the ETC. Ms. Roberts proposes to have a form, in which all aspects and information of the complaint must be entered, in order to properly focus the complaint in the mind of the complainant as well as the ETC. Mr. Höyer agreed that it is imperative to have systems built, ETC will otherwise drown in cases to decided upon.

The issue of the possibility to appoint an Independent Panel was discussed and Mr. Liljelund informed that the IFF can put in place an Independent Panel for collection of information.

The ETC also discussed how to deal with the question of the time of serving as the president, members of the council and secretary general and also how to implement such a governance rules in the IFF. The ETC recommends that the IFF to discuss how to implement term limits for the Presidency and CB members, which should be implemented by the IFF General Assembly 2020.
4. **General discussion of the situation of Gambling and Gaming in Floorball**
   Ms. Schenk expressed that it is important for the IFF to clarify the level of betting in Floorball, to clarify the risk level, i.e. make a proper risk assessment and set the appropriate measures for the Anti-Betting Education. The Athletes must be informed of the risks of gambling and the problem gambling can create, especially with regard to the risk of "problem gambling" and gambling addiction.

   Ms. Schenk recommended strongly to prohibit betting on the own sport, i.e. Floorball, at least for players, officials etc. on the higher level. It makes it clearer for everybody, especially with regard which insider information might be used, and there is the "illusion of control" that can increase the risk of becoming a gambling addict. The ETC discussed that the players of some top level should not bet on their own sport if they have any possibility to influence or have any inside information on the all, as it makes it much safer as a whole and this should be looked over by the IFF. More focus should be spent on the risk of betting.

5. **Discussion on the topic of Communication to the IFF members in the field of of the Ethics Commission**
   Mr. Liljelund informed on the actions taken by the IFF in the field of Education of Good Governance included in the IFF Development Seminars, topics raised at the IFF Events and meetings. Ms. Schenk told that there is a system in Germany for a minimum transparent information on the web and will send the information to the IFF.

   The ETC proposes to introduce a system for IFF this could be if the members would have a list of what should be included on the National web pages, to receive an IFF Transparency certificate from the IFF. The ETC would like to know more of the IFF License System 2.0.

   The ETC discussed the possible ways for the ETC to communicate of their activities and will prepare a report for the IFF Annual Report 2017-2018. It was also discussed that the documents must affect everyone regardless of the position in the organisation and the level of their participation. The EC approved the documents with these additions.

6. **Going forward with the Issues of Good Governance**
   Ms. Schenk expressed that she is willing to support the IFF member associations in their Ethics and Good Governance work, like for example with the German Floorball Association. One idea could be to have session on some Ethics Topics during the IFF General Assembly in Prague 2018. The ETC feels that it is important to follow the human rights and anti-discrimination of any kinds.

   Mr. Liljelund reported shortly of the process to implement good governance.

7. **Any other business**
   The ETC next meeting is on the 7th of December and then participate at the IFF General Assembly on the 8th of December.

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### Upcoming meetings and issues
- Next IFF Ethics Commission meeting held on December 7th of December
- IFF General Assembly will be held on the 8th of December.

### Issues that need to be discussed or decided upon or taken action upon
- Ms. Roberts and Ms. Schenk to prepare the Complaint Form by end of Q1/2018
- The ETC suggests to the IFF CB to start the process of defining a maximum number of terms for the President and Central Board members for the AGM 2020
- IFF should prepare more materials on the risk of betting in general
- IFF to introduce a Transparent minimum requirement list for the web
- IFF to prepare a ETC report for the 2017-2018 for the IFF General Assembly 2018

### New ideas, etc…
Participants:  
Jörg Beer  SUHV, IFF Board member, CCMNG Chair  
Nils-Ola Nilsson  DaFU Secretary General  
Sebastian Zender  FG Regional Board  
Dace Grizane  LFS  
Ilvis Peterssons  LFS President  
Magnus Nilsson  SIBF Event Manager  
Daniel Kasser  SUHV Marketing and Events Manager  
Kimmo Nurminen  SSBL Salibandy Ltd CEO  
Toni Nikunen  SSBL Salibandy Oy, Marketing Coordinator  
Roman Urbar  CFbU Marketing Manager  
Marcin Rudzinski  PFF Secretary General  
John Liljelund  IFF Secretary General  
Milan Rantakari  IFF / CC Brand Manager  

Excused:  
Monica Bakke  NBF Floorball  
Frank Norseth  NBF Floorball  
Daniel Granec  SFF  

Report on present issues  
1. Opening, short presentation and recap (JB)  
Mr. Beer opened the meeting and welcomed the members for the 2nd meeting of the year and asked the new members to make a small introduction of them.  
Ms. Grizane, Mr. Zender, Mr. Nikunen and Mr. Kasser made a short introduction of themselves.  
It was concluded that there are no representatives from Slovakia and that Ms. Birdal has got ill and is not in position to participate in the meeting.  

2. Approval of the agenda (JB)  
Mr. Beer concluded that the Agenda was approved as proposed.  

3. Minutes from the previous meeting (JB)  
The report from the previous meeting from the 5th May, in Växjö, Sweden was approved and Mr. Beer thanked Mr. Liljelund for writing the reports.  

4. Country updates (ALL)  
Each country to present a best practise case, or can also be e.g. from the list of” Biggest Challenge or Main Marketing Goal” – topics and how you have handled that  

SUHV/Daniel Kasser:  
Test with SRG/SSR with in total 9 TV games on the SRF Channel. The games are 7 play-off matches, the Super Cup final and Super final (Men and Women).  
The SUHV is building a TV Arena for the TV Games, as the local venues are not representative for Floorball, thus enhancing the quality level of the NLA matches.  
The objective is to promote and raise awareness about the attractiveness of the sport. The aim is to show the sponsors that there is an interest to be part of the Events.  
The Budget for the project is 300,000 CHF, which is almost totally covered by two sponsors  
The overall aim is to build the overall community with the clubs out of the project.  
If the test is successful the agreement of it will be for five years, if the project will be
successfull.
The Swiss Floorball wants to have the TV Games, so the Clubs have been quite happy about it.

**SSBL/Toni Nikunen:**
Mr. Nikunen presented how the SSBL Company is using the data in their sales process and how they build proposals. The followers of the SoMe is the second largest in Finland of all leagues. The Company has invested quite a lot in a segment analysis who follows Floorball in Finland and defined seven segments who are heavy users of Floorball.

Need sponsors to activate the sport and increase awareness and built a network of some 25 partners. The strategy has been to keep the present sponsors, than looking for more.

The SSBL Oy has agreed with the sponsors to have a new set-up for the commercials, defined background for the rink and 2nd level/Led panels. SSBL has the floor and leave the rink and 2nd level to the club. Two cases were presented, one for XZ Shampoo and Stadium. The SSBL concentrates more on other features than visibility in TV.

**CF/Roman Urbar:**
The use of the National Team matches to build the Brand of Floorball. Here it is the EFT and all Home played International Games. In Czech Rep, it can be used for regional development and the NA can reach new Cities.

For CF the campaigns in connection of the Intl. Matches is built locally and aims to raise the fan base and activate the local population and sponsors. The work is done with the local clubs. The inclusion of the City is essential here and the campaign is run through the local newspapers, outdoor commercials and the visibility in the public transportation vehicles. CF also switch the home page to the ongoing event and by that deliver the same information to all Czech Floorball fans.

One key factor is the activation of the CF sponsors in connection to the Intl. matches, related to fans, their own clients or digital platform, to make the matches to help sponsors make their own business in the Event.

It is not the level of the Sport, but the need to be able to use the home Intl match for the fan base, marketing and publicity perspective.

**SIBF/Magnus Nilsson:**
The SIBF has made a Tourist economic survey regarding the U19 WFC 2017 in Växjö, done by an external company, which also run the survey for the U19 WFC 2015.

For the SIBF it is very important to evaluate the events organised. Total spectators 14214 (2015: 12000), with 7752 sold tickets. The spectators were mainly from Sweden 82 %. The total number of hotel nights 5930 in Växjö during the Event. The economical effect of the event was over 1,5 mill EUR, which the City was very happy with, as they invested some 50.000 EUR in cash and the free arenas, and the pick-up from Kastrup airport. The overall economical result for the SIBF was around -40.000 EUR loss.

The results of the Swedish TV/Media tracking for the season 2016-2017 and the effect of the SSLplay.se. The total number of viewers for the SSL was 86 mill (+12 mill), due to the new production approach, Total exposure time had been a little lower, but the number of viewers have gone up. The SSLplay.se showed all SSL matches, with in average 271 viewers per game. A total of 8734 subscription with 199 SEK/month. Also 120 matches in the Women’s regular season and all Play-off matches were produced, with 48 viewers/game.

Aim to break even in a three-year period.

**PFF/Marcin Rudzinski**
The preparations took three years in total, with the major part of the Test-Event organised with the Polish Open 2016 in the WKK Arena. The Test-event was crucial for the success of the event. The Polish games collected a total of 28% of all Floorball spectators. The audience for 5th place game against the USA had surprisingly only 648 spectators, which was a clear disappointment. The Czech Federation had most fans and saved the event a lot. There was a lack of fans from Finland and Sweden. The PFF would have liked to have had game tickets. Unfortunately, not all tickets given to the local authorities, sponsors were used so – the WOC started printing new tickets.

The Polish TV PolSat broadcasted the matches in Poland, for the first time in Poland. The average for FIN – POL 40 k (Peak 88 k), POL – CZE 27 k (Peak 64 k) and only 3.5 k for the game between POL-USA. The replays had in average 7-8 k viewers. PolSat also showed the bronze and final games. PolSat were very happy with the first two Polish Matches.

The PFF run a FunZone in the City centre and a 2nd was relocated in the main Fun Zone, where PFF made a presentation about the sport, which was highly appreciated by the WOC. There was a third close to the arena, running during the match days. For PFF the sporting result was unsatisfactory, but Poland tried to play in all matches. The TWG provided a lot of promotion in TV and in digital channels to inform about Floorball.

The main long-term effect probably is that Floorball had presence on the Czworka Polskie Radio and appearance at www.onet.pl, which is the most visited websites in Poland. Increased TV coverage for the Polish Extraleague. It easier as people are more aware of Floorball and easier to reach some media. On the negative side there was the bad sporting result, lack of financial support of the sponsors, no income leading to less promotions.

Discussions are ongoing with some TV stations, but it will be very difficult to get any visibility.

PFF are very happy with the performance of IFF Activation Plan.

Mr. Liljelund gave a short report of the IFF TWG Evaluation Report.

**Floorball Germany/Sebastian Zender:**
After a very troublesome year in the federation, things are starting to get back on track. The marketing work has been a little off-side and now the aim is to strengthen the marketing team and start with video material from the highest league next year. A project calling the “Goal of the Month” is run, to gather video material of the teams. There has been some new sponsor negotiations ongoing for the Final4 in Berlin 2018.

**Floorball Denmark/Nils-Ola Nilsson:**
The FD has worked around where they can find elements for a marketing plan. There is a vision projects with the NOC and grassroot growth. The growth has been 37% new clubs and 21% more players. The next three-year funding will be decided in the coming weeks. There has been a lot of learnings of how to start the recreational floorball and the idea is to use the contacts reached through the vision-project, especially in the health- and performance track.

**NBF/Monica Bridal (via sent report)**
The Norwegian have started streaming the top division matches on YouTube. Have run promotional campaigns informing of the WFC 2016, which received great interest among the Norwegian floorball scene. Now they are having plans to make similar things for the Women’s WFC2017.

The countries have also updated the Data sheet.

5. **PWC’s Sport Survey (IFF/JL)**
Mr. Liljelund presented the report of the Price Waterhouse Cooper survey of International Sports Stakeholders on the development of World sport. This is more as a general
information for the participants.

6. Upcoming Events

**WFC 2017 Bratislava:**
Mr. Liljelund made a short presentation based on the information received from Mr. Teo Turay. The venues are ready, and the set-up is planned. Marketing is working well and there are already a large number of sponsors, but ticket sales is a bit slow, but local club orders are on the way in.

**U19 WFC 2018 St. Gallen & Herisau:**
Mr. Kasser made a short presentation of the U19 WFC in May 2018. The event will promote floorball in the eastern parts of Switzerland. The SUHV will recycle the logo for the WFC 2019, to increase the awareness and visibility. The theme of the U19 WFC is #GirlsonFire, which was created by the Swiss U19 players. The marketing budget is 60,000 CHF, presently the sales is presently at 30,000 CHF. The ticket budget is 50,000 CHF, with 15 % sold so far.

**WFC 2018 Prague:**
Mr. Urbar reported that the main arena will be the O2 and the 2nd arena the close by arena New Sparta. The sponsoring negotiations have started already in the summer and till the end of the year some deals will be done. The LOC will start a campaign One Year to Prague, to support the raise of awareness and bring as much of foreign fans to the WFC.

7. IFF Sales situation, new presentations and videos

Mr. Rantakari presented the Sales situation and the actions taken so far. During July – September over 40 companies have been analysed and contacted, but without any real results. There has also been work done with a number of Sales Agencies. The Infront Media& Sport has informed that they are not interested, but the Finnish company TMG Sport is looking forward to discussing further. As a result of success of The World Games we are now in discussions with the French company Lagardère, which is checking it they would be interested in a cooperation.

8. Future IFF Sales (IFF/JL)

Mr. Liljelund made a short report on the plans forward in the sales activities. The IFF CB has decided to change the role of the marketing, towards a more sales oriented direction. IFF is now looking for a Sales Coordinator who will coordinate the sales activities together with possible Finnish, Swedish and Swiss company together with a possible more International Sales Agency. The aim is to work more clearly in creating sales for the whole IFF Brand, including all the Events.

IFF received 21 applications and the first round of interviews are ongoing and the 2nd round will be made with 3-4 top candidates. The idea is to run the project connected to the Champions Cup and run for 2018-2019.

9. Any other questions

10. Next CCMNG meeting

Mr. Liljelund concluded that the next CCMNG meeting will be held in connection to the U19 WFC 2018 in St. Gallen on the 4th of May 2018.

11. Closing of the Meeting

Mr. Liljelund, on behalf of Mr. Beer, thanked everyone for a good meeting and the fruitful and especially open discussions.
EXECUTIVE SUMMARY

1. Broadreach Media Scope of Work
2. Media Distribution 2017
3. Broadreach Media Review Comments
SCOPE OF WORK

1. Maximise new broadcast partnerships, particularly outside the sport’s core territories
   • In supplement to IFF’s existing activity
2. Produce 26’ highlight programme
3. Set up broadcast partnerships and draft contracts
4. Manage content delivery to clients
5. Advise IFF on overall media strategy, where necessary
7 Broadcast Partners

- 2 further broadcaster to be added in Caribbean and Israel for Dec 2017

52 mins of Content

- 26’ highlights shows of WFC 2016
- Broadcasters repeat each show up to 10 times
- Even distribution of primetime and off-peak slots

134 countries

- Across four from five continents

Nearly 190m Households

- Potential Audience Reach

KEY FIGURES
### GLOBAL BROADCAST PARTNERS

- Top-branded channels
- High number of countries
- Increasing exposure outside of floorball’s core markets

<table>
<thead>
<tr>
<th>Territory</th>
<th>Broadcasters</th>
<th>Household Reach</th>
<th>No of Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pan Europe</td>
<td>Fox Sports</td>
<td>2.5m</td>
<td>9</td>
</tr>
<tr>
<td>Ireland</td>
<td>Setanta Sports</td>
<td>0.1m</td>
<td>1</td>
</tr>
<tr>
<td>Pan Middle East</td>
<td>Dubai Sports Channel*</td>
<td>170m</td>
<td>24</td>
</tr>
<tr>
<td>Pan Subsaharan Africa</td>
<td>Fox Sports</td>
<td>0.75m</td>
<td>53</td>
</tr>
<tr>
<td>Pan Subsaharan Africa</td>
<td>Kwese Sports</td>
<td>TBC (new channel launch)</td>
<td>53</td>
</tr>
<tr>
<td>Pan Asia</td>
<td>Eurosport Asia Pacific</td>
<td>10.2m</td>
<td>47</td>
</tr>
<tr>
<td>Online</td>
<td>The Olympic Channel</td>
<td>TBC</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*note: Dubai Sports Channel is free-to-air and not a subscription sports channel. Hence the large reach.
**REVIEW COMMENTS**

<table>
<thead>
<tr>
<th>What should we improve?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 additional broadcasters added in 2017 – Olympic Channel and Kwese, with 2 further to come in December 2017</td>
</tr>
<tr>
<td>Quicker reporting and communication from BRM</td>
</tr>
<tr>
<td>Raw footage came with good quality commentary</td>
</tr>
<tr>
<td>HL production was much better standard (host broadcaster was used)</td>
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<tr>
<td>Broadcasters are top-branded channels</td>
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