



GSI Event Study

# IFF Women's World Floorball Championships 2019

Neuchâtel, Switzerland

7 December – 15 December 2019

CHAMPIONS 2



GSI Event Study

# IFF Women's World Floorball Championships 2019

## Neuchâtel, Switzerland

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*GSI Event Study / IFF Women's World Floorball Championships 2019*

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## Executive Summary

## Executive Summary

# IFF Women's World Floorball Championships 2019

Date	City, Nation
7-15 December 2019	Neuchâtel, Switzerland
Venues	Organiser
Patinoires du Littoral	swiss unihockey
Salle de La Riveraine	FSG Corcelles-Cormondèche
Event Frequency	Owner
Every two years	International Floorball Federation

Neuchâtel, Switzerland hosted the IFF Women's World Floorball Championships 2019 (referred to throughout the study as Neuchâtel 2019) on 7-15 December 2019.

It was the third time that the event was hosted in Switzerland.

The attendance totalled 44,513 over the nine-day tournament, setting a new record for a women's world championships. Close to 12,000 tickets were sold, contributing to a substantial part of the event revenues.

Overseas spectators and accredited participants generated an estimated 7,634 bed nights in Neuchâtel and the neighbouring cantons.

The tournament was broadcast in 19 nations on TV, with live and delayed coverage generating over 277 hours of coverage and attracting an audience of 7.5 million. The live streams from Neuchâtel 2019 on IFF's YouTube channel had over 766,080 views, while 1,309 stories were published during the tournament. A total of 166 members of accredited media covered the event.

16 nations from four continents competed in Neuchâtel, with a total of 316 athletes participating. They were accompanied by 121 team officials and 22 technical officials.

The delivery of the event was supported by 650 volunteers.



## Key statistics

## ECONOMIC

Attendance	44,513
Tickets distributed*	16,735
Tickets sold	11,753
Complimentary tickets	4,982
Bed nights	7,634

\*tickets were valid for multiple games

## MEDIA

TV broadcasters	39
TV nations	19
TV broadcast hours	277:15:18
Accredited media	166

## SOCIAL MEDIA

Posts	2,488
Reactions / Likes	220,556
New followers	2,781

## SPONSORSHIP

Number of partners	18
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## SPORTING

Athletes	316
Competing nations	16
Officials	143
Team officials	121
Technical officials	22

## SOCIAL

Volunteers	650
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## Overview

## Overview

## Event History

The IFF Women's World Floorball Championships 2019 in Neuchâtel was the 12<sup>th</sup> edition of the event. It was also the third time Switzerland has hosted the event – after Bern in 2003 and St. Gallen in 2011.

Since the first women's world championships in Mariehamn, Finland, in 1997, Europe has hosted the event eleven times. Singapore 2005 was the sole edition of the event to have taken place outside of Europe.

Switzerland is the only country to have organised the event three times. Finland and Sweden both have organised the event twice, with Sweden due to host the next edition of the world championships in 2021.

### *Editions hosted by nation (1997-2021)*

Sweden	3
Switzerland	3
Finland	2

### *IFF Women's World Floorball Championships hosts (1997-2021)*

YEAR	CITY	NATION	CONTINENT
1997	Mariehamn	Finland	Europe
1999	Borlänge	Sweden	Europe
2001	Riga	Latvia	Europe
2003	Bern	Switzerland	Europe
2005	Singapore	Singapore	Asia
2007	Frederikshavn	Denmark	Europe
2009	Västerås	Sweden	Europe
2011	St. Gallen	Switzerland	Europe
2013	Ostrava / Brno	Czech Republic	Europe
2015	Tampere	Finland	Europe
2017	Bratislava	Slovakia	Europe
2019	Neuchâtel	Switzerland	Europe
2021	Uppsala	Sweden	Europe



## Overview

# Event Format

The biennial IFF Women's World Floorball Championships brings together the 16 world's best female teams to compete for the title of world champions.

The 2019 event in Neuchâtel was a nine-day competition. The group stage took place over the first four days of the event.

The 16 teams were divided into four groups, with the top eight nations, according to the IFF ranking, being placed in Groups A and B, and the lower-ranked nations in Groups C and D.

The top two teams from Groups A and B automatically advanced to the quarter-finals. The third- and fourth-placed teams in Groups A and B and the top two teams from Groups C and D went through to the play-off stage and faced each other for a place in the quarter-finals.

Nations which did not progress through the play-off round or quarter-finals took part in the placement round to decide the final rankings (9<sup>th</sup>-16<sup>th</sup> place).

### *IFF Women's World Floorball Championships 2019 competition schedule*

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DATE	STAGE
7 <sup>th</sup> Dec – 10 <sup>th</sup> Dec	Group Stage
11 <sup>th</sup> Dec	Play-off Round
11 <sup>th</sup> Dec – 15 <sup>th</sup> Dec	Placement Round
12 <sup>th</sup> Dec – 13 <sup>th</sup> Dec	Quarter-Finals
14 <sup>th</sup> Dec	Semi-Finals
15 <sup>th</sup> Dec	Bronze Medal Match
15 <sup>th</sup> Dec	Gold Medal Match



## Overview

## Previous Edition

## IFF Women's World Floorball Championships 2017

Date	City, Nation
1-9 December 2017	Bratislava, Slovakia
Venues	Organiser
Ondrej Nepela Arena Hant Arena	Slovak Floorball Association

The IFF Women's World Floorball Championships 2017 were held in Bratislava, Slovakia.

Slovakia had never hosted the IFF's flagship female event before.

The event was attended by 31,688 spectators across the two event venues: the Ondrej Nepela Arena and the Hant Arena.

A total of 23 broadcasters showed the event on TV, reaching 14 nations across three continents. In total 39 matches out of the 48 were broadcasted. Worldwide coverage was ensured through internet streaming via YouTube and the Olympic Channel.

The final, which saw Sweden defeat Finland for the world title, recorded 902,000 viewers and the bronze match between Switzerland and Czech Republic had 190,000 viewers. Overall, the live matches were seen by 4.84 million viewers.

A total of 320 athletes from 16 nations representing four continents participated in the 2017 world championships. There were 145 officials in Bratislava (121 team officials and 24 technical officials).

A team of 110 volunteers (including three from overseas, supported the delivery of the event.

## Key statistics

## ECONOMIC

Total attendance	31,688
Venues	2

## MEDIA

TV nations	14
No. of TV broadcasts	23
Accredited media	693

## SPORTING

Athletes	320
Officials	145
Competing nations	16

## SOCIAL

Volunteers	110
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## Overview

# Host Profile

## Switzerland

Switzerland is located in central Europe. Sport is embedded in Swiss culture with football, floorball, ice hockey, tennis and skiing being amongst the most popular sports.

On top of being home to the IOC and a number of international sports federations, the country has staged several world championships in recent years, ranging from skiing to cycling, curling and badminton.

The country also hosts some of the biggest athletics and snow sports annual events in the world such as the Diamond League's Athletissima and Weltklasse meetings or the FIS Alpine World Cup's Lauberhorn downhill race.

In the coming years, Switzerland will host the Winter Youth Olympic Games, the IIHF World Championships, the UCI Road World Championships (twice), the Winter Universiade and the IFF Men's World Floorball Championships.

As of 2019, Switzerland sits in 13th position in the Sportcal's Global Sports Nations Index.

### Key facts

Size	41,277 km <sup>2</sup>
Population	8,292,809 (2018)
GDP(PPP)	\$62,100 (2017)
Capital	Bern

GSI Nations Index*	13 <sup>th</sup> (2019)
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\* GSI Nations Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks nations by the cumulative score of the events that nation has hosted.

More information on GSI Nations Index  
[www.sportcal.com/GSI](http://www.sportcal.com/GSI)

### Selected events hosted in Switzerland (2016-2024)

YEAR	SPORT	EVENT	CITY
2016	Curling	World Men's Curling Championship	Various
2017	Skiing - Alpine	FIS Alpine World Ski Championship	Various
2018	Cycling – Mountain bike	UCI Mountain Bike World Championships	Various
2019	Badminton	TOTAL BWF World Championships	Basel
<b>2019</b>	<b>Floorball</b>	<b>IFF Women's World Floorball Championships</b>	<b>Neuchâtel</b>
2020	Ice hockey	IIHF World Championships	Various
2020	Cycling - Road	UCI Road World Championships	Various
2020	Olympics	Winter Youth Olympic Games	Lausanne
2021	University sports	Winter Universiade	Lucerne
2022	Floorball	IFF Men's World Floorball Championships	Zurich
2024	Cycling - Road	UCI Road World Championships	Zurich

## Overview

# Host Profile

## Neuchâtel

Home to approximately 34,000 inhabitants (80,000 in the metropolitan area), Neuchâtel is Switzerland's 21<sup>st</sup> biggest city and the capital of the French-speaking canton of Neuchâtel. It is located in the West of Switzerland and is bordered by the eponymous lake of Neuchâtel and the Jura mountains.

Mainly famous for its watch industry, this university city has also managed to position itself at the cutting-edge of the micro-technology and high-tech industry.

The Castle and the Collegiate Church (built in the Gothic style in the Middle Age), are the city's landmarks.

Neuchâtel sits in the 230<sup>th</sup> position – and seventh Swiss city - in Sportcal's GSI Cities Index, with the IFF Women's World Floorball Championships 2019 the city's only scoring event.

### Key facts

Size	18 km <sup>2</sup>
Population	33,578

GSI Cities Index*	230 <sup>th</sup> (2019)
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\* GSI Cities Index is Sportcal's proprietary index which analyses the hosting and bidding of major sports events and ranks cities by the cumulative score of the events that city has hosted.

More information on GSI Cities Index  
[www.sportcal.com/GSI](http://www.sportcal.com/GSI)

### Selected events hosted in Neuchâtel (2019-2020)

YEAR	SPORT	EVENT	CITY
2019	Ice Skating	ISU World Junior Synchronized Skating Championships	Neuchâtel
2019	Floorball	IFF Women's World Floorball Championships	Neuchâtel
2020	Ice Skating	TISSOT Neuchâtel Trophy	Neuchâtel





## Overview

# Venues

The IFF Women's World Floorball Championships 2019 were held at two competition venues in Neuchâtel: the Patinoires du Littoral and the Salle de La Riveraine.

The Patinoires du Littoral, a multi-purpose sports complex located in the east of the city, nearby the lake, was the main competition venue.

All of the Swiss team's matches, as well as the quarterfinals, semi-finals and medal games (gold medal game and bronze medal game) were played in the Patinoires du Littoral hall. The venue was specially converted from an ice hockey rink to a floorball arena for the purpose of hosting the world championships.

The venue was opened in 1986 with an ice rink. A second rink was added in 2001. In its Neuchâtel 2019 configuration, the venue had a 4,250-seat capacity. In its regular ice sports set-up (ice hockey, ice skating and curling), the venue can accommodate up to 6,500 people – with the difference made up of standing areas. The venue hosts the annual Tissot Neuchâtel Trophy in ice skating and is the home field to HC Université Neuchâtel, the ice hockey team playing in Switzerland's fourth division.

The Salle de La Riveraine, is a multi-sports hall, situated on the lake shores and within walking distance from the Patinoires du Littoral.

The La Riveraine sports arena served as a second competition venue. The group matches, mostly of the Groups C and D (where the IFF's lower ranked nations are placed), and placement games took place there.

From 9 to 11 November 2018, the Salle de La Riveraine was also the venue for the Euro Floorball Tour, a women's four nation tournament which acted as a rehearsal event for the IFF Women's World Floorball Championships 2019.

The arena was inaugurated in 2005 and had capacity for 700 fans for Neuchâtel 2019. It is home to Neuchâtel's main basketball, volleyball and handball teams.

In addition to the two competition venues, training rinks were set up at Neuchâtel's La Maladière stadium as well as in the nearby town of Cornaux.

## Patinoires du Littoral

Venue type	Multi-purpose
Constructed	1986
Capacity (Neuchâtel 2019)	4,250

## Salle de La Riveraine

Venue type	Sports venue
Constructed	2001
Capacity (Neuchâtel 2019)	700

## Total matches per venue

Patinoires du Littoral	32
Salle de La Riveraine	16



Stakeholders

*Stakeholders*

# International Floorball Federation

Founded in 1986, the International Floorball Federation (IFF) is the global governing body for the sport of floorball. The organisation is responsible for all floorball events, including the biennial world championships for men and women.

The IFF awarded the IFF Women's World Floorball Championships 2019 to Switzerland in December 2015. Switzerland is one of floorball's most successful nations and the sport has a strong following but predominantly in the German-speaking part of the country. The selection of Neuchâtel as the host city meant that the world championships were to take place in Romandy, the French-speaking region of Switzerland where floorball is yet to make headway and therefore it was believed that the event would be a catalyst for the development of the sport in the Swiss cantons where French is the official language. The IFF hoped that Neuchâtel 2019 would bolster awareness for the women's game in the same way that the IFF Men's World Floorball Championships 2018 in Prague, Czech Republic did for the men's game.

A strong host performance was seen as key for IFF's objective of increasing popularity and awareness in the region. During the previous four women's championships, the finals were contested by Sweden and Finland but Switzerland achieved a second-place finish in Neuchâtel, a huge step for the sport in the host country.

The media and marketing strategy for Neuchâtel 2019 involved having 14 countries with direct TV broadcasts of matches, including growing markets in Asia, such as Malaysia, Singapore and Thailand, as well as Ukraine in Europe. Swiss performance was a significant factor in achieving good TV viewing figures domestically, with the tournament shown by three main Swiss free-to-air broadcasters.

In Swiss unihockey the IFF had a trusted partner with the experience of organising major floorball events. Switzerland played host to the Women's U19 World Floorball Championships in 2018 and the Swiss unihockey team that delivered the tournament was largely responsible also for organising the 2019 world championships which helped to ensure smooth preparations.

The eventual aim of floorball is to become an Olympic sport. Aiding this are various factors, including the equality of the sport, which treats men and women the same, and which includes the same game formats and prize money. The IFF acknowledges that more women are needed in the sport as coaches, administrators and policymakers but the interest in female floorball competitions is increasing.

Other possible contributors to achieving Olympic aspirations and a higher status in the world of sport are the ease at which floorball can be picked up by newcomers, as well as the fact that floorball players rarely sustain injuries during the games. Parents are more likely to let their child to play sports that are less violent which can contribute to floorball's future growth. The sport is also considered to be fairly cheap, with sticks costing very little. IFF saw Neuchâtel 2019 as nine days in a larger step of progressing the game over the next few years.

*Key objectives*

- Push the game in the French-speaking part of the host country
- Increase the visibility of the sport
- Display the sports at its competition best and increase its visibility for fans, broadcasters and sponsors

**INTERVIEWS****Tomas Eriksson**

President

International Floorball Federation

**John Liljelund**

Secretary General

International Floorball Federation

**Sarah Mitchell**

Event Manager

International Floorball Federation

**Veli Halonen**

Operations Manager

International Floorball Federation



## Stakeholders

## swiss unihockey

The IFF Women's World Floorball Championships 2019 marked the return of the tournament to Switzerland which had previously hosted it in 2011. Swiss unihockey effectively became the main organising body for Neuchâtel 2019 and formed a team responsible for the delivery of the event.

Swiss unihockey was supported by FSG Corcelles-Cormondrèche, a local club which took on the responsibility for organising catering services for spectators and managing the volunteer programme.

The federation has had both short-term, event attendance-related objectives and long-term, local floorball development-related objectives for the event.

In the short-term, objectives focussed on hitting certain KPIs set by swiss unihockey prior to the start of the tournament, largely related to budgeting. A key objective was to make back the budget spent on the tournament through ticket sales and other avenues, although swiss unihockey was not expecting to make a profit on the event.

The event attendance-related objective was centred around achieving a certain amount of ticket sales. The pre-tournament objective was selling CHF 420,000 in match tickets (including VIP ticket sales).

In the long-term, a major goal was to increase interest in the game in the French-speaking regions of the country. While the fulfilment of this objective will be assessed in the long run, media interest in both the German-speaking and French-speaking parts has never been higher in floorball, and public interest soared due to the Swiss team's performance, according to swiss unihockey. Ticket sales were boosted by Switzerland's group stage triumph against Finland, and the increased interest was especially apparent after the team's semi-final, in which Switzerland produced a miraculous comeback against Czech Republic. The match, which Switzerland won in overtime having previously scored four goals in the last two minutes of regular time, overcoming a 2-6 deficit, was the 'wow' factor of the tournament that helped floorball to reach more casual fans and people who had had little previous exposure to the sport.

On the communications side, the early objective of the organisers was to raise awareness of the event in the French-speaking cantons. To that end, media partnerships were struck with local media companies to spread the message about the world championships, while the city of Neuchâtel supported the promotional activities in its newsletter and by offering city-owned advertising spaces. 'Floorbalized' was adopted as the slogan of the world championships and the local artist David Charles (also known under the stage name MC Roger) created the official song.

At a season-opening workshop with floorball clubs in September 2019, the teams were briefed on the world championships and were asked to support the communications campaign. Swiss unihockey originally aimed to organise a range of activities with local clubs in the lead-up to the tournament, including school visits involving Swiss players but the idea had to be abandoned because of the lack of resources on the clubs' side.

## Key objectives

- Achieve CHF 420,000 in ticket sales
- Increase public awareness and engagement in floorball for French-speaking regions
- Secure new long-term sponsorships deals through the increased interest

## INTERVIEWS

## Michael Zoss

CEO

swiss unihockey

## Daniel Kasser

Head of Marketing &amp; Events

swiss unihockey

## Reto Gyger

Project Manager - Marketing &amp; Events

swiss unihockey

## Simon Dillier

Project Manager - Marketing &amp; Events

swiss unihockey

## Marion Kaufmann

Communication Manager

swiss unihockey

However, as a way of engaging children in floorball, swiss unihockey ran the schools programme, which brought thousands of school children from across the country to watch games for free throughout the tournament, and there are plans to expand the initiative in the lead-up to the men's world championships that Switzerland will host in 2022.

Finding sponsorship deals for the tournament proved difficult for swiss unihockey. While the organisers were able to secure partnerships for Neuchâtel 2019 with the existing federation sponsors, they struggled to find other local sponsors, partially because there are no big industries present in Neuchâtel – the canton is considered one of the poorest in Switzerland. However, as a result of the championships, swiss unihockey started conversations with potential sponsors and it is hoped that they can lead to new partnership being signed in the future.

Floorball has enjoyed a huge amount of growth in Switzerland in recent years. As of December 2019, the country had more than 35,000 players across both genders, and in terms of participation it is the second biggest team sport in the country behind football. The vast majority of other sports in Switzerland are either shrinking or stabilising, whereas floorball is continuing to grow. A long-term objective is to continue this systemic growth. In addition, it is believed that the tournament helped swiss unihockey to strengthen its relationships with high ranking ministers and politicians, garnering the federation more political sway.



*Stakeholders*

# FSG Corcelles-Cormondrèche

## Local Organising Committee

FSG Corcelles-Cormondrèche is an athletics and floorball club based in Corcelles near Neuchâtel, which acted as the local organising committee for the IFF Women's World Floorball Championships 2019.

In 2017, the club successfully organised the U15 Trophy, a nationwide competition for the junior floorball teams, and subsequently submitted its candidature to host the women's world championships in 2019 once it had been confirmed that Switzerland was awarded the hosting rights.

Two other Swiss cities – Bern and Biel – were also in the running, but in September 2017 it was confirmed that the event will be hosted in Neuchâtel.

A major factor that contributed to selecting Neuchâtel as the host city was swiss unihockey's desire to develop the interest in floorball in the French-speaking part of the country – out of the 35,000 licensed floorball players in Switzerland, only around 10% are from Romandy. The advantage of the bid was also the proximity of the two venues that were used for the competition and the fact that FSG had experience from organising other floorball competitions. The city of Neuchâtel supported the event through offering the rental of the city-owned facilities at a discounted rate.

The club saw a massive opportunity in staging the world championships to promote floorball in the canton. The sport is rarely broadcast on French-language channels, but Neuchâtel 2019 received extensive coverage on TV in the region and local press. Additionally, the club could benefit financially from organising the world championships, as it had a revenue share agreement with swiss unihockey concerning the sale of sponsorship rights and food and drinks to spectators.

Hosting the event was also regarded as an ambitious but rewarding challenge for the people involved in the club. FSG has around 250 members, many of them under the age of 21 and its ambition was to create a family-friendly event. Free transport was offered to many children who attended the world championships as part of the school programme.

The experience gained through the organisation of the U15 Trophy and other floorball events helped to ensure the smooth operation of Neuchâtel 2019. The club could advise on things such as the positioning of TV cameras, saving some time and effort that could be required for logistical arrangements. However, its main role was to manage volunteers and catering for spectators, as well as to provide promotional support before the world championships and organisational support during the world championships.

FSG is hoping to see an influx of new members as a result of the world championships, although handling additional demand could be a challenge with limited facilities available for training and practice. It is hoped that the event will help to build more political support for the construction of a new sports hall in Neuchâtel.

*Key objectives*

- Develop interest in the sport in the region
- Inspire young people in Romandy to take up floorball
- Run a family-friendly event

**INTERVIEWS****Cédric Jaccoud**

President

Local Organising Committee

**Vincent Benoit**

Sponsoring

Local Organising Committee

**Tim Hunkeler**

Volunteering

Local Organising Committee

**Pascal Kramer**

Catering

Local Organising Committee





Economic

## Economic

# Attendance

## Overview

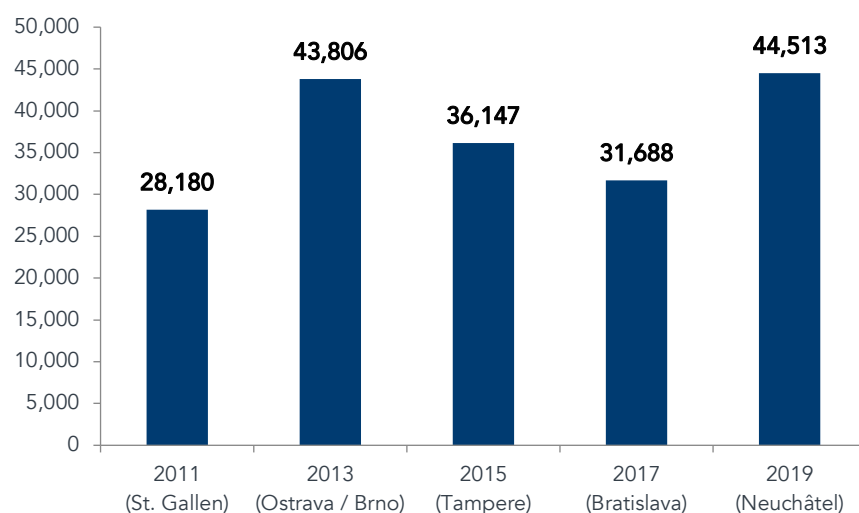
The IFF Women's World Floorball Championships 2019 was the most attended women's world championships in the history of the competition. The total attendance reached 44,513, beating the previous attendance record of 43,806 set in Brno and Ostrava in 2013.

By day, the highest attendance was recorded on the final day of the event (9,349), followed by the penultimate day of the competition when the semi-finals were played (7,814). The average attendance per day was 4,946.

Ticket sales amounted to 11,753, while 4,982 complimentary tickets were distributed.

The gold medal match was the best attended game of the competition, with 4,250 spectators. This was followed by the 3<sup>rd</sup> place decider between Finland and Czech Republic (3,734). The host nation's matches attracted cumulative attendance of 16,260.

### IFF Women's World Floorball Championships attendance, 2011-2019



### Attendance - Overview

Attendance	44,513
Tickets distributed	16,735
Tickets sold	11,753
Complimentary tickets	4,982

### Attendance breakdown by day

Sat 7 December	5,227
Sun 8 December	5,777
Mon 9 December	2,951
Tue 10 December	4,880
Wed 11 December	1,729
Thu 12 December	3,619
Fri 13 December	3,167
Sat 14 December	7,814
Sun 15 December	9,349
<b>AVERAGE PER DAY</b>	<b>4,946</b>

### Most attended matches – Top 5

Sweden – Switzerland (final)	4,250
Finland – Czech Republic (3 <sup>rd</sup> place)	3,819
Switzerland – Czech Republic (semi-final)	3,734
Finland - Switzerland (group match)	3,542
Sweden – Finland (semi-final)	3,237

## Economic

## Attendance

## Ticketing

A total of 11,753 tickets were sold for the IFF Women's World Floorball Championships 2019.

Tickets for Neuchâtel 2019 went on sale on 27<sup>th</sup> February 2019, two days after the announcement of the match schedule. Individual tickets were available via Ticketmaster, the global ticketing company, while group orders (for 20 or more tickets for a single day) were handled by swiss unihockey. Fans could also purchase tickets in the ticket office by the main venue, Patinoires du Littoral.

Only day tickets were available in two age categories – adults and children under 16 years old – and two seating categories. They cost between CHF 19 and CHF 59 for the matches competed in Patinoires du Littoral, and between CHF 10 and CHF 15 for the games played in the secondary venue, La Riveraine. Ticket holders for the matches in the main arena could attend the games in La Riveraine for no additional charge.

Close to 90% of all tickets sold online were purchased by fans based in Switzerland. By canton, most ticket buyers came from Bern (24.9% of all tickets purchased by the Swiss fans), Neuchâtel (13.3%), Zurich (12.7%) and Vaud (7.7%).

In addition to tickets sold, around 5,000 tickets were distributed free of charge, while 5,000 children received a free entry as part of the schools programme ran by swiss unihockey.

## Distribution of tickets

Tickets sold	11,753
Online	6,972
At the gate	1,735
swiss unihockey	2,619
Complimentary tickets*	4,982

\* excluding school groups

Online sales by country  
(% of total tickets sold)

Switzerland	89.6%
Sweden	2.1%
Germany	1.9%
Czech Republic	1.6%
Finland	1.3%
France	1.2%
Other	2.4%

## TICKET PRICES

ONLY DAY TICKETS ARE AVAILABLE

## PATINOIRES DU LITTORAL

## DAY TICKETS SATURDAY 7th TO FRIDAY 13th DECEMBER

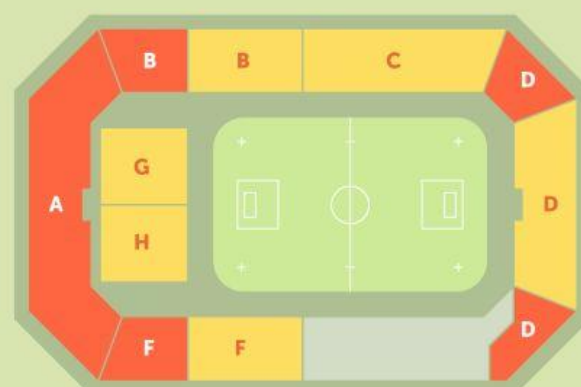
Group games, Playoff round, 1/4-finals

Category	Adults	Youth under 16 years
CAT 1	34.00 CHF	26.00 CHF
CAT 2	25.00 CHF	19.00 CHF

## DAY TICKETS SATURDAY 14th/SUNDAY 15th DECEMBER

Semi-finals, medal games

Category	Adults	Youth under 16 years
CAT 1	59.00 CHF	47.00 CHF
CAT 2	47.00 CHF	36.00 CHF



WOMEN'S WORLD FLOORBALL  
CHAMPIONSHIPS 2019  
7th – 15th December  
Neuchâtel, Switzerland

## LA RIVERAINE

## DAY TICKETS 7th TO SUNDAY 15th DECEMBER

Group games, placement games, maybe Playoff round

Category	Adults	Youth under 16 years
CAT 1	15.00 CHF	10.00 CHF



## Economic

# Financials

The IFF Women's World Floorball Championships 2019 made an operating loss of CHF 61,188 (based on the accounts provided by swiss unihockey, excludes income/expenditure of FSG Corcelles-Cormondrèche which made a profit of around CHF 80,000). The operating expenditure of the organising committee totalled CHF 1.08 million, while the revenue amounted to CHF 1.02 million.

Public funding, ticketing and sponsorship were the primary sources of income.

In terms of expenditure, the rental of the event venues was the largest cost that totalled CHF 0.32 million.

## Neuchâtel 2019 OC income and expenditure statement

	AMOUNT (CHF)	AMOUNT (EUR)
Accommodation	9,752	8,906
Catering	19,913	18,186
Payments from IFF	10,274	9,383
Public funding	357,596	326,571
Sponsorship	162,688	148,573
Sponsorship branding costs	24,878	22,719
Ticketing	385,636	352,178
Transport	3,041	2,777
TV rights	33,000	30,137
Other income	11,140	10,174
<b>Total revenue</b>	<b>1,017,918</b>	<b>929,604</b>
Anti-doping	15,695	14,333
Hospitality	62,176	56,781
Hosting fee	60,000	54,794
Logistics (incl. accommodation & transport)	274,801	250,960
Marketing	67,010	61,196
PR & communication (incl. TV production)	187,840	171,543
Venue rental & infrastructure	317,689	290,127
Volunteering	52,468	47,916
Other expenditure	41,427	37,832
<b>Total expenditure</b>	<b>1,079,106</b>	<b>985,483</b>
<b>PROFIT/LOSS</b>	<b>-61,188</b>	<b>-55,879</b>

Exchange rate used CHF 1 = EUR 0.91324 throughout study

## Economic

# Bed Nights

It is estimated that the IFF Women's World Floorball Championships 2019 produced at least 7,634 bed nights for the city of Neuchâtel and the neighbouring cantons.

IFF member federations covered the accommodation costs for athletes, team officials and national federation representatives, while the organising committee paid for the accommodation of the technical officials and the IFF staff.

There was no data captured in order to establish a bed night analysis for all accredited persons and spectators travelling to Neuchâtel to attend the event, therefore only selected participants are considered. However, it can be assumed that the actual number of bed nights generated by event participants was more than 10,000.

## Bed nights overview

Total bed nights	7,634
Avg. length of stay	6.7 nights

## Neuchâtel 2019 – Bed nights

GROUP	NO. OF VISITORS	LENGTH OF STAY (NIGHTS)	BED NIGHTS
Athletes	316	10.3	3,255
IFF sponsors and guests	30	6	180
Officials (team)	121	10.3	1,246
Officials (technical) and IFF staff	44	8.8	386
Overseas media representatives	91	7	637
Overseas spectators	500	3	1,500
swiss unihockey staff	43	10	430
<b>TOTAL</b>	<b>1,145</b>	<b>6.7</b>	<b>7,634</b>





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Media



## Media

## Television

## Overview

A total of 39 broadcasters across 19 nations in three continents provided broadcast coverage of the IFF Women's World Floorball Championships 2019.

Coverage of Neuchâtel 2019 was available on both free-to-air and pay-TV. A total of 277 hours of coverage was generated worldwide (live and delayed coverage only).

Broadcast data was not available for all broadcasters but based on the information received from 11 of the 39 broadcast rights holders, 7.5 million viewers watched the live or delayed coverage from Neuchâtel 2019.

In addition to TV coverage, the world championships were streamed live worldwide on the Olympic Channel (24 matches) and the IFF's YouTube channels (all matches).

## DOMESTIC BROADCASTER

Swiss Broadcasting Corporation (SRG SSR) was the domestic broadcaster of the IFF Women's World Floorball Championships 2019. SRG SSR showed coverage from the world championships through the three Swiss regional broadcasters: RSI, RTS and SRF.

The three broadcasters aired 25 match broadcast during the event for nine unique games, including all six matches of the Swiss national team. Total broadcast time amounted to over 49 hours, with a cumulative TV audience of close to 870,000 viewers.

Additionally, 460,000 viewers followed the live streams from the event on the RTS website.

## TV PRODUCTION

Television production was handled by Polar HD, a Latvian production company. Polar HD was contracted by the IFF to manage the live production for the women's and men's world championships in 2019 and 2020. The company previously worked with the IFF at the world championships in 2015 and 2016.

Polar HD had an 18-man production crew on-site in Neuchâtel. Seven cameramen and five fixed cameras were engaged in the production of the matches in the main arena, Patinoire du Littoral, while in the smaller arena, La Riveraine, there were three cameramen and two fixed cameras.

Short highlights videos from each match and 6-7-minute daily highlights were also produced.

## TV broadcast overview

TV broadcasters	39
TV continental reach	3
TV nations	19
TV broadcast hours*	277:15:18
TV cumulative audience*	7.5m

\* broadcast data available only for selected markets

## TV broadcasters by region

Asia-Pacific	8
Europe	30
North America	1

## Domestic focus – Switzerland (SRG SSR)

TV broadcast hours	49:25:46
TV audience*	0.87m
Matches broadcast	9

\* excluding online streaming

## Media

## Television

## Broadcast

## Neuchâtel 2019 – TV broadcasters breakdown

TERRITORY	BROADCASTER	ACCESS	RIGHTS TYPE
China	Beijing TV	Free-to-air	Live, Delayed
Czech Republic	Czech Television	Free-to-air	Live, Delayed
	Nova Sport	Pay-TV	News
	Seznam Zpravy	Free-to-air	News, Delayed
Denmark	Eurosport (Denmark)	Free-to-air	Live, Delayed
Estonia	Kanal 12	Free-to-air	News
	TV 6	Free-to-air	News
Finland	MTV3 Finland	Free-to-air	News
	Nelonen	Free-to-air	News
	YLE	Free-to-air	Live, Delayed
Germany	ARD	Free-to-air	News
	Mitteldeutscher Rundfunk (MDR)	Free-to-air	News
	Sportdeutschland.TV	Internet TV	Live, Delayed
Indonesia	UseeTV	Pay-TV	Live, Delayed
Japan	J Sports	Pay-TV	News
Latvia	Latvian Television	Free-to-air	Live, Delayed
	Sportacentrs TV	Pay-TV	Live, Delayed
Malaysia	Astro	Pay-TV	Live, Delayed
Norway	Eurosport (Norway)	Pay-TV	Live, Delayed
	NRK	Free-to-air	News
Philippines	TV5	Pay-TV	News
Russia	Match TV	Free-to-air	News
Singapore	Eleven Sports Network	Pay-TV	News
	StarHub	Pay-TV	Live, Delayed
Slovakia	Arena Sport	Free-to-air	Live, Delayed
	Digi Sport	Pay-TV	News
	RTVS	Free-to-air	Live, Delayed
	TV Bratislava	Free-to-air	News
	TV Markiza	Free-to-air	News
Sweden	C More (Sweden)	Pay-TV	News
	Discovery (Sweden)	Free-to-air	Live, Delayed
	Eurosport (Sweden)	Pay-TV	Live, Delayed
	Swedish Television	Free-to-air	News
Switzerland	RSI	Free-to-air	Live, Delayed
	RTS	Free-to-air	Live, Delayed
	SRF	Free-to-air	Live, Delayed
Thailand	True Sport	Pay-TV	Live, Delayed
Ukraine	UA:Pershyi	Free-to-air	Live, Delayed
USA	WVTM 13	Pay-TV	News

## Media

# Television

## Broadcast Hours

Live or delayed coverage of Neuchâtel 2019 was shown in 15 nations by 20 out of 39 broadcast rights holders. The broadcast data received by IFF from 17 of those broadcasters indicates that the amount of broadcast hours totalled 322.

Czech Television, the Czech public-service broadcaster, and Slovakian sports broadcaster Arena Sport aired the most coverage from the world championships, with 15 and 13 match broadcasts, respectively.

Cumulatively, the three Swiss broadcasters RSI, RTS and SRF recorded the longest broadcast time amongst television rights holders of the event with over 49 hours.

European broadcasters accounted for 79% of the overall coverage of the event.

### TV broadcast hours – Live and delayed coverage (Overview)

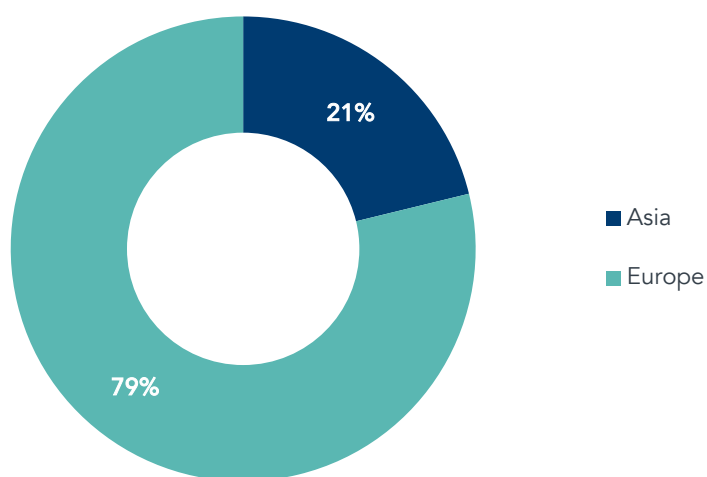
TV broadcasters monitored*	17
TV broadcast hours	277:15:18
Matches broadcast on TV	41

\* No data available for Eurosport (Denmark, Norway, Sweden)

### TV broadcast hours by broadcaster

Arena Sport	29:19:52
Astro	05:42:00
Beijing TV	06:05:00
Czech Television	32:50:36
Discovery (Sweden)	20:48:00
Latvian Television	11:16:52
RSI	14:55:52
RTS	15:31:54
RTVS	14:08:32
Sportacentrs TV	09:19:54
Sportdeutschland.TV	23:52:08
SRF	18:58:00
StarHub	17:47:55
True Sport	17:47:55
UA:Pershyi	10:12:36
UseeTV	11:21:55
YLE	17:16:16

### TV broadcast hours by region (live and delayed coverage)





## Media

## Television

## Audience

The total cumulative audience of Neuchâtel 2019 amounted to 7.5 million viewers, according to data provided by 11 broadcasters that showed live or delayed coverage of the tournament.

China accounted for the largest share of the audience (28.6% of the total audience), with 2.1 million viewers watching coverage of the event on BeijingTV.

The final match of the world championships drew the highest number of viewers, generating an audience of 1.81 million. Of that figure, 444,345 viewers watched the coverage of the match in Sweden and a further 272,179 viewers in Switzerland, the two nations that played in the final.

### TV audience – Live and delayed coverage (Overview)

TV broadcasters monitored*	11
TV cumulative audience	7.5m

\* No data available for Astro (Malaysia), Eurosport (Denmark, Norway, Sweden), Discovery (Sweden), Sportdeutschland.TV (Germany), StarHub (Singapore), True Sport (Thailand) and UseeTV (Indonesia)

### TV cumulative audience – Live and delayed coverage

Arena Sport	550,000
Beijing TV	2,134,000
Czech Television	824,000
Latvian Television	296,000
RSI	22,115
RTS	136,982
RTVS	717,164
Sportacentrs TV	350,833
SRF	707,598
UA:Pershyi	254,080
YLE	1,467,000

### Top ten broadcasts by TV viewers (cumulative audience)

	MATCH	TV VIEWERS
1	Sweden – Switzerland (final)	1,809,296
2	Switzerland – Czech Republic (semi-final)	1,473,681
3	Sweden – Finland (semi-final)	1,251,783
4	Finland – Czech Republic (3 <sup>rd</sup> place)	491,080
5	Finland – Switzerland (group stage)	451,903
6	Finland – Slovakia (quarter-final)	304,000
7	Finland – Poland (group stage)	224,000
8	Switzerland – Germany (group stage)	174,489
9	Switzerland – Latvia (quarter-final)	166,162
10	Slovakia – Sweden (group stage)	157,939



## Media

## YouTube

## Video Analysis (IFF)

IFF provided coverage of all matches on its official YouTube channel. The content related to Neuchâtel 2019 generated over 766,080 views and 8.6 million minutes of watch time over the monitored period. The channel gained a combined count of 873 new subscribers over this period.

## IFF YouTube Channel 1

- users by country of origin (based on minutes watched)

Sweden	14.8%
Switzerland	14%
Slovakia	10.6%
Czech Republic	8%
Finland	7.2%

## YouTube activity summary (30 November - 22 December 2019)

	TOTAL	DAY AVERAGE
Watch time (minutes)	8,647,946	375,998
Views	766,080	33,308
New subscribers*	873	38
Likes	6,453	281
Comments	26,848	1,167

\* net growth of new subscribers over monitoring period

In addition to live match coverage, the channel featured highlights videos and player interviews.

The final match between Switzerland and Sweden was the most watched video on YouTube, generating an estimated 902,541 minutes of viewer time.

## Top ten videos by minutes watched (30 November - 22 December 2019)

	VIDEO	WATCH TIME
1	Sweden – Switzerland (final)	890,848
2	Switzerland – Czech Republic (semi-final)	667,544
3	Sweden – Finland (semi-final)	506,618
4	Finland – Czech Republic (3 <sup>rd</sup> place)	445,351
5	Poland – Slovakia (5 <sup>th</sup> place)	280,160
6	Slovakia – Sweden (group stage)	238,629
7	Finland – Slovakia (quarter-final)	231,900
8	Sweden – Germany (quarter-final)	223,498
9	Sweden – Czech Republic (group stage)	222,452
10	Finland – Switzerland (group stage)	214,526

## Media

## Online

## Neuchâtel 2019 (Neuchâtel2019.ch)

## Neuchâtel 2019 website traffic data: event period (7-15 December 2019)

	TOTAL	DAY AVERAGE
Users (unique)	131,365	14,596
Sessions	190,324	21,147
Page views	822,614	91,402

A dedicated website for the event was set up for the world championships, which was intended for informative use: general information on the event, news and tickets.

The website handled 822,614 page views from 131,365 users during the competition, averaging 91,402 views per day.

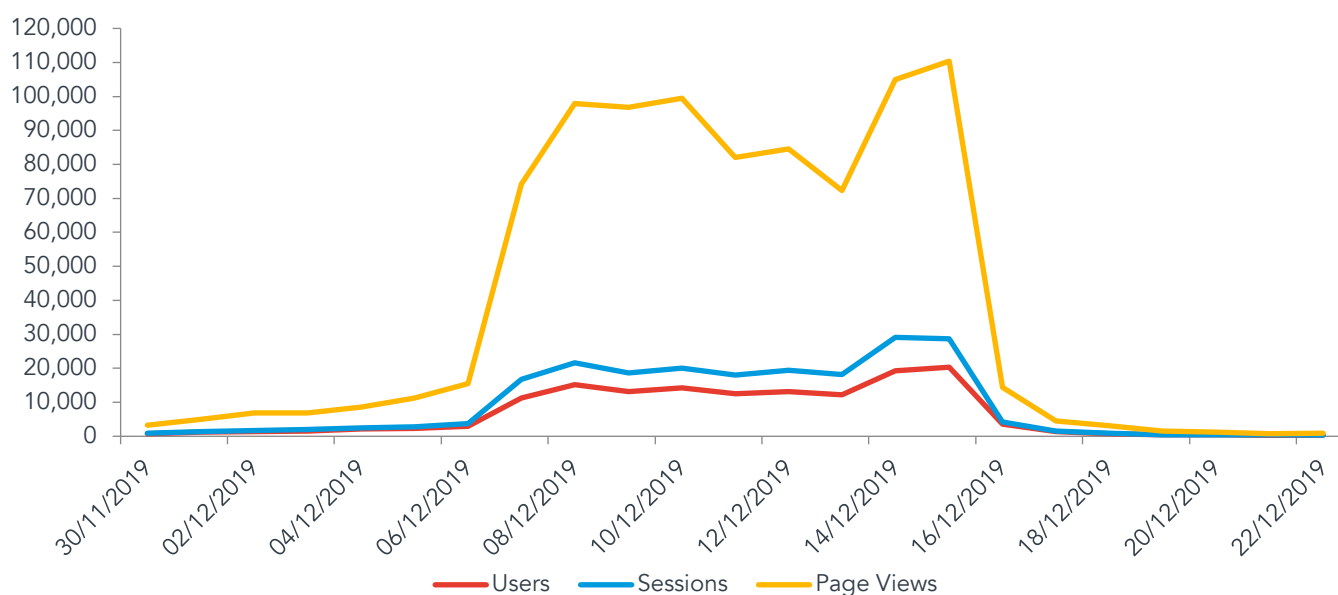
Traffic to the website peaked on the day of the final, with 15<sup>th</sup> December recording the most users (20,327) and page views (110,363).

Over the extended event period the Neuchâtel website was visited by 150,689 unique users across 213,635 sessions which generated 902,267 page views.

## Neuchâtel 2019 website – users by country of origin (extended period)

Switzerland	62.0%
Finland	7.4%
Sweden	6.2%
Czech Republic	6.2%
Germany	2.6%

## Neuchâtel 2019 website traffic data: extended period by day (30 November - 22 December 2019)



Media

# Media Coverage

## Print & Digital News

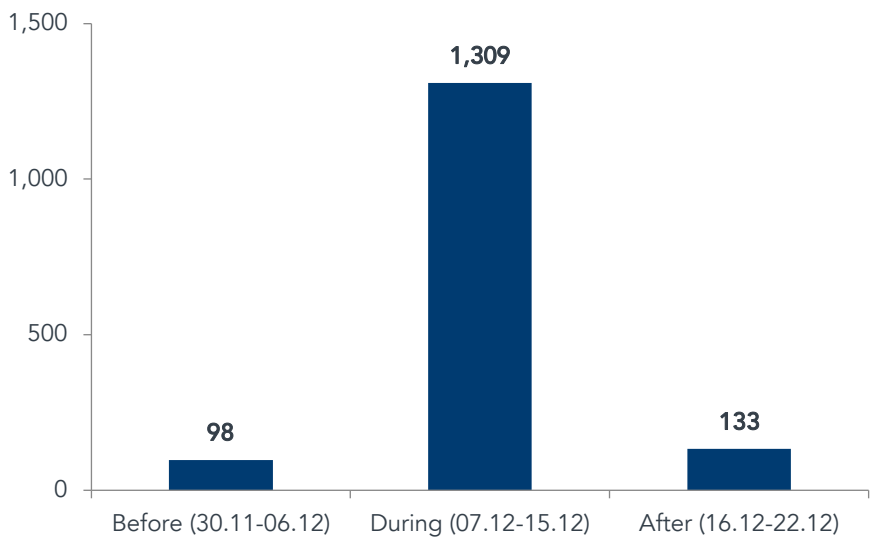
Neuchâtel 2019 generated 1,540 digital news stories, according to Meltwater, a media monitoring and intelligence company.

Meltwater conducted an analysis of international digital media coverage of Neuchâtel 2019 before, during and after the event.

The research found that during the event there were 1,309 news stories published – compared to 98 hits in the seven days before and 133 hits in the seven days after the event.

The largest volume of digital news coverage was published in Switzerland, followed by Finland and Sweden.

Global digital news coverage summary (30 November - 22 December 2019)



In Switzerland alone, the event generated 186 stories in print media, the majority of which (152 stories) were published in German, according to Argus Data Insights that monitored media coverage of Neuchâtel 2019 in the host country between 5 December and 17 December 2019.

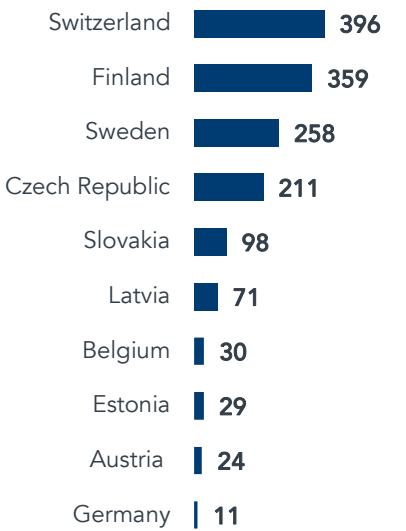
Methodology

**Panel**  
Digital news media – 236,800 global editorial sources: newspapers, press releases, industry magazines, internet TV, internet radio

**Monitoring period**  
30 November – 22 December 2019

**Conducted by Meltwater**

Global digital news – Top countries by stories published (30 Nov – 22 Dec 2019)





## Media

# Accredited Media

There were 166 accredited media at Neuchâtel 2019. This comprised accredited journalists, reporters, photographers and broadcasters (television and radio).

Overseas media personnel came from 16 countries across three continents. Switzerland was the most represented nation with 75 accredited media present at the world championships, followed by Sweden (29) and Czech Republic (17).

Both TV and written press accreditations contributed the highest number of accredited persons by type, accounting for 28 per cent of all accreditations – closely followed by photographers with 24 per cent of the accreditations.

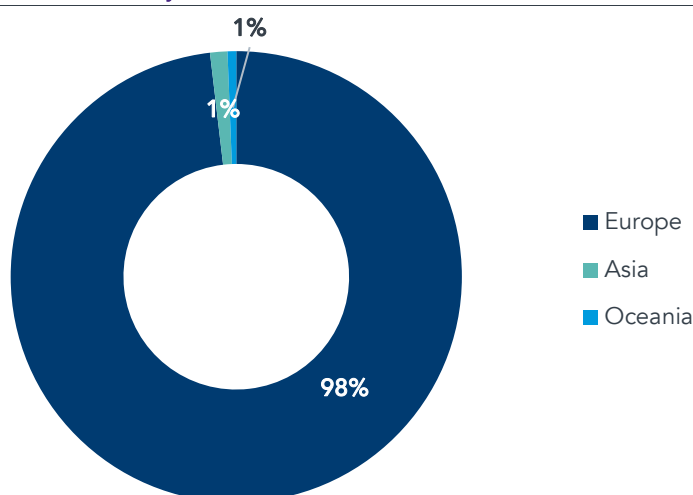
## Accredited media – Overview

Accredited media	166
Domestic / Overseas	45% / 55%
No. of nations	16

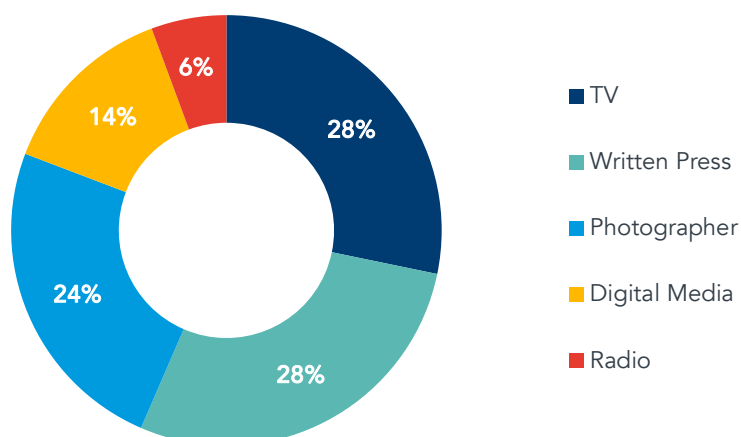
## Accredited media by nationality

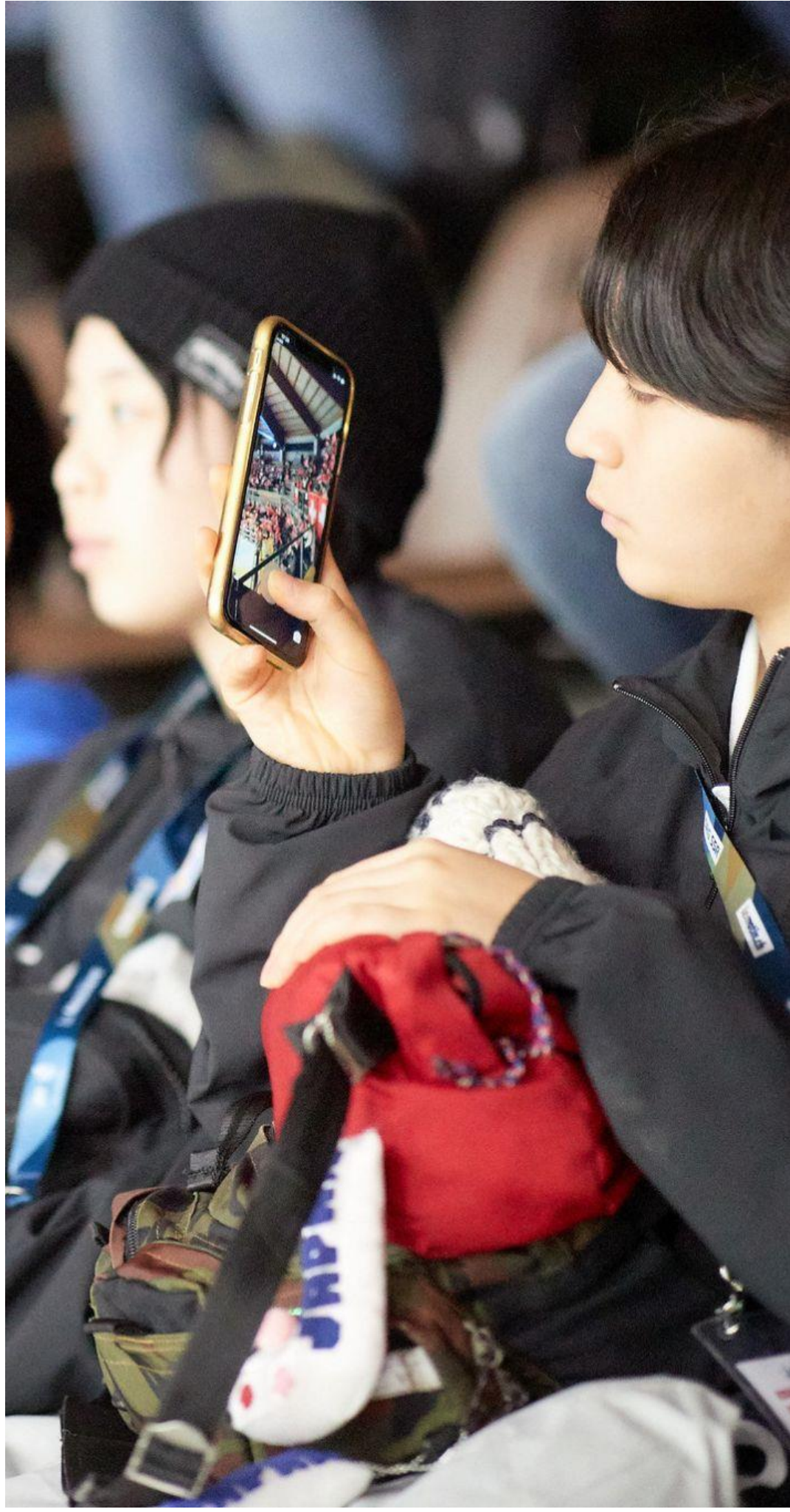
Switzerland	75
Sweden	29
Czech Republic	17
Finland	12
Germany	7
Norway	4
Slovakia	4
Italy	2
Latvia	2
Poland	2
Thailand	2
Australia	1
Estonia	1
Hungary	1
Netherlands	1
Spain	1
Unknown	5

## Accredited media by continent



## Accredited media by type





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## Social Media

## Social Media

## Overview

Six official social media accounts related to the IFF Women's World Floorball Championships 2019 were measured over a period of 23 days (from seven days pre- to post-event). These comprised three IFF accounts and three world championships accounts across Facebook, Twitter and Instagram.

The local organising committee was responsible for managing the world championships accounts in the lead-up to and during the tournament.

*IFF social media accounts*

**Facebook**  
/IFF.Floorball

**Twitter**  
@IFF\_Floorball

**Instagram**  
/iff\_floorball

*Neuchâtel 2019 social media accounts*

**Facebook**  
/worldfloorballchampionships

**Twitter**  
@iffwfc

**Instagram**  
/iffwfc

Over the nine days of competition, the six accounts recorded 2,488 posts, 220,556 likes and reactions and 2,781 new followers.

*IFF and Neuchâtel 2019 social media account summary*

	IFF		NEUCHÂTEL 2019	
	Total	Avg. per day	Total	Avg. per day
Posts	632	70.2	1,856	206
Reactions / Likes	126,192	14,021	94,364	10,485
Shares / Retweets	757	84.1	1,100	122
Comments	1,258	140	417	46.3
New followers	1,504	167	1,277	142

*Social media overview**– all accounts (event period)*

Posts	2,488
Reactions / Likes	220,556
Shares / Retweets	1,857
Comments	1,675
New followers*	2,781

\* net growth of new followers over competition period

## Social Media

# Platform Summary

## FACEBOOK

The IFF Facebook account generated 4,601 reactions and 195 shares from 81 posts.

The Neuchâtel 2019 Facebook account saw 5,429 reactions and 548 shares from 158 posts during the competition.

## TWITTER

The IFF Twitter account registered 2,544 likes from 190 posts.

The Neuchâtel 2019 Twitter page recorded 961 posts, 552 retweets and 2,860 likes during the competition with an increase of 111 followers during the event.

## INSTAGRAM

The IFF Instagram account attracted the most likes of all social media accounts during the event period (119,047) and generated 1,224 new followers.

The Neuchâtel 2019 Instagram page recorded 737 posts with 86,075 likes and 154 comments during the competition, with an increase of 945 followers (105 per day).

### Social media accounts

#### – daily average (event period)

FACEBOOK	IFF	Neuchâtel 2019
Posts	81	158
Reactions	4,601	5,429
Shares	195	548
Comments	137	198
New followers	145	221
Avg. follower increase	0.3%	1.4%

TWITTER	IFF	Neuchâtel 2019
Posts	190	961
Likes	2,544	2,860
Retweets	562	552
Comments	18	65
New followers	135	111
Avg. follower increase	1.0%	5.5%

INSTAGRAM	IFF	Neuchâtel 2019
Posts	361	737
Likes	119,047	86,075
Comments	1,103	154
New followers	1,224	945
Avg. follower increase	1.7%	6.9%





## Social Media

# Social Media Strategy

Social media is an important tool utilised by the IFF as part of its communication strategy. At every major tournament, the primary objective of the IFF's social media strategy is to create as much visibility for the sport as they can.

Social media activity surrounding the tournament in Neuchâtel focused on gaining more followers for the IFF Instagram account. The first step of this plan was to reach 70,000 followers which was achieved in the lead-up to the tournament. Ambitious plans were made to reach 90,000 but this target was altered to 75,000, with hopes of this being achieved by the end of the tournament.

An example of a social media campaign was the introduction of the #floorballsofasupporters hashtag, which was designed for fans unable to attend the tournament in person. The idea was initially discussed during the men's world championships in Prague in 2018 and implemented in Neuchâtel. Fans watching at home were encouraged to make Instagram posts using the hashtag and the IFF recognised the best posts.

Instagram has specifically been targeted as the primary social media platform for IFF campaigns, as it is easier for people to tag their friends in posts with different hashtags. Younger demographics who IFF are specifically trying to target to increase awareness for the sport use Instagram more widely than Twitter and Facebook.

Each of IFF's main social media channels conveys different types of content. Instagram produces fun, visual content keeping in line with the platform's demographics. Twitter is used primarily for match results, while Facebook features longer-form highlights and interviews with players and coaches. This strategy was consistent with the one employed at the previous women's world championships in Bratislava in 2017.

The production of clips and content was carried out by two people at the IFF, who cut clips themselves, often from the highlights videos produced by Polar HD, the Neuchâtel 2019 production company, or full match videos.

The IFF's focus remains on being dedicated towards the IFF's existing social media handles, with a particular focus on Instagram, and the Instagram TV. Newer platforms such as TikTok have not been considered at this time.

## INTERVIEW

**Mari Myllärinen**

Information Coordinator

International Floorball Federation

## Social Media

## Facebook

## IFF (/IFF.Floorball)

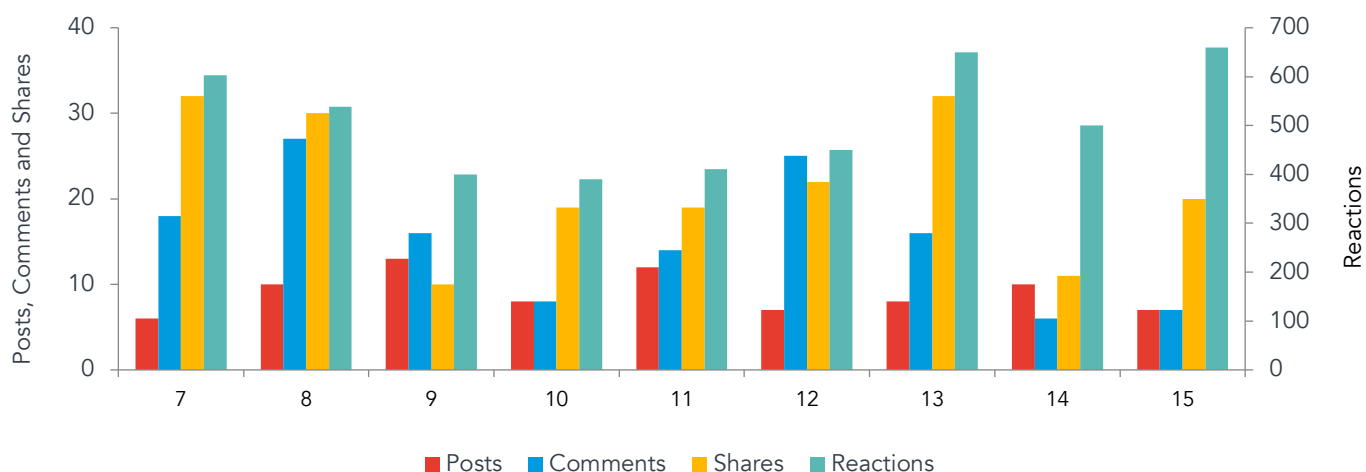
## Facebook activity summary: event period (7-15 December 2019)

	TOTAL	DAY AVERAGE
Posts	81	9
Reactions	4,601	511
Shares	195	21.7
Comments	137	15.2
New page fans (by 16 December 2019)	145 (0.3% increase)	16.1

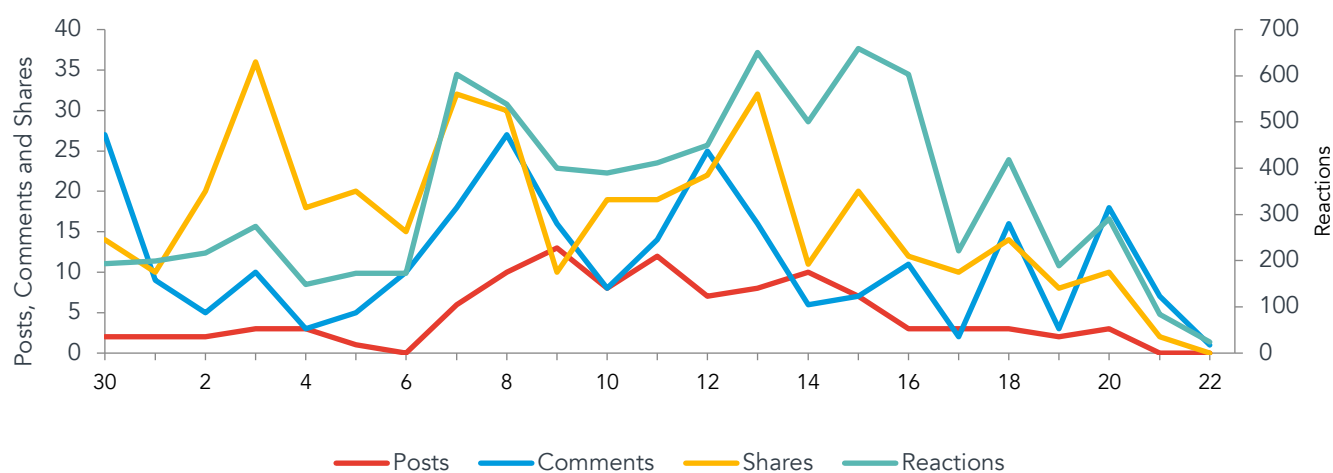
## Total fans

Start (6 December 2019)	42,223
End (16 December 2019)	42,368

## Facebook activity: event period by day (7-15 December 2019)



## Facebook activity: extended period by day (30 November - 22 December 2019)



## Social Media

## Facebook

## Neuchâtel 2019 (/worldfloorballchampionships)

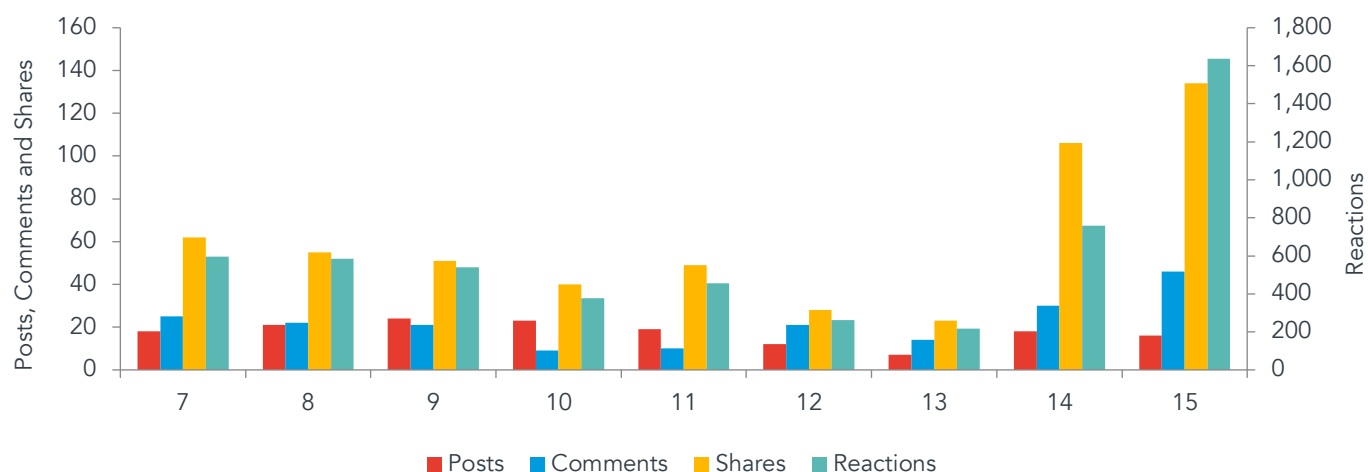
## Facebook activity summary: event period (7-15 December 2019)

	TOTAL	DAY AVERAGE
Posts	158	17.6
Reactions	5,429	603
Shares	548	60.9
Comments	198	22
New page fans (by 16 December 2019)	221 (1.4% increase)	24.6

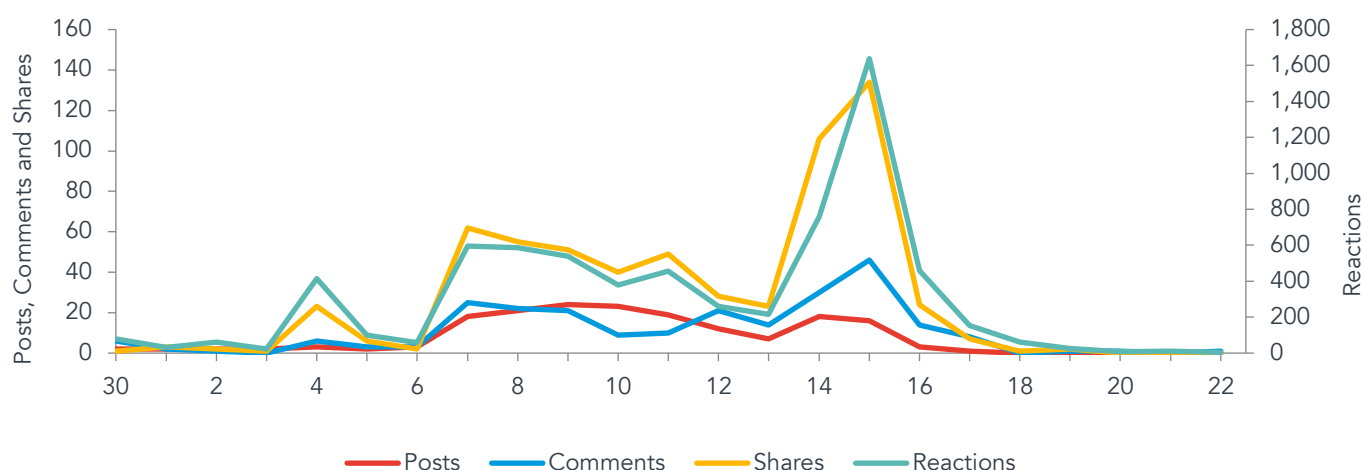
## Total fans

Start (6 December 2019)	15,266
End (16 December 2019)	15,487

## Facebook activity: event period by day (7-15 December 2019)



## Facebook activity: extended period by day (30 November - 22 December 2019)



## Social Media

## Twitter

## IFF (@IFF\_Floorball)

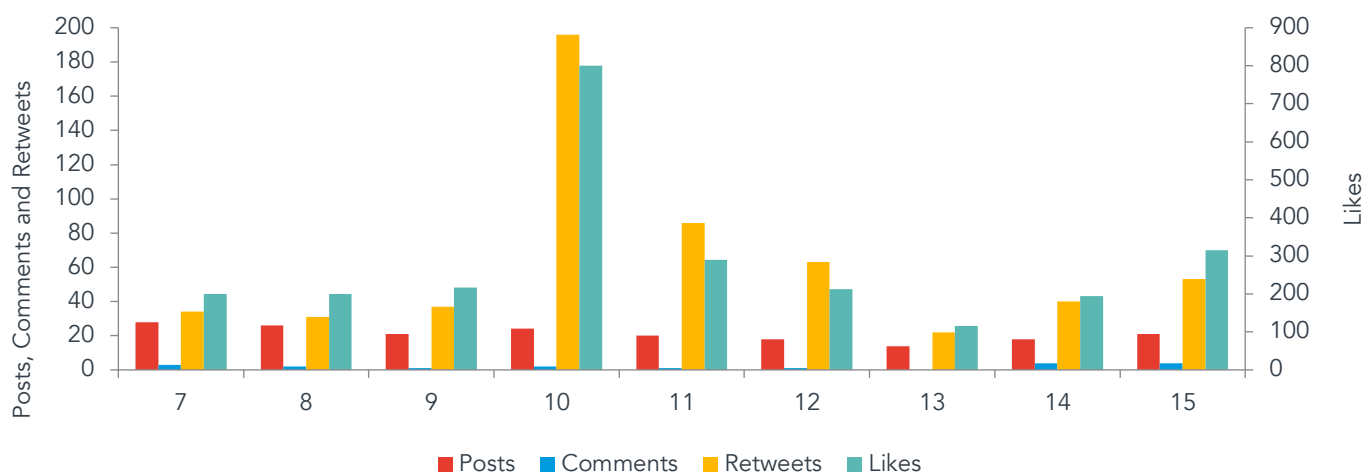
## Twitter activity summary: event period (7-15 December 2019)

	TOTAL	DAY AVERAGE
Posts	190	21.1
Likes	2,544	283
Retweets	562	62.4
Comments	18	2
New followers (by 16 December 2019)	135 (1.0% increase)	15

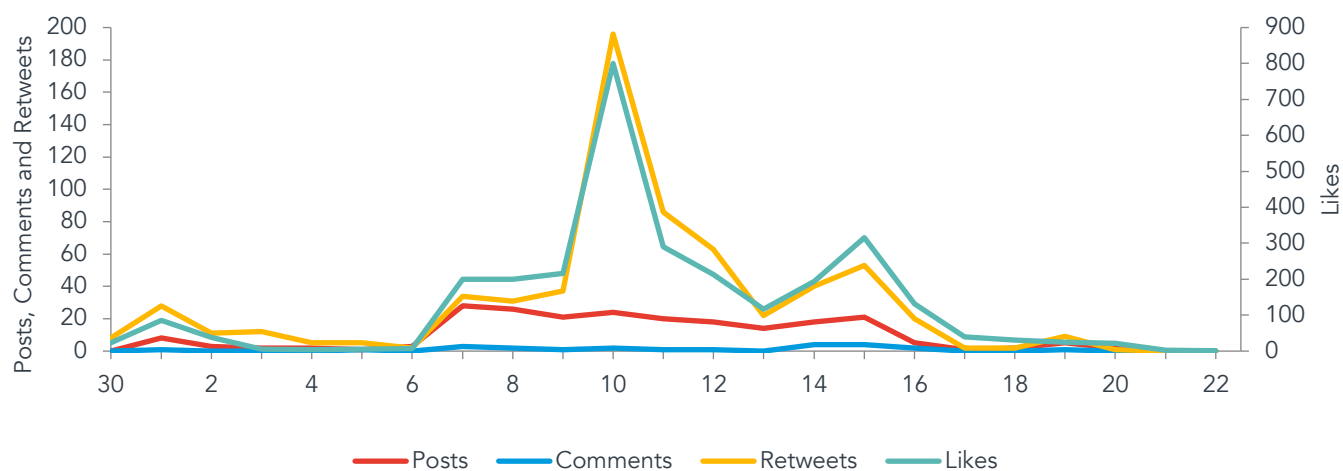
## Account followers

Start (6 December 2019)	13,755
End (16 December 2019)	13,890

## Twitter activity: event period by day (7-15 December 2019)



## Twitter activity: extended period by day (30 November - 22 December 2019)





## Social Media

## Twitter

## Neuchâtel 2019 (@iffwfc)

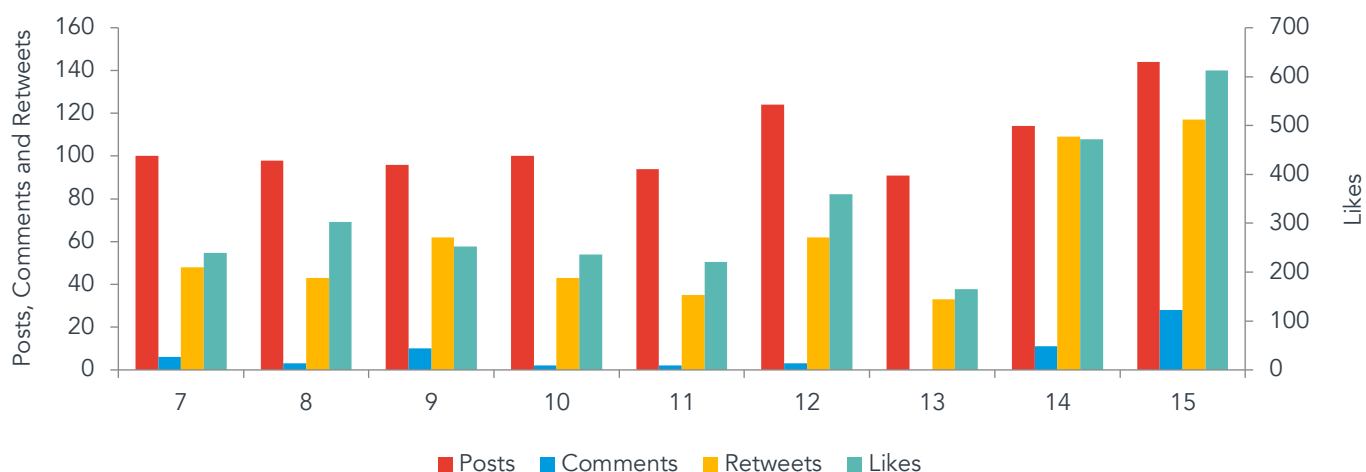
## Twitter activity summary: event period (7-15 December 2019)

	TOTAL	DAY AVERAGE
Posts	961	107
Likes	2,860	318
Retweets	552	61.3
Comments	65	7.2
New followers (by 16 December 2019)	111 (5.5% increase)	12.3

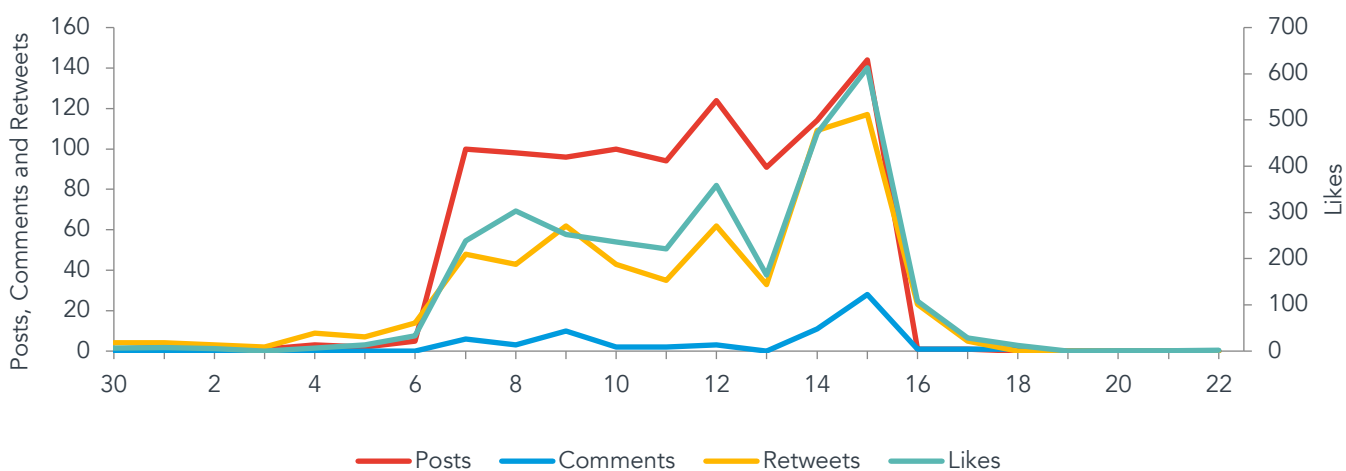
## Account followers

Start (6 December 2019)	2,010
End (16 December 2019)	2,121

## Twitter activity: event period by day (7-15 December 2019)



## Twitter activity: extended period by day (30 November - 22 December 2019)



## Social Media

## Instagram

IFF (/iff\_floorball)

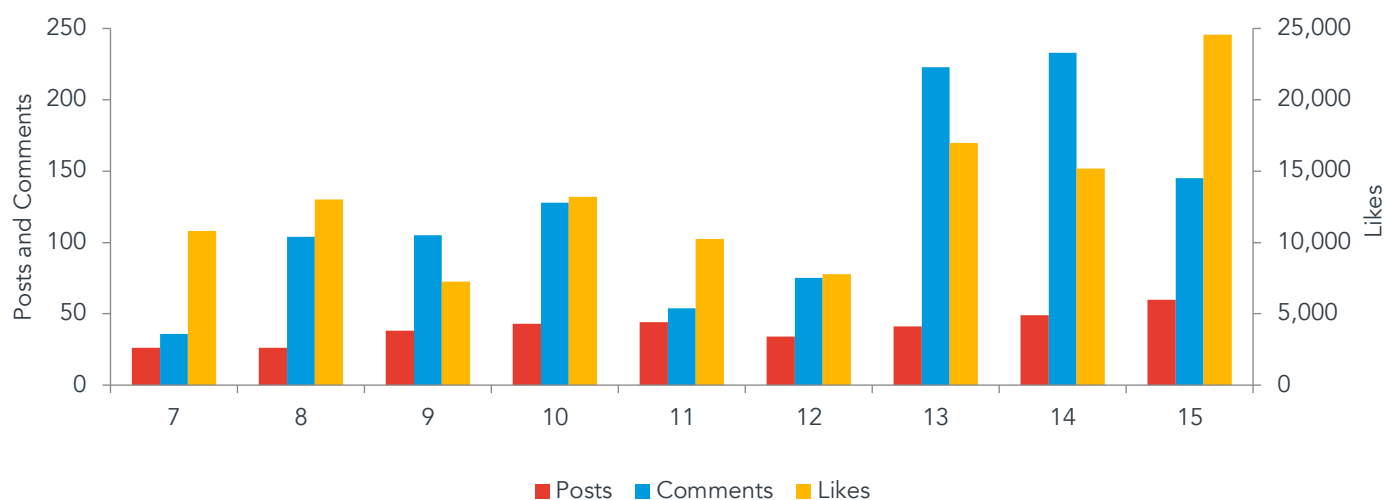
## Instagram activity summary: event period (7-15 December 2019)

	TOTAL	DAY AVERAGE
Posts	361	40.1
Likes	119,047	13,227
Comments	1,103	123
New followers	1,224	136
(by 16 December 2019)	(1.7% increase)	

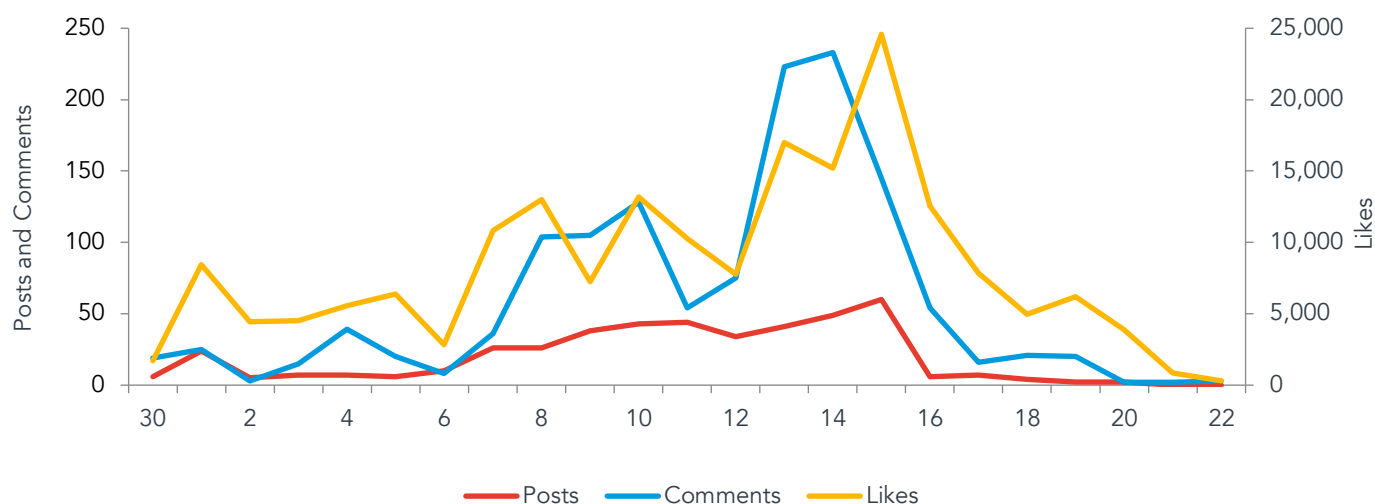
## Account followers

Start (6 December 2019)	71,638
End (16 December 2019)	72,862

## Instagram activity: event period by day (7-15 December 2019)



## Instagram activity: extended period by day (30 November - 22 December 2019)



## Social Media

## Instagram

## Neuchâtel 2019 (/iffwfc)

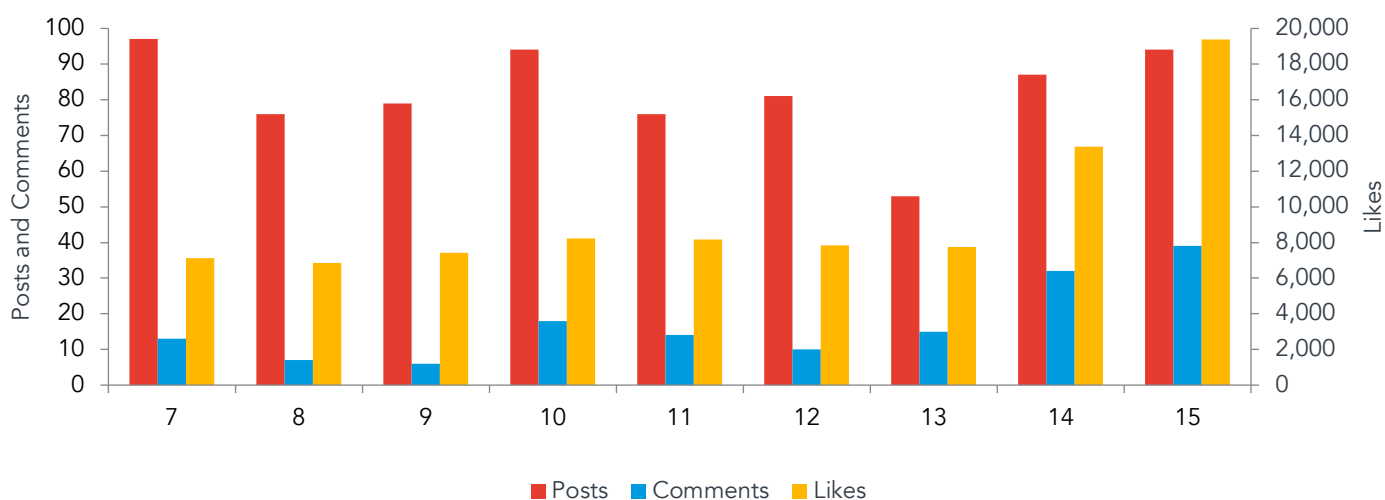
## Instagram activity summary: event period (7-15 December 2019)

	TOTAL	DAY AVERAGE
Posts	737	81.9
Likes	86,075	9,564
Comments	154	17.1
New followers (by 16 December 2019)	945 (6.9% increase)	105

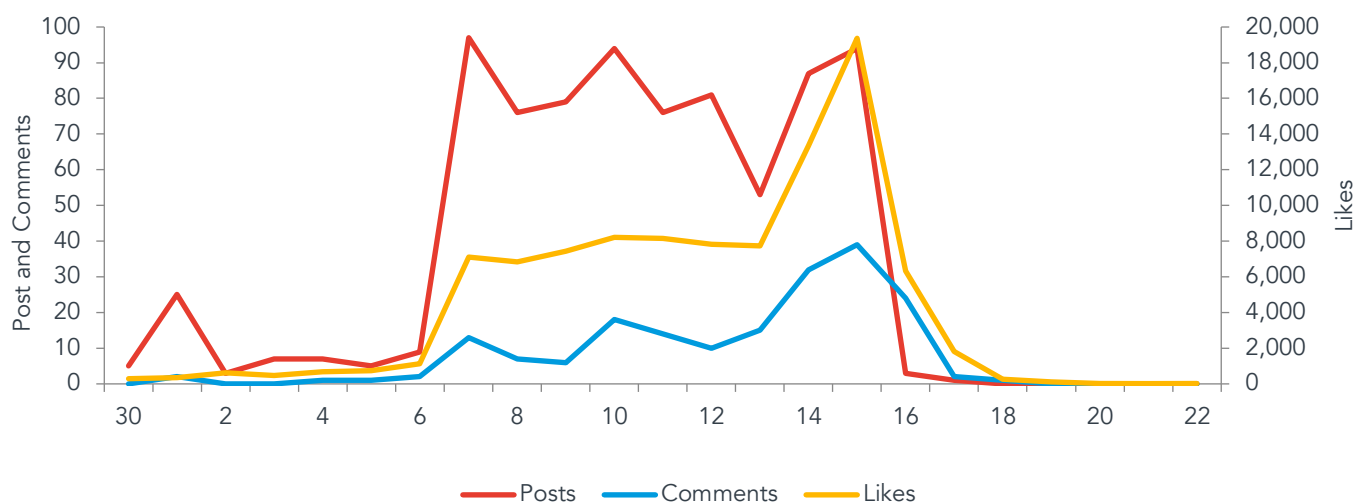
## Account followers

Start (6 December 2019)	13,719
End (16 December 2019)	14,664

## Instagram activity: event period by day (7-15 December 2019)



## Instagram activity: extended period by day (30 November - 22 December 2019)





Sponsorship



## Sponsorship

## Overview

The IFF Women's World Floorball Championships 2019 were supported by a total of 18 partners, representing 11 industry sectors.

IFF's global partners, which also support other major international floorball competitions, comprised floorball equipment manufacturers: Gerflor, Swerink and UNIHOC. The last company also provided the official match ball of the tournament – DYNAMIC.

The domestic sponsors were led by two main partners of swiss unihockey: insurance providers Concordia and Mobiliar, with each sponsorship worth north of 20,000 Swiss francs. Gold sponsors paid between CHF 15,000 and CHF 20,000 for the rights, while silver sponsors offered cash or in-kind services worth below CHF 10,000.

Sponsorship sales were supported by FSG Corcelles-Cormondrèche, the local organisational partner of swiss unihockey, which had a mandate to find commercial partners in certain categories. FSG managed to secure a few local sponsors which supplied goods and services in barter agreements, helping to offset the operational costs.

## Partners list

IFF SPONSORS	SECTOR
DYNAMIC	Sports equipment
Gerflor	Sports equipment
Swerink	Sports equipment
UNIHOC	Sports equipment
NEUCHÂTEL 2019 LEADING PARTNERS	
Concordia	Insurance
Mobiliar	Insurance
NEUCHÂTEL 2019 GOLD SPONSORS	
Fleurop	Horticulture
Groupe E	Utility services
NEUCHÂTEL 2019 SILVER SPONSORS	
BCN	Banking
Doors Computer	Internet & IT services
Evenjo AG	Event services
Garage Lanthemann	Car dealership
GAST AG	Transportation
Grisoni-Zaugg	Construction
Hotel Alpes & Lacs	Hotel
Hotel des Arts	Hotel
LGT Bank	Banking
Sound Patch	Event services

## Partners breakdown by type

IFF Sponsors	4
Leading partners	2
Gold sponsors	2
Silver sponsors	10
<b>TOTAL</b>	<b>18</b>

## Partners breakdown by sector

Sports equipment	4
Banking	2
Event services	2
Hotel	2
Insurance	2
Car dealership	1
Construction	1
Horticulture	1
Internet & IT services	1
Transportation	1
Utility services	1
<b>TOTAL</b>	<b>18</b>

## Sponsorship

# Sponsorship Strategy

## International Floorball Federation

Following the review of the sponsorship sales strategy, in October 2019 the IFF announced a five-year deal with Protocol Sports Marketing, the Canada-based international rights distributor and marketing agency, that became the exclusive worldwide media rights distributor and sponsorship agency of the IFF.

The partnership entails developing, marketing and distributing commercial rights to events including the IFF Men's and Women's World Floorball Championships, related regional qualifying events, the U19 World Floorball Championships, the IFF Champions Cup and the EuroFloorball Cup.

Protocol's strategy is to partner with emerging sports and the IFF is hoping to benefit from the agency's international experience and existing relationships. The sales strategy created with Protocol involved contacting more than 100 companies between November and the start of the world championships. The ambitious goal was to secure a sponsor already for Neuchâtel 2019, but the lead time was too short to achieve that. As a result, the focus of Protocol and the IFF will now be on finding new sponsors for the men's world championships that will be held in Helsinki, Finland in December 2020.

The IFF has a traditional approach to selling sponsorship rights for its major events, whereby it retains a certain inventory in terms of advertising space for global sponsors in clearly defined industries, while local organisers can sign up domestic partners in other categories.

Floorball's current international partners are sports equipment suppliers but the federation is hoping to find sponsors in sectors such as lifestyle, telecommunication, technology and FMCG. It is believed that the women's world championships could also be an attractive proposition for brands that would like to associate themselves with women's sports and target a female audience.

In the search for new commercial partners, Protocol and the IFF emphasise the growing presence of floorball in social media and are looking for partners who could support specific IFF initiatives, such as the GoGirls! Floorball programme which promotes the participation in the sport amongst girls and women. Increasing the commercial revenue is seen as key to further the development of the sport and to widen the player base.

### INTERVIEWS

#### Tero Kalsta

Sales Coordinator  
International Floorball Federation

#### Khaled Abdalla

Director of Sales  
Protocol Sports Marketing



## Sponsorship

# Leading Partners

## Mobiliar / Concordia

Mobiliar, the property insurance company, and Concordia, the health insurer, were the main domestic partners of the IFF Women's World Floorball Championships 2019. Since 2013, the two companies have had a unique sales cooperation and market each other's insurance products. The collaboration between Mobiliar and Concordia also extends to sponsorship projects.

In 2013, Mobiliar launched the Topscorer campaign which entails the sponsorship of four prominent indoor sports: basketball, floorball, handball and volleyball. Through the programme the company supports the four sports on a professional and grassroots level, putting a strong focus on community and youth engagement. The campaign strengthened Mobiliar's association with floorball which dates back to 2007 when the insurer first became the partner of swiss unihockey.

Thanks to the long-running sponsorship of the federation, Mobiliar has a strong position in the floorball community and becoming a partner of Neuchâtel 2019 helped to enhance that status, according to Luca Linder, sponsoring specialist at Mobiliar. Additionally, the sponsorship of the world championships was an opportunity to achieve brand visibility on television and to offer hospitality to local agencies.

Mobiliar activated the sponsorship through:

- On-site activation (distribution of fan clappers, flags and branded T-shirts for children with the "Topscorer of tomorrow" motto, use of an advertising airship)
- Sponsorship of the best player award ceremony at the end of each match
- Ticket competition on digital channels
- Sponsorship of TV broadcast of the Swiss national team's matches
- Supplement in SonntagsBlick, the Sunday edition of the popular Swiss newspaper Blick

For Concordia, the sponsorship of Neuchâtel 2019 was also a natural extension of the existing partnership with swiss unihockey. Floorball is seen as a sport that is getting more and more traction in the media and with the rights fees to sponsor football and ice hockey properties ever-increasing in Switzerland, floorball has a strong commercial appeal with its growing number of licensed players and the TV visibility for major competitions.

Concordia's partnerships with swiss unihockey covers the annual Swiss Cup finals and the Superfinal, the end-of-season game which determines the champion in the men's and women's club competition, but the company is not the sponsor of the national teams. Nonetheless, it decided to sponsor the women's world championships to strengthen its relationship with swiss unihockey and to benefit from television coverage. The company ran a player escort programme through which 80 children had the opportunity to attend the championships and accompany the players as they entered the field of play during the final games of the tournament involving the host nation.

### INTERVIEWS

**Philipp Lehmann**

Head of Sponsoring and Partner Management  
Concordia

**Luca Linder**

Sponsoring Specialist  
Mobiliar







Sporting



## Sporting

# Athletes and Nations

A total of 316 players representing 16 nations participated in the IFF Women's World Floorball Championships 2019 in Neuchâtel.

Europe was the most represented continent, with 11 nations and 220 athletes. Asia was represented by three nations, while the two remaining teams hailed from North America (USA) and Oceania (Australia).

A total of 30 teams took part in the regional qualification process which was held in January and February 2019. There were no first-time entrants in qualifying, with all teams having previously participated in an event.

Two European qualification events were held in Slovakia and Poland, while Thailand staged the Asia-Oceania qualification, and the USA held the Americas qualification tournament.

As the host nation of the 2019 world championships, Switzerland automatically qualified for the tournament.

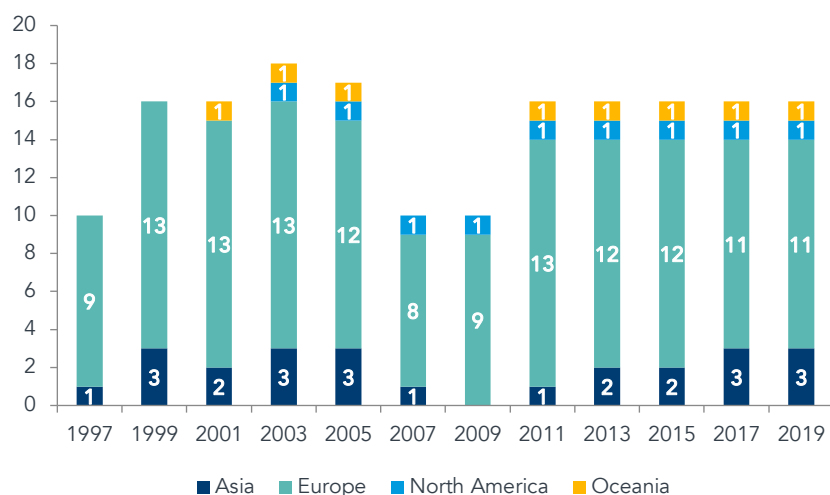
## Key statistics

Athletes	316
Competing nations	16

## Neuchâtel 2019 – Competing nations

Australia	Oceania
Czech Republic	Europe
Denmark	Europe
Estonia	Europe
Finland	Europe
Germany	Europe
Japan	Asia
Latvia	Europe
Norway	Europe
Poland	Europe
Singapore	Asia
Switzerland	Europe
Slovakia	Europe
Sweden	Europe
Thailand	Asia
USA	North America

## IFF Women's World Floorball Championships – Competing nations (1997-2019)\*



\* The world championships were played in two divisions (A and B) between 1998 and 2008

## Sporting

## Performance

Sweden defended their world championship title with a 3-2 overtime victory over Switzerland in the final of Neuchâtel 2019. The third-place decider saw a narrow 5-4 win for Finland over the Czech Republic, which also went to overtime.

Finland, Sweden and Switzerland are the only three nations to have won the championships, and they have dominated the medal standings since the 2013 tournament.

#### IFF Women's World Floorball Championships medalists, 1997-2019

YEAR	HOST	GOLD	SILVER	BRONZE
1997	Mariehamn	Sweden	Finland	Norway
1999	Borlange	Finland	Switzerland	Sweden
2001	Riga	Finland	Sweden	Norway
2003	Bern	Sweden	Switzerland	Finland
2005	Singapore	Switzerland	Finland	Sweden
2007	Fredrikshavn	Sweden	Finland	Switzerland
2009	Vasteras	Sweden	Switzerland	Finland
2011	St. Gallen	Sweden	Finland	Czech Republic
2013	Ostrava / Brno	Sweden	Finland	Switzerland
2015	Tampere	Sweden	Finland	Switzerland
2017	Bratislava	Sweden	Finland	Switzerland
2019	Neuchâtel	Sweden	Switzerland	Finland

#### Switzerland's performance at IFF Women's World Floorball Championships, 2009-2019

YEAR	HOST	RANK
2009	Vasteras	2 <sup>nd</sup>
2011	St. Gallen	4 <sup>th</sup>
2013	Ostrava	3 <sup>rd</sup>
2015	Tampere	3 <sup>rd</sup>
2017	Bratislava	3 <sup>rd</sup>
2019	Neuchâtel	2 <sup>nd</sup>

#### DOMESTIC PERFORMANCE

Switzerland finished the tournament in second place, for the first time since the 2009 tournament, and for the fourth time overall. The country's only gold medal in the championships came in the 2005 tournament held in Singapore.

#### Neuchâtel 2019 – final standings

PLACE	NATION	PLACE	NATION
1 <sup>st</sup>	Sweden	9 <sup>th</sup>	Norway
2 <sup>nd</sup>	Switzerland	10 <sup>th</sup>	Denmark
3 <sup>rd</sup>	Finland	11 <sup>th</sup>	Australia
4 <sup>th</sup>	Czech Republic	12 <sup>th</sup>	Singapore
5 <sup>th</sup>	Poland	13 <sup>th</sup>	Japan
6 <sup>th</sup>	Slovakia	14 <sup>th</sup>	Estonia
7 <sup>th</sup>	Germany	15 <sup>th</sup>	Thailand
8 <sup>th</sup>	Latvia	16 <sup>th</sup>	USA

## Sporting

## Officials

A total of 143 officials were present at Neuchâtel 2019, including 121 team officials and 22 technical officials.

Due to strong representation of European teams, officials from Europe accounted for almost 77% of all officials. Officials from Asia made up 13% of the total.

Czech Republic, Finland, Sweden, Switzerland, Thailand and the USA all brought ten team officials, the most of any of the teams.

Amongst team officials, 63% were male and 37% were female.

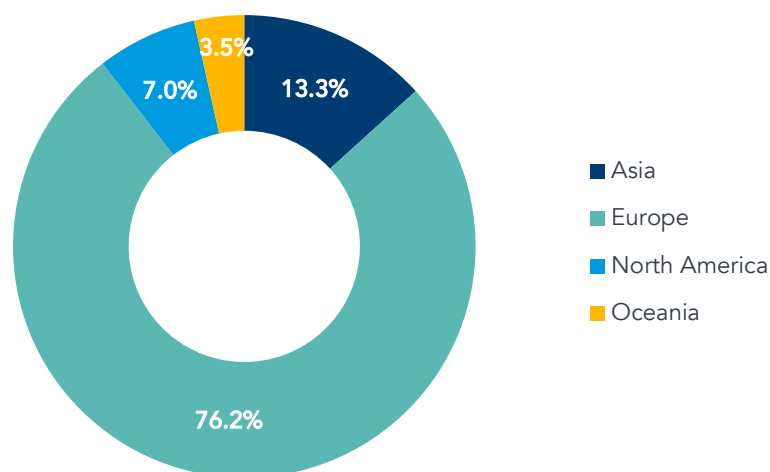
## Key statistics

Team officials	121
Technical officials	22
IFF Jury	4
IFF Referee	14
IFF Referee Management	1
Referee Observer	3

## Number of officials by team

Czech Republic	10
Finland	10
Sweden	10
Switzerland	10
Thailand	10
USA	10
Germany	9
Latvia	8
Poland	8
Slovakia	8
Estonia	7
Australia	5
Norway	5
Singapore	5
Denmark	4
Japan	2

## Neuchâtel 2019 – Officials by continent



## Neuchâtel 2019 – Team officials by type

ROLE	OFFICIALS
Coach/Assistant Coach	25
Physiotherapist	18
Head Coach	16
Team Manager	13
Team Official	6
Goalkeeper Coach	6
Masseur	5
Other	33
<b>TOTAL</b>	<b>121</b>

## Gender breakdown of team officials

Male	63%
Female	37%



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Social



## Social

# Volunteer Programme

An estimated 650 volunteers were recruited to work at the IFF Women's World Floorball Championships 2019.

The recruitment commenced in January 2019 on the official event website. The organisers also contacted volunteers who assisted at the U15 Trophy which was held in Neuchâtel in May 2017. Additionally, the volunteering opportunity was promoted by swiss uni hockey via its digital channels and directly to floorball clubs.

One of the more important position to fill was a team guide, a liaison between participating teams and the organising committee who supported teams with logistical and transport arrangements. Team guides were required to speak English and be available from three days before the start of the competition until the day after the event's conclusion (4-16 December).

In the process of developing the volunteer programme, the Neuchâtel 2019 LOC consulted the organisers of the ISU World Junior Synchronized Skating Championships which took place in Neuchâtel in early 2019, to assess the workforce requirements for a major international event.

Team guides were briefed on Wednesday 4 December ahead of the arrival of team delegations. The training of all other volunteers was led by team leaders within the respective sectors. However, many volunteers had the opportunity to discover the event venues only just before their first shift.

The challenge for the organisers was to simultaneously manage the volunteer teams at two arenas, with around 110 volunteers deployed to work at one time at the Patinoires du Littoral and La Riveraine, although scheduling of volunteers depended on the time of the day and the games being held.

The volunteers were aged from 10 years old to 70 years old. All of them received a t-shirt and access to the catering zone.

## Key statistics

Volunteers (total)	650
Volunteering hours	13,000

## Volunteer functional areas

Ball kids
Canteen support
Drivers
Match secretariat
Security
Team guides
Ticketing support
VIP assistant

## INTERVIEW

**Tim Hunkeler**

Volunteering

Local Organising Committee



Social

# Neuchâtel 2019 Fanzone

A fanzone outside the primary event hall, Patinoires du Littoral, was organised in Neuchâtel for fans to spend time at in between the games, as well as support the Swiss national team and enhance the atmosphere of the event.

The fanzone was created for the nine-day duration of the event, and included various activities to engage fans, a fan shop featuring player jerseys and souvenirs, a booth selling floorball items, specialised shirt printing for a small price, a Concordia booth packed with competitions and giveaways, and a DJ on the final weekend of the tournament. Mobiliar also had a booth, where customers could have a top scorer shirt with their name on it printed for five Swiss francs.

The zone held two special events, the first of which was on Saturday, 7<sup>th</sup> December, which allowed free entry for everybody and a DJ. The second was held on Friday, 13<sup>th</sup> December, and featured special music from the 70s, 80s and 90s.

The fanzone was paid for by both the local organising committee and swiss unihockey. A special crowd funding site using the 'I Believe in You' platform (IBIY) was set up to fund certain parts of the fanzone, including the screen and the lights. The initiative was created in a partnership between Mobiliar and IBIY to support the sport and its players in Switzerland.

The primary objective of the fanzone was to increase engagement and excitement amongst attending fans, and to drive the growth and popularity of the sport, particularly as the tournament was held in the French-speaking region of the country, where floorball is less popular.

The fanzone was open for all nine days of the championships, and was open an hour before the first game every day.

Neuchâtel 2019 fanzone opening times

7 <sup>th</sup> December	11am
8 <sup>th</sup> December	9:30am
9 <sup>th</sup> December	12:30pm
10 <sup>th</sup> December	9:30am
11 <sup>th</sup> December	11am
12 <sup>th</sup> December	9am
13 <sup>th</sup> December	9am
14 <sup>th</sup> December	10:30am
15 <sup>th</sup> December	10:30am



## Social

## Schools Programme

A significant schools programme was organised around the IFF Women's World Floorball Championships 2019, creating an opportunity for thousands of Swiss children to attend the event. The initiative proved very popular, with over 5,000 kids attending various games.

While floorball is an extremely popular sport in the German-speaking parts of Switzerland, it has yet to reach the same level of popularity in the French-speaking regions. Part of the purpose of the school visits was to expose children who may not know much about the sport to games involving some of the world's best women's teams.

The programme was set up by swiss unihockey, as they believe it's an effective way to introduce the sport to a large group of people who don't have any awareness about floorball, and it's also appreciated by the schools. The kids who have attended are informed of what games they will be attending in advance, so they can learn about the countries and teams beforehand. For the 2022 IFF Men's World Floorball Championships, swiss unihockey plans to provide classes with specific lesson material about the participating countries.

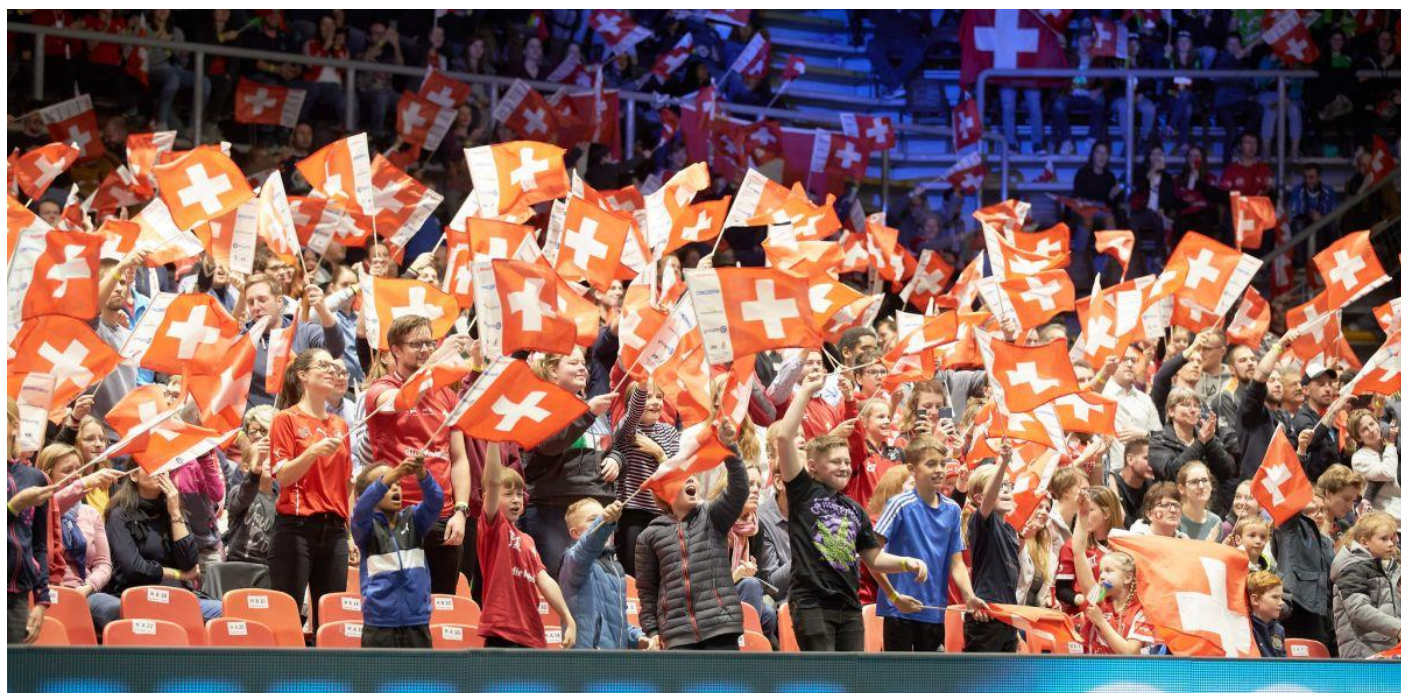
The programme was opened up to schools across Switzerland, but most that attended were from the canton of Neuchâtel. The organisers covered the travel costs of up to CHF 5.5 per person for the school groups attending.

### Attendees by day

Mon 9 December	802
Tue 10 December	1,279
Wed 11 December	526
Thu 12 December	1,159
Fri 13 December	1,414

### Attendees by canton

Neuchâtel	3,969
Fribourg	448
Bern	265
Vaud	128
St. Gallen	101
Aargau	96
Lucerne	82
Basel	41
Solothurn	27
Valais	23





## Social

# GoGirls! Floorball

The GoGirls! Floorball programme is aimed at increasing popularity and participation for floorball amongst girls and women across the world.

Girls and women often face more obstacles and barriers in attempting to participate in sport than their male counterparts, something that the programme aims to reduce by making floorball more readily accessible as a playable sport.

There are three core principles at the heart of the project:

- Getting girls to play
- Teaching girls to play
- Keeping girls to play

These are clearly outlined in documents produced by the IFF in conjunction with various member associations which can be used by individuals, clubs, national associations or local organisations to help develop their own female floorball programmes. All materials are free to access and can be downloaded from the IFF website. Discussed in the material are things including ways to start up an afternoon floorball club for children, tailoring programmes specifically for girls, tips for parents and coaches to encourage children to participate and outlining the benefits to participating in floorball.

At the IFF Women's World Floorball Championships 2019 in Neuchâtel, a member from each team was selected as an ambassador in the programme, and unveiled on the website prior to the beginning of the tournament.

In the future, the IFF aims to support more projects put forward by local organisers and clubs under the campaign umbrella.



## GoGirls! ambassadors

NAME	PLAYER
Australia	Amanda Bartrim
Czech Republic	Eliska Krupnova
Denmark	Anna Sofie Thaarup
Estonia	Kati Kutisaar
Finland	Oona Kauppi
Germany	Anna-Lena Best
Japan	Yui Goto
Latvia	Lauma Visnevskā
Norway	Karen Farnes
Poland	Justyna Krzywak
Singapore	Amanda Yeap
Slovakia	Katarina Klapitova
Sweden	Emelie Wibron
Switzerland	Tanja Stella
Thailand	Suthasinee Phalaruk
USA	Kate MacBean







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## Comparative Data Analysis

*Comparative Data Analysis*

# Overview

The findings from this study were compared to data from world championships in other sports, across five key indicators.

A total of 39 world championships in summer Olympic sports held in 2018 and 2019 (sports featured in the programme of the Tokyo 2020 Olympic Games; women's or mixed gender events) were identified to conduct comparative analysis.

The indicators chosen for comparison were: attendance, athletes, competing nations, accredited media and volunteers. Data for attendance, accredited media and volunteers was estimated for events where no confirmed data is available. This has been indicated in each respective comparison page.

*Comparative data overview*

INDICATOR	NEUCHÂTEL 2019	RANK* (WORLD CHAMPIONSHIPS IN SUMMER OLYMPIC SPORTS)
Attendance	44,513	17/39
Athletes	316	29/40
Nations	16	=37/40
Accredited Media	166	22/40
Volunteers	378	11/39

\*For some events and indicators, data was not available for analysis. This has been noted on each respective comparison page where applicable.

Due to inconsistency in the reporting of attendance figures by event organisers and owners, the data recorded is a variation of total attendance, ticketed attendance and estimated attendance. It is recommended that the data is treated with care for comparison as it may not be representative of the equivalent type of attendance.

## Comparative Data Analysis

## Attendance

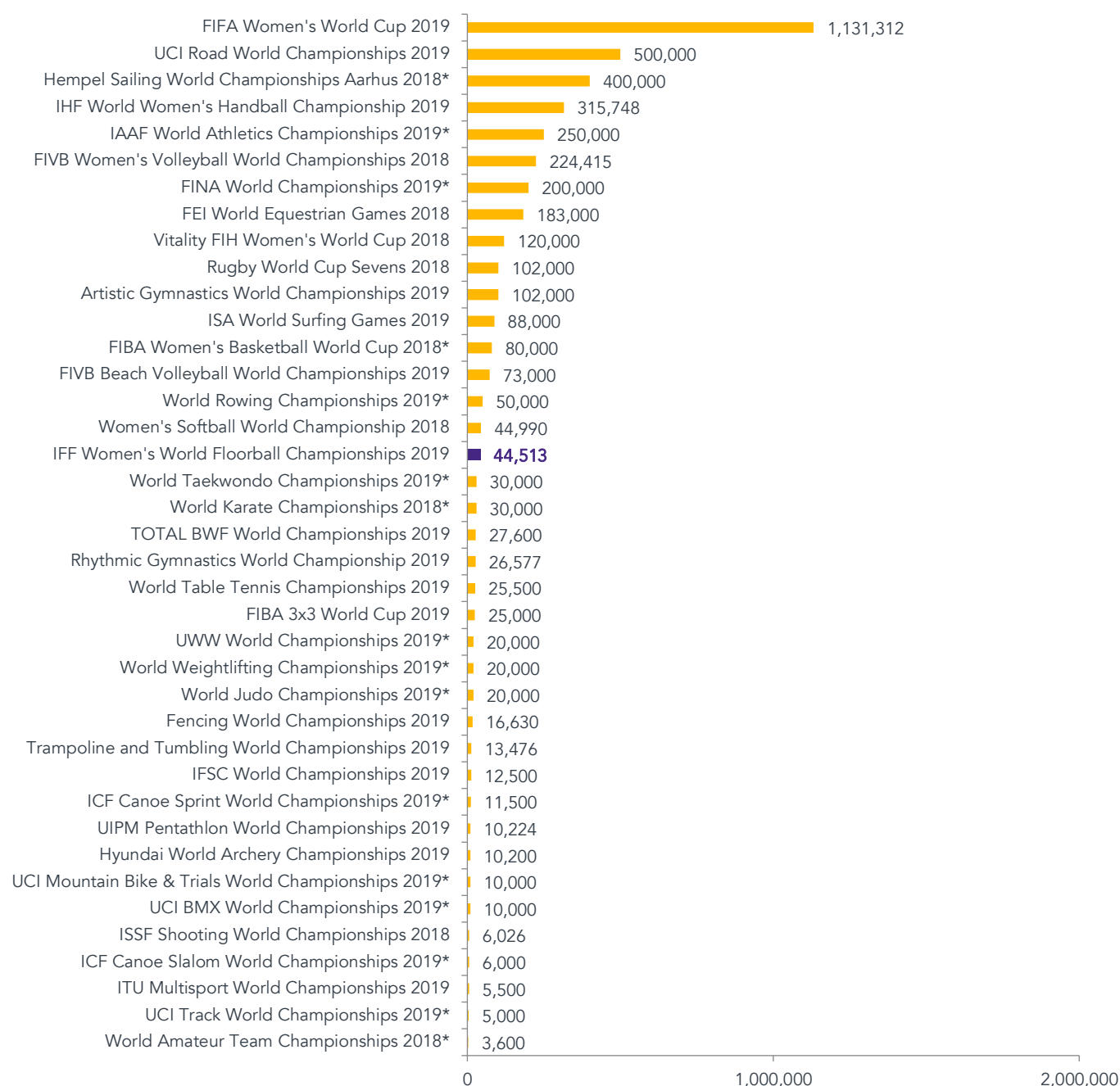
## World Championships in Summer Olympic Sports

## Attendance rank

IFF Women's World Floorball Championships 2019  
**44,513**

Rank  
**17/39** events

## Attendance comparison



\* estimated data

Attendance figures not available for one of 40 events used in comparative analysis.

## Comparative Data Analysis

## Athletes

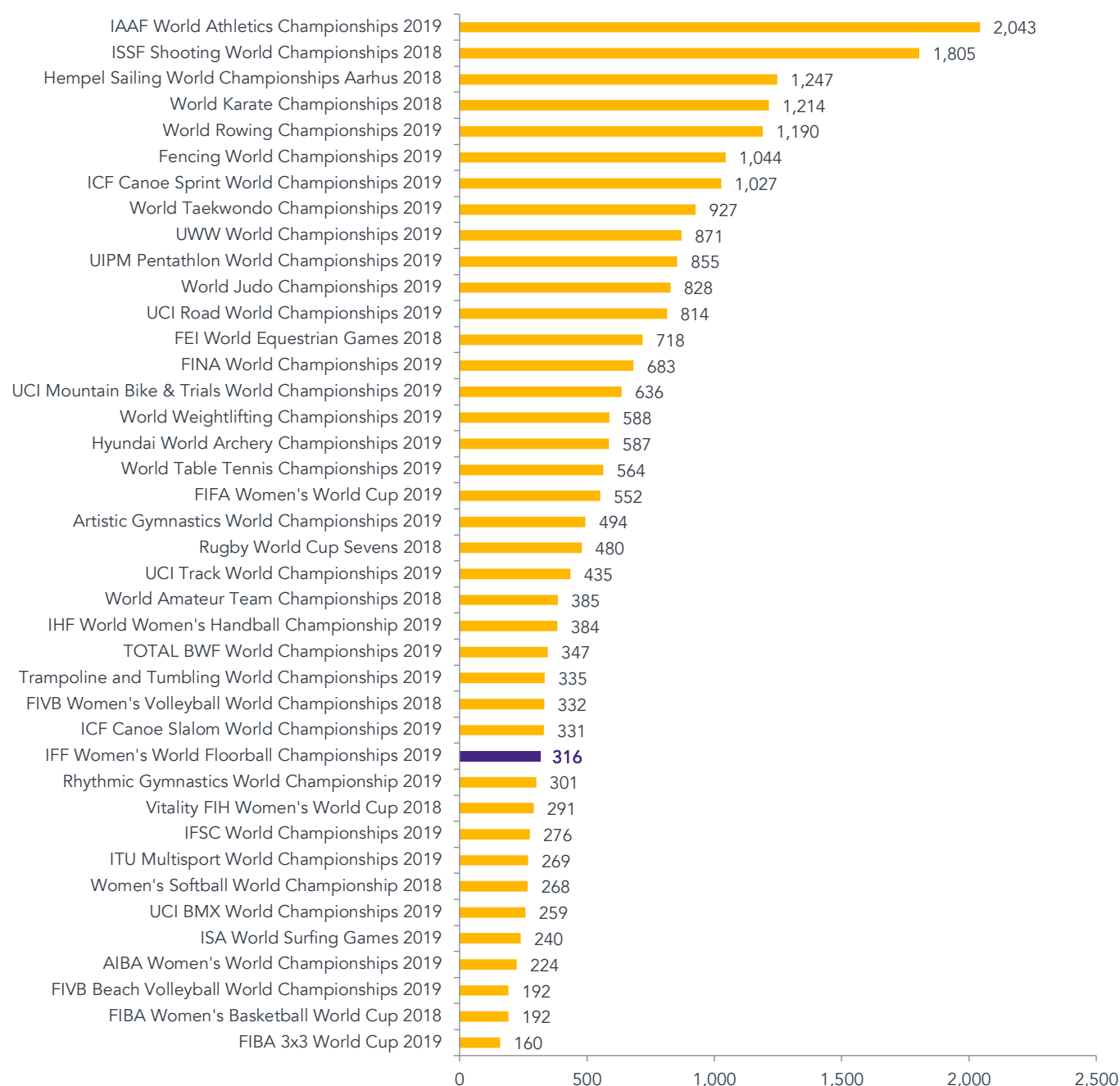
## World Championships in Summer Olympic Sports

## Athletes rank

IFF Women's World Floorball Championships 2019  
**316**

Rank  
**29/40** events

## Athletes comparison





## Comparative Data Analysis

## Nations

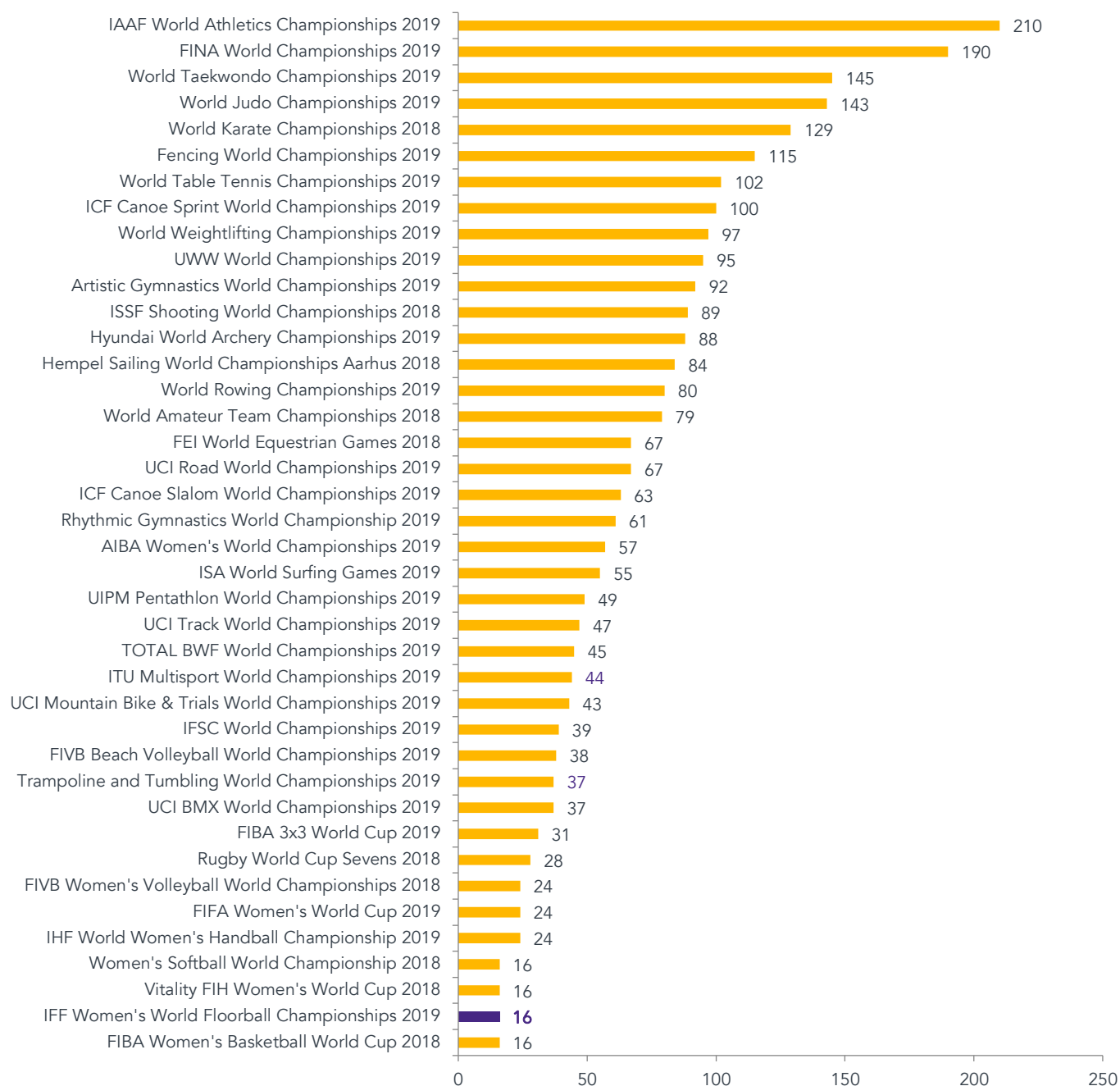
## World Championships in Summer Olympic Sports

## Nations rank

IFF Women's World Floorball Championships 2019  
**16**

Rank  
**=37/40 events**

## Nations comparison



## Comparative Data Analysis

## Accredited Media

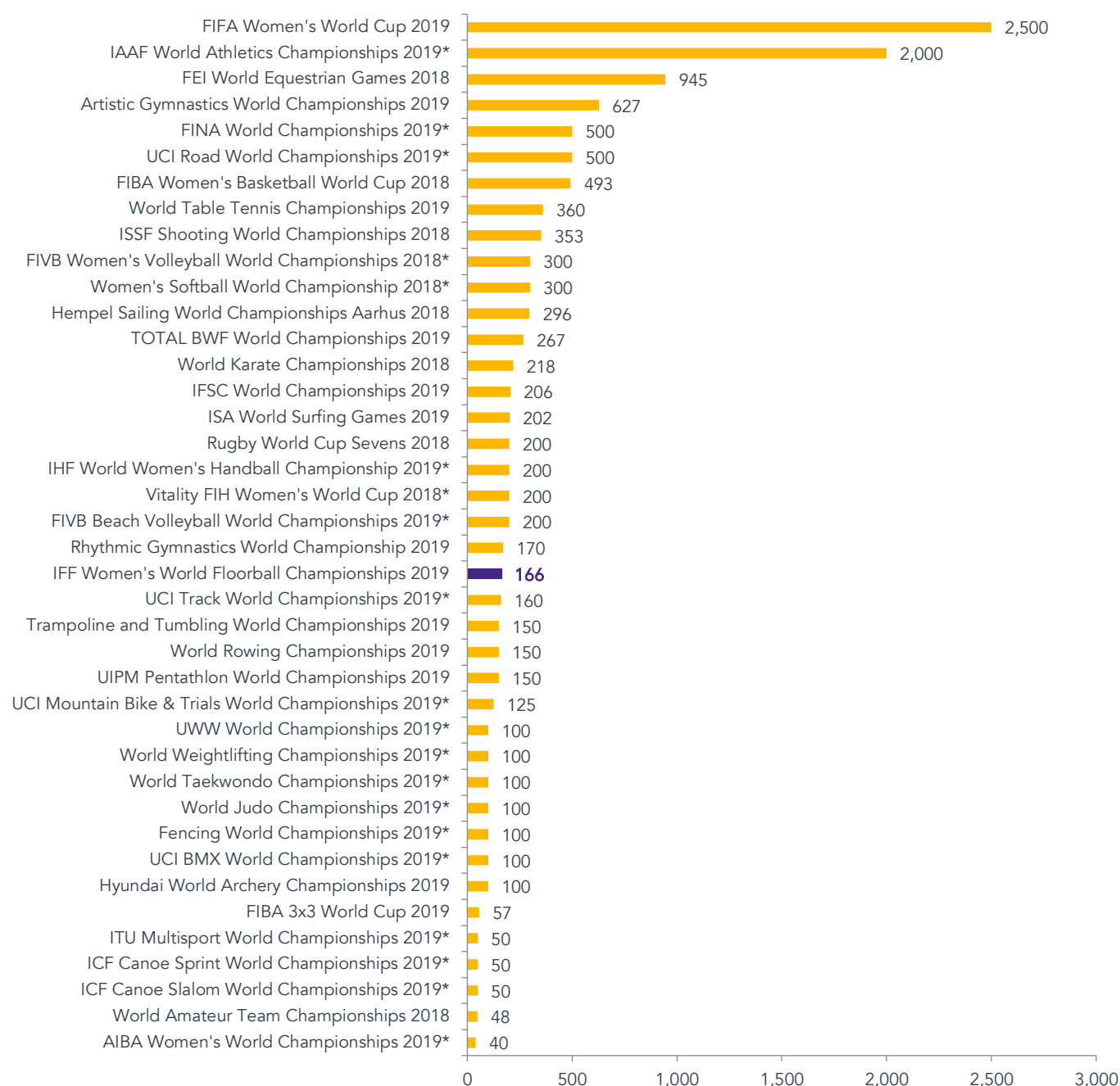
## World Championships in Summer Olympic Sports

## Accredited media rank

IFF Women's World Floorball Championships 2019  
**166**

Rank  
**22/40** events

## Accredited media comparison



\* estimated data

## Comparative Data Analysis

## Volunteers

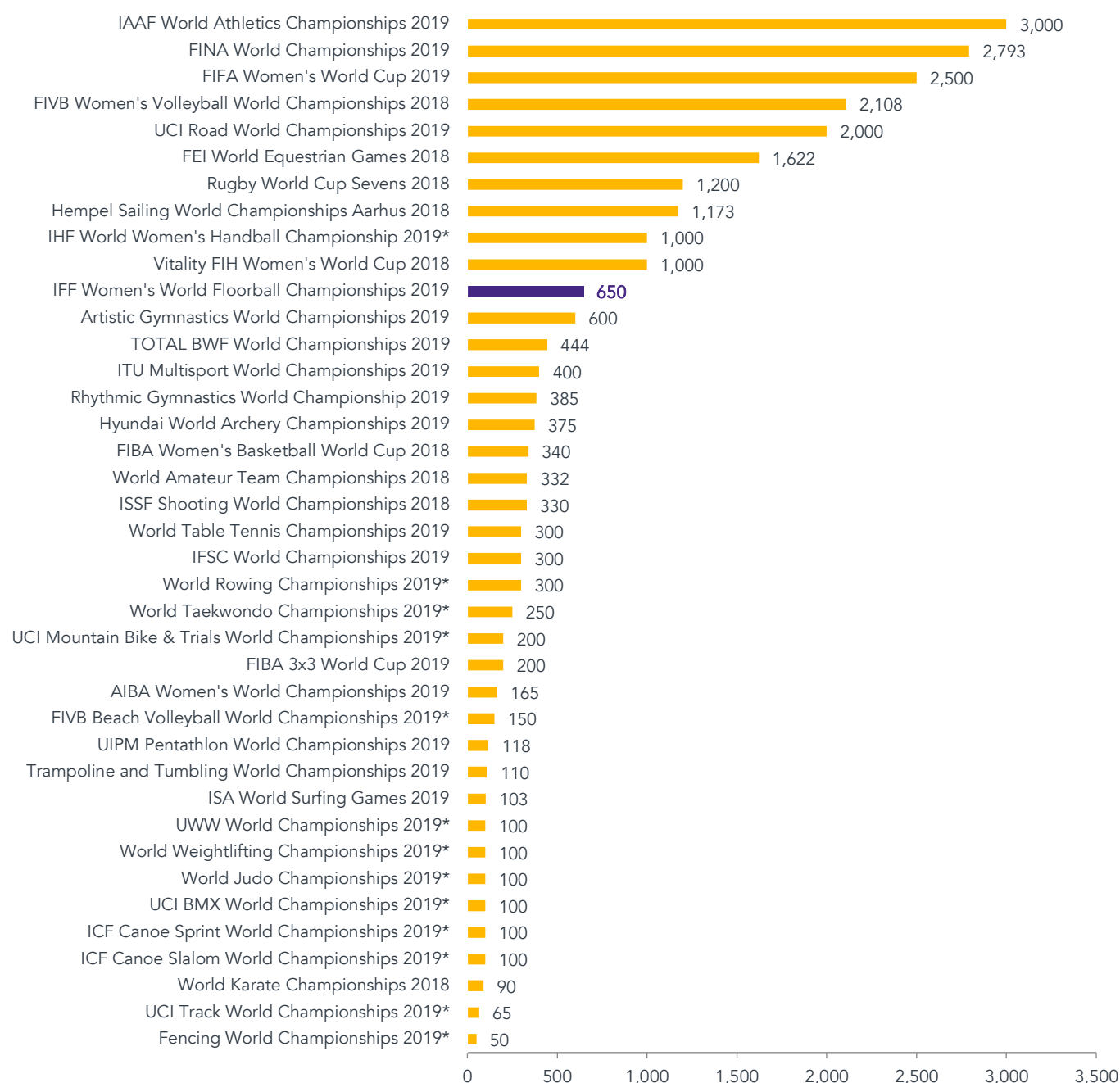
## World Championships in Summer Olympic Sports

## Volunteers rank

IFF Women's World Floorball Championships 2019  
**650**

Rank  
**11/39** events

## Volunteers comparison



\* estimated data

Volunteer figures not available for one of 40 events used in comparative analysis.

## Comparative Data Analysis

## Comparison Events

## World championships used for comparison

SPORT	EVENT	CITY	NATION
Archery	Hyundai World Archery Championships 2019	s-Hertogenbosch	Netherlands
Athletics	IAAF World Athletics Championships 2019	Doha	Qatar
Badminton	TOTAL BWF World Championships 2019	Basel	Switzerland
Basketball	FIBA Women's Basketball World Cup	Tenerife	Spain
Basketball 3x3	FIBA 3x3 World Cup 2019	Amsterdam	Netherlands
Beach volleyball	FIVB Beach Volleyball World Championships 2019	Hamburg	Germany
Boxing	AIBA Women's World Boxing Championships 2019	Ulan-Ude	Russia
Canoeing	ICF Canoe Slalom World Championships 2019	La Seu d'Urgell	Spain
Canoeing	ICF Canoe Sprint World Championships 2019	Szeged	Hungary
Cycling - BMX	UCI BMX World Championships 2019	Heusden-Zolder	Belgium
Cycling - mountain bike	UCI Mountain Bike & Trials World Championships 2019	Mont-Sainte-Anne	Canada
Cycling - road	UCI Road World Championships 2019	Harrogate	United Kingdom
Cycling - track	UCI Track World Championships 2019	Pruszków	Poland
Equestrian	FEI World Equestrian Games 2018	Tryon	USA
Fencing	FIE World Championship 2019	Budapest	Hungary
Field hockey	Vitality FIH Women's World Cup 2018	London	United Kingdom
Floorball	IFF Women's World Floorball Championships 2019	Neuchâtel	Switzerland
Golf	World Amateur Team Championships 2018	Maynooth	Ireland
Gymnastics - artistic	Artistic Gymnastics World Championships 2019	Stuttgart	Germany
Gymnastics - rhythmic	Rhythmic Gymnastics World Championship 2019	Baku	Azerbaijan
Handball	IHF World Women's Handball Championship 2019	Various	Japan
Judo	World Judo Championships 2019	Tokyo	Japan
Karate	World Karate Championships 2018	Madrid	Spain
Modern pentathlon	UIPM Pentathlon World Championships 2019	Budapest	Hungary
Rowing	World Rowing Championships 2019	Linz	Austria
Rugby sevens	Rugby World Cup Sevens 2018	San Francisco	USA
Sailing	Hempel Sailing World Championships Aarhus 2018	Aarhus	Denmark
Shooting	ISSF Shooting World Championships 2018	Changwon	Korea
Soccer	FIFA Women's World Cup 2019	Various	France
Softball	Women's Softball World Championship 2018	Chiba	Japan
Sport climbing	IFSC World Championships 2019	Hachioji	Japan
Surfing	ISA World Surfing Games 2019	Miyazaki	Japan
Swimming	FINA World Championships 2019	Gwangju	Korea
Table tennis	World Table Tennis Championships 2019	Budapest	Hungary
Taekwondo	World Taekwondo Championships 2019	Manchester	United Kingdom
Trampoline	Trampoline and Tumbling World Championships 2018	St. Petersburg	Russia
Triathlon	ITU Multisport World Championships 2019	Pontevedra	Spain
Volleyball	FIVB Women's Volleyball World Championships 2018	Various	Japan
Weightlifting	World Weightlifting Championships 2019	Pattaya	Thailand
Wrestling	UWW World Championships 2019	Nur-Sultan	Kazakhstan





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