



6th IFF Associations' Meeting in Helsinki, Finland 10th and 11th of December, 2021



Member of SportAccord

www.floorball.org

Welcome and Opening by The IFF President

Mr. Tomas Eriksson



The Agenda of the meeting

Start End **Friday 10th**

09:00 09:10 **Opening (TE)**

09:10 09:40 **IFF Strategy implementation evaluation(SK)**

- Short presentation of strategy
- Implementation and subgroup work
- Targets and next steps

09:40 10:40 **Groupwork-** Why Floorball – exploring the strengths and weaknesses of the sport

A worktop exercise bringing member associations together to discuss the strengths of Floorball and their ideas of to improve the sport in one of the four Key priority areas: (Subgroup Presentation)

- Awareness and visibility
- Development, Service level and expansion
- Governance, Sport Culture and Leadership
- Sport Presentation and appearance

10:40 10:55 **Gerflor Presentation, Mr. Lionel Arlin**

10:55 11:10 **Coffee Break**

11:10 11:55 **IFF WFC Event evaluation program, Quantum Consultancy**

- Evaluation Program Introduction & Background
- Evaluation Program Data Metrics & Alignment with IFF strategy 2021-2032

- WFC Data Collection Methods & Tools
- Review of past evaluation reports (where are we now)
- Identifying Growth Opportunities & Areas for improvement

11:55 12:25 **Break Out exercise in groups. Event hosting Objectives**

- Priorities and Stakeholder Objectives (IFF, NF; NOC/NSO, Host Cities, Sponsors)
- Achieving Collaboration & Synergies in Sport

12:25 12:35 **Break**

12:35 12:50 **Roles of Athletes in sports organisations, Ms. Emma Terho, The IOC Athletes chair, video**

12:50 13:30 **Groupwork**, How to activate athletes within National Associations and the IFF (ATC Members)



13:30 13:55 **Floorball FitForFuture**, Erasmus + project Mr. Filip Suman
13:55 14:00 **Closing of the Day 1 (TE)**

Saturday the 11th of December

09:00	09:10	Opening of the Day 2, Mr. Filip Suman, IFF Vice-President
09:10	09:25	The outcome of the Covid-19 Pandemic Survey, Ms. Sarah Mitchell
09:25	09:45	Pair discussion and findings, how to continue the Floorball after Pandemic
09:45	10:00	Study on Sexual Harassment and Abuse in Floorball (Ms. Mari Myllärinen)
10:00	10:20	Presentation of the Swedish Equality project Fifty-Fifty(Anders Jonsson)
10:20	10:35	Coffee Break
10:35	12:00	Future of Floorball
		- Presentation of the content of the Future of Floorball Proposal
		- Explanation of the decision making process



Saturday the 11th of December

- Report from the U19 WFC 20212 Survey
- Groupwork: SWOT analysis of the proposed concept for the national and international level

12:00-13:00 The IFF Extraordinary General Assembly

IFF Strategy implementation overview

Mr. Stephen King
The IFF ExCo

STRATEGY OVERVIEW

- Strategy adopted at General Assembly 2020
- Strategy targeted at strengthening our members
- Strategy focused on all members having an active role
- Members involved directly in working on the implementation of the Strategy and actions
- Strategy Working Group established to oversee the development of actions and work of the Sub-Groups that were established. Also reports to the IFF Central Board on progress

IMPLEMENTATION PLAN & SUB-GROUP WORK

- Established 4 sub-groups to align with the Targets of the Strategy Plan. Members of each Sub-Group were drawn from member associations nominations and calls for members and some from outside of Floorball
- Sub-Group 1 – Awareness and Visibility
- Sub-Group 2 – Development, Service Level and Expansion
- Sub-Group 3 – Governance, Sport Culture and Leadership
- Sub-Group 4 – Sport Presentation and Appearance

IMPLEMENTATION PLAN & SUB-GROUP WORK

- Sub-Groups are working on the targets from the Strategy Plan and expanding and developing actions, timings, responsibilities and budgets for the actions to achieve the Targets
- Sub-Groups have had a number of meetings and allocated tasks to the sub-group members to prepare detailed action plans

TARGETS & NEXT STEPS

- Sub-Groups to utilise feedback from the Associations Meeting work group sessions in reviewing work to date
- March 2022 Sub-Groups to report back to the IFF Central Board with updated and detailed Action Plans
- April 2022 Strategic Working Group, Sub-Groups and IFF office to meet to discuss priorities, available resources persons and funds. Actions to be agreed to proceed based on priorities and budgets
- Implementation of agreed Actions to commence
- Report back progress to members at General Assembly in Zurich November 2022

Group work

Group 1 – Awareness and Visibility

Group 2 – Development, Service Level and Expansion

Group 3 – Governance, Sport Culture and Leadership

Group 4 – Sport Presentation and Appearance

Group work

Czech Republic	Denmark	Austria	Ukraine	Lithuania
Finland	Germany	Estonia	United States	Nigeria
Sweden	Latvia	Netherlands	Philippines	Somalia
Switzerland	Poland	Spain	Iran	Uganda
	Slovakia	Singapore		

Group work

FS, CK	CL, SH	TH	Carsten
Finland	Czech Republic	Sweden	Switzerland
Denmark	Germany	Slovakia	Latvia
Poland	Estonia	United States	Philippines
Singapore	Spain	Ukraine	Netherlands
Austria	Nigeria	Iran	Uganda
Somalia	Lithuania		

Gerflor Presentation

Mr. Lionel Arlin

GERFLOR PROUD PARTNER SINCE 2000

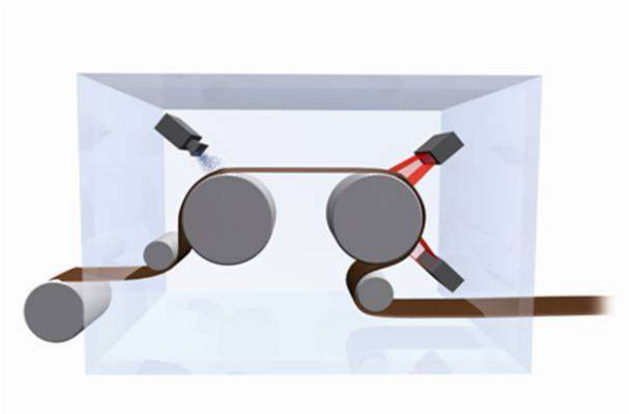


1. Our sport Strategy
2. Floors matching demanding players needs
3. Joint objectives with IFF
4. One company : 2 solutions (indoor and outdoor)



GERFLOR HAS 5 SPORT DEVELOPMENT PILLARS





The secrets of Taraflex® sports flooring

1 Protecsol

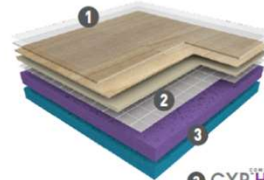
An intelligent surface with the unique and patented triple action Protecsol®.

- Best solution to maximise both slide and grip.
- A friction burn-free surface, on which the temperature during a fall is reduced by 25%.
- Cost effective and easy to maintain.

2 D-Max

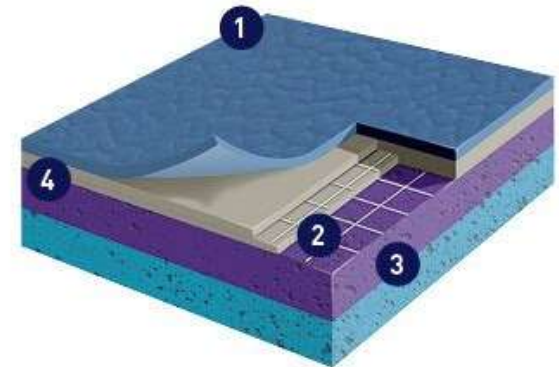
D-Max™ surface is a UNIQUE complex made up of calendared PVC sheets reinforced with a fibreglass grid.

- High durability
- Outstanding dimensional stability



3 CXP^{HD}

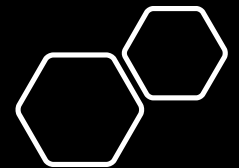
Taraflex® Double Density Technology



MULTI-USE VINYL

- TARAFLEX Embossing + 3 ACTION PROTECSOL SINCE 1997 = THE WORLD BENCHMARK

- FOR ELITE AND AMATEUR FLOORBALL PLAYERS



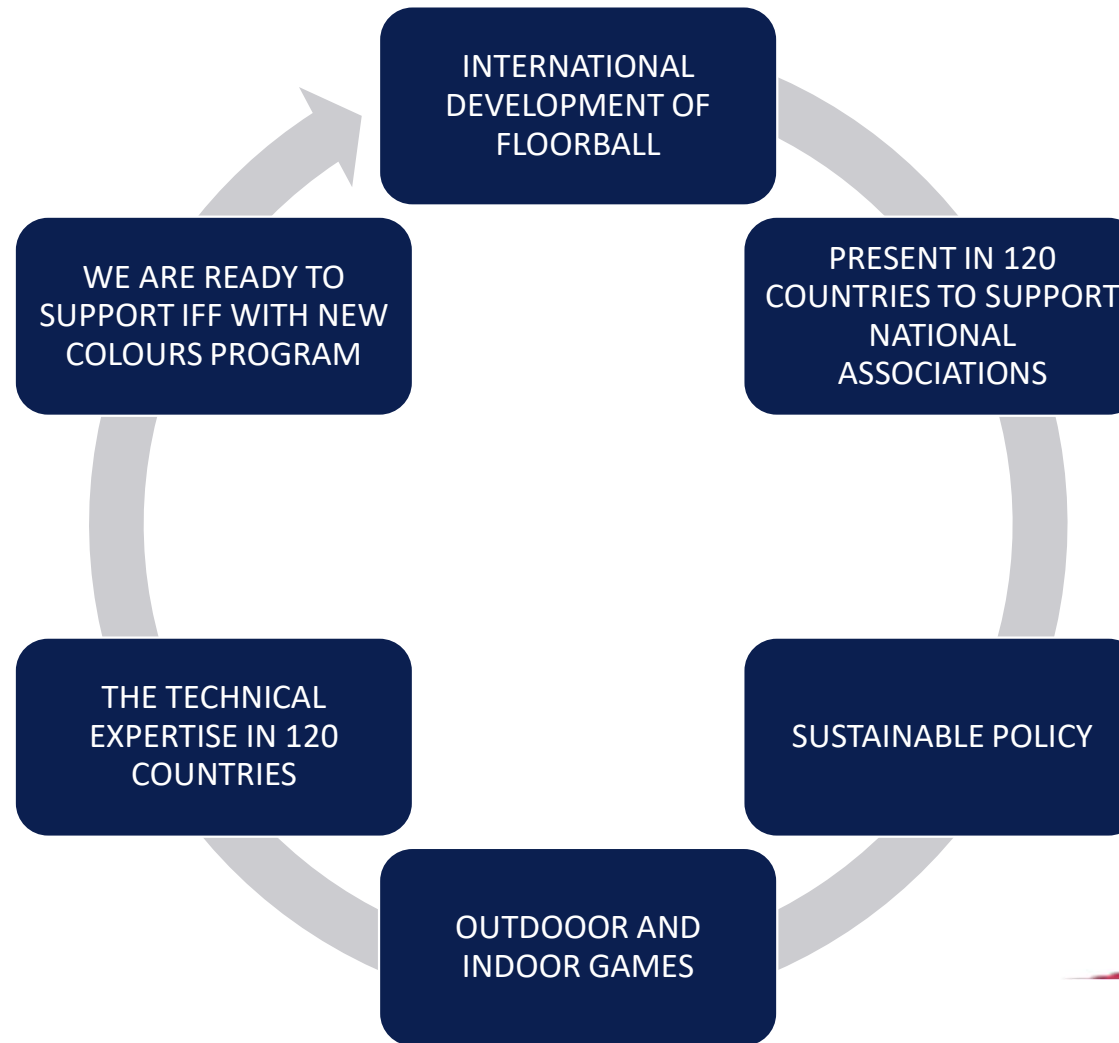
- DURABLE, SAFE, PERFORMANCE, PORTABLE, SUSTAINABLE ARE KEY BENEFITS FOR CLUBS & FEDERATIONS



TARAFLEX CREATE AND BOOSTS THE SHOW



GERFLOR SUPPORT IFF INITIATIVES





Congratulations to the Champions





outdoor floorball

- any players**
- anytime**





IFF MEN WC WORLD CHAMPIONSHIPS PRAG 2018



OPTIMISED DESIGN, PROTECTIVE AND PERFORMING

UV PROTECTION

Outstanding colour durability

WIDE AND DEEP CONNECTION LOOPS

High durability and stability

High safety for the players

DOUBLE GRID STRUCTURE

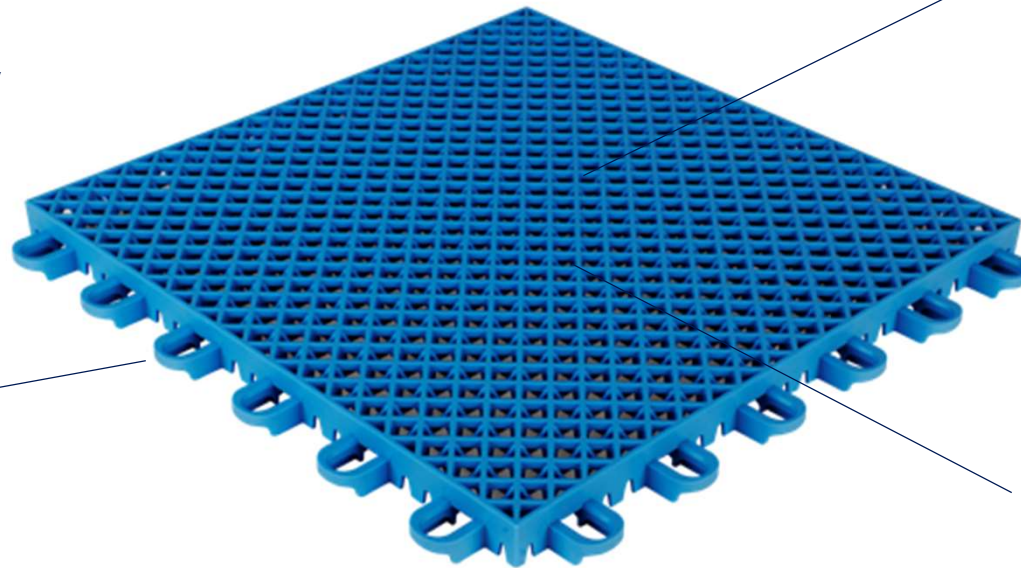
Faster drying, reduced water rebound

High safety for the players

FLAT SHAPED EDGES

Low skin abrasion

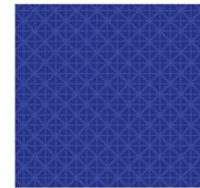
Good protection for players



LONG-LASTING AESTHETICS



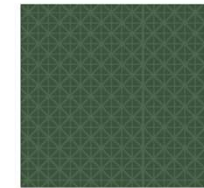
STEEL BLUE



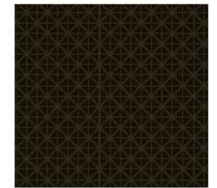
BRIGHT BLUE



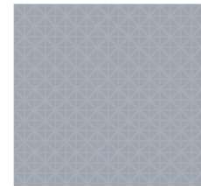
DARK BLUE



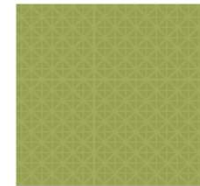
GREEN



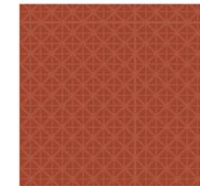
BLACK



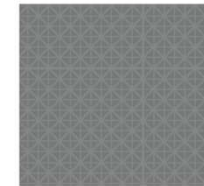
GRAY



KIWI



TERRACOTTA



GRANITE



BRIGHT RED

- Customise your court by easily adding logos and game lines



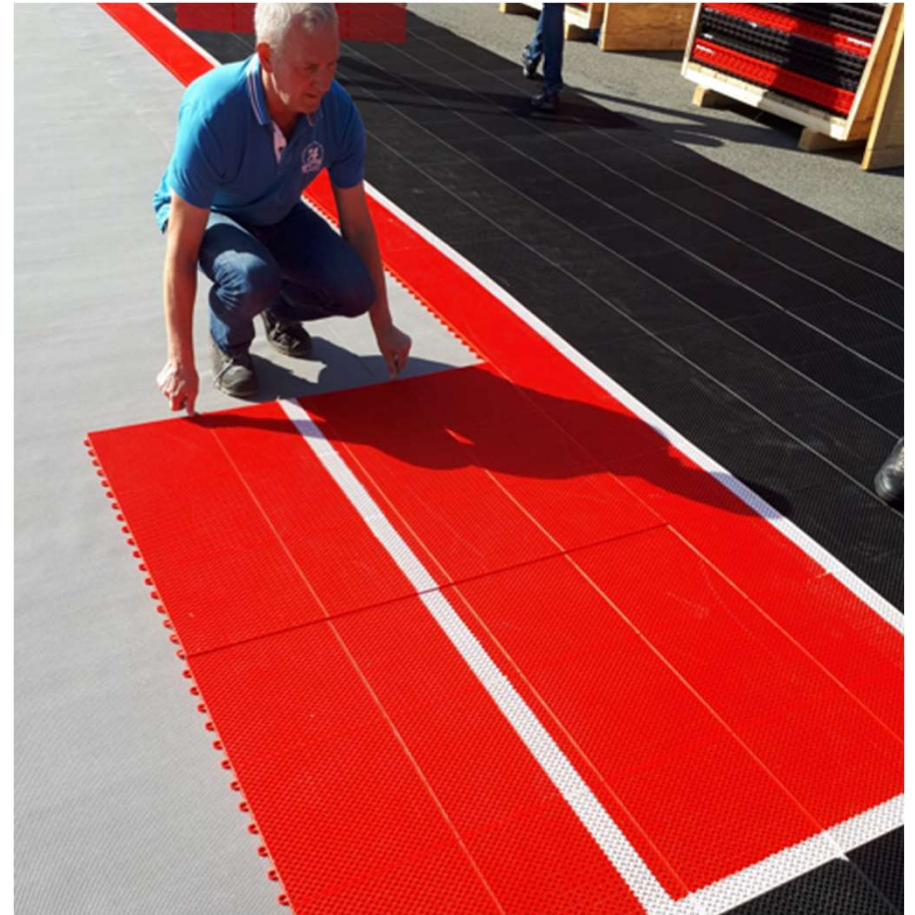
TIME AND MONEY SAVING

DURABILITY WITH REDUCED
MAINTENANCE COSTS

1000M² COURT = 4H COURT INSTALLATION + 2H GAME LINE PAINTING

WITH A 4-PERSON TEAM

QUICK AND EASY ASSEMBLY /
DISASSEMBLY



Gerflor®

POWERGAME+ POLYPROPYLENE PROFILES



EDGE FEMALE



CORNER EDGE



EDGE MALE



EASY AND FAST INSTALLATION
ADDITIONAL ELEMENTS TO FINISH THE COURT



POWERGAME+ METAL PROFILES

CORNER OF RAMP EDGES



FLAT THRESHOLD



RAMP EDGE



SKIRTING



**ANCHORED INSTALLATION
RESISTANCE TO STRONG WINDS**





OUTDOOR FLOORS IN
SWEDEN.....
Why not in your
country ?

Gerflor



Helsinki 30th of March 2021

After control of dimensions, conditions of material and fulfilment of international standards, the International Floorball Federation - IFF hereby

TARAFLEX®

CERTIFIES

that the following sports products by GERFLOR are recommended products and homologated for international Floorball competitions such as the World Floorball Championships, Euro Floorball Cup, other international competitions, official and unofficial, organized by IFF.



- RECREATION 45 AND 60
- TARAFLEX EVOLUTION 7,5 mm (standard, drytext)
- TARAFLEX PERFORMANCE (standard, ecofit, drytext)
- TARAFLEX SURFACE on top of an area elastic sub construction for permanent installations
- TARAFLEX SPORT M COMFORT 12,5 mm
- SPORT COURT POWERGAME +19 MM; OUTDOOR

The International Floorball Federation is in favour of these Taraflex floors, since it recognizes the quality of it and recommends it to designers and providers of in-door sport facilities as the most suitable product for their project.

This certificate is valid for the period from 01.01.2019 to 31.12.2022.

Helsinki, Finland, 30th of March 2021



John Liljelund
Secretary General

SHARE TOGETHER MORE THAN SPORT



TARAFLEX®

Bring people together for unforgettable moments and lifetime memories !



Coffee Break, 15 minutes

IFF WFC Event Evaluation program. Quantum Consultancy

Mr. Krzysztof Kropielnicki



IFF ASSOCIATIONS' MEETING

IFF WFC EVENT EVALUATION PROGRAMME 2021-2024

10 DECEMBER 2021

QUANTUM CONSULTANCY

INTRODUCTION



LOCATION

ESTABLISHED 2019
EDINBURGH, SCOTLAND



SERVICES

RESEARCH AND EVALUATION COMBINED WITH
STRATEGY AND OPERATIONS



MISSION

ENABLING ORGANISATIONS TO BETTER USE DATA
TO SUPPORT THEIR DEVELOPMENT AND GROWTH



CLIENTS

EVENT RIGHTS HOLDERS, ORGANISERS,
DESTINATIONS AND AGENCIES AROUND THE
WORLD

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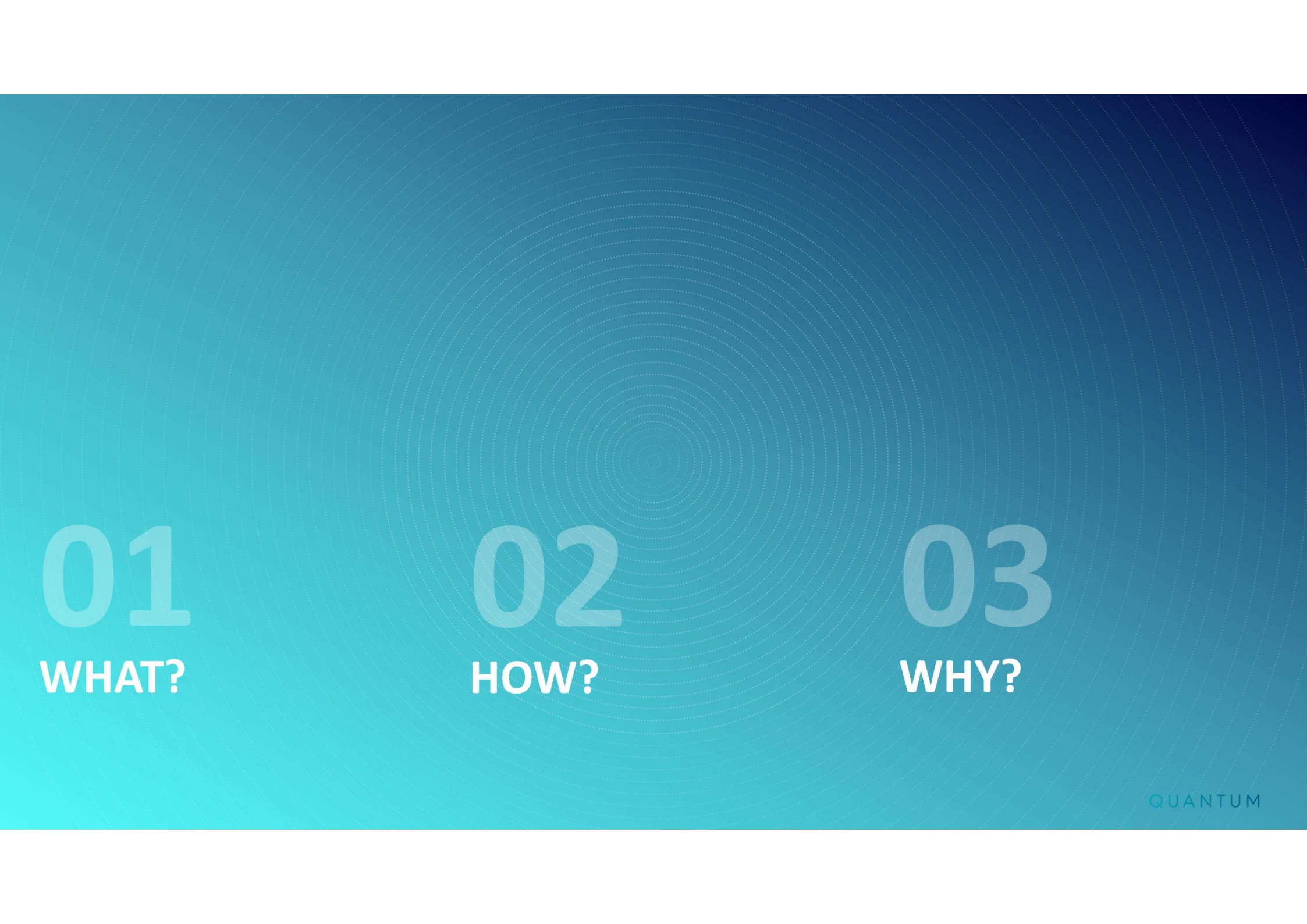
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01

WHAT?

02

HOW?

03

WHY?

01

WHAT?

02

HOW?

03

WHY?

IFF WFC EVALUATION PROGRAMME 2021-2024

INTRODUCTION & BACKGROUND

INTRODUCTION

- Quantum commissioned by the IFF to conduct a four-year event evaluation programme
- Covers five editions of the WFC (M+W)
- Includes strategic framework monitoring and annual reporting to align with new IFF Strategy
- For each edition of the WFC an evaluation report will be provided 3-4 months after the conclusion of the event
- Assessment covers impact categories including economic and tourism, to commercial and marketing, to social and sustainability

EVENTS



Women's World Floorball Championships 2023
Singapore



Men's World Floorball Championships 2024
Malmö, Sweden

BACKGROUND

- Continuation of event impact studies at WFCs between 2016-2019
- Same delivery team for 2021-2024



QUANTUM

IFF WFC EVALUATION PROGRAMME 2021-2024

SCOPE OF ANALYSIS

	IN-DEPTH ANALYSIS				REVIEW OF ACTIVITIES
IMPACT CATEGORY					 
	ECONOMIC & TOURISM	STAKEHOLDER EXPERIENCE	COMMERCIAL & MARKETING	PARTICIPATION & PERFORMANCE	SUSTAINABILITY, SOCIAL IMPACT & LEGACY PROGRAMMES
EXAMPLE METRICS	• Direct economic impact • Number of visitors • Visitor spend • Average length of stay • Bed nights generated • Ticketed and non-ticketed attendance • Event budget – revenues & expenditure • Total event workforce	• Fan demographics • Attitudes to marketing/promotion of the event • Satisfaction with on-site facilities • Satisfaction with transport arrangements • Satisfaction with event/sport presentation • Overall experience and atmosphere	• Broadcast hours produced and shown • Viewership data (TV & online streaming) • Digital exposure • Website analytics • Social media reach, following and engagement • Sponsorship structure overview • Presentation of event brand and key marketing activities	• Competing teams • Athletes breakdown by continent, nation, club/league representation • Anti-doping policy and measures • Team officials breakdown • Technical officials breakdown	• Review of sustainability, social participation, educational and legacy initiatives and programmes • Volunteers programme analysis

IFF WFC EVALUATION PROGRAMME 2021-2024

STRATEGIC FRAMEWORK REVIEW – OBJECTIVE AND PROCESS

OBJECTIVE

Establish evaluation parameters and align them with IFF’s strategic framework and priorities

PROCESS



STAKEHOLDER CONSULTATIONS

IFF Staff
Strategy Implementation Group
WFC hosts

JUNE-JULY 2021



SETTING EVALUATION PARAMETERS

Key evaluation metrics
Aligned with IFF Strategy 2021-2032
Presented to IFF Central Board

JULY-AUGUST 2021



DATA/IMPACT WORKSHOP

Scope of future evaluations
Advice and recommendations
For all MAs and future WFC hosts

DECEMBER 2021

IFF WFC EVALUATION PROGRAMME 2021-2024

STRATEGIC FRAMEWORK REVIEW – OBJECTIVES MAPPING



STRATEGY OBJECTIVES

Key Priority 1

Target 1

KPI 1
KPI 2
KPI 3

Target 2

KPI 4
KPI 5
KPI 6



WFC EVALUATION PARAMETERS

Impact Category 1

Sub-category 1

Data metric 1
Data metric 2
Data metric 3

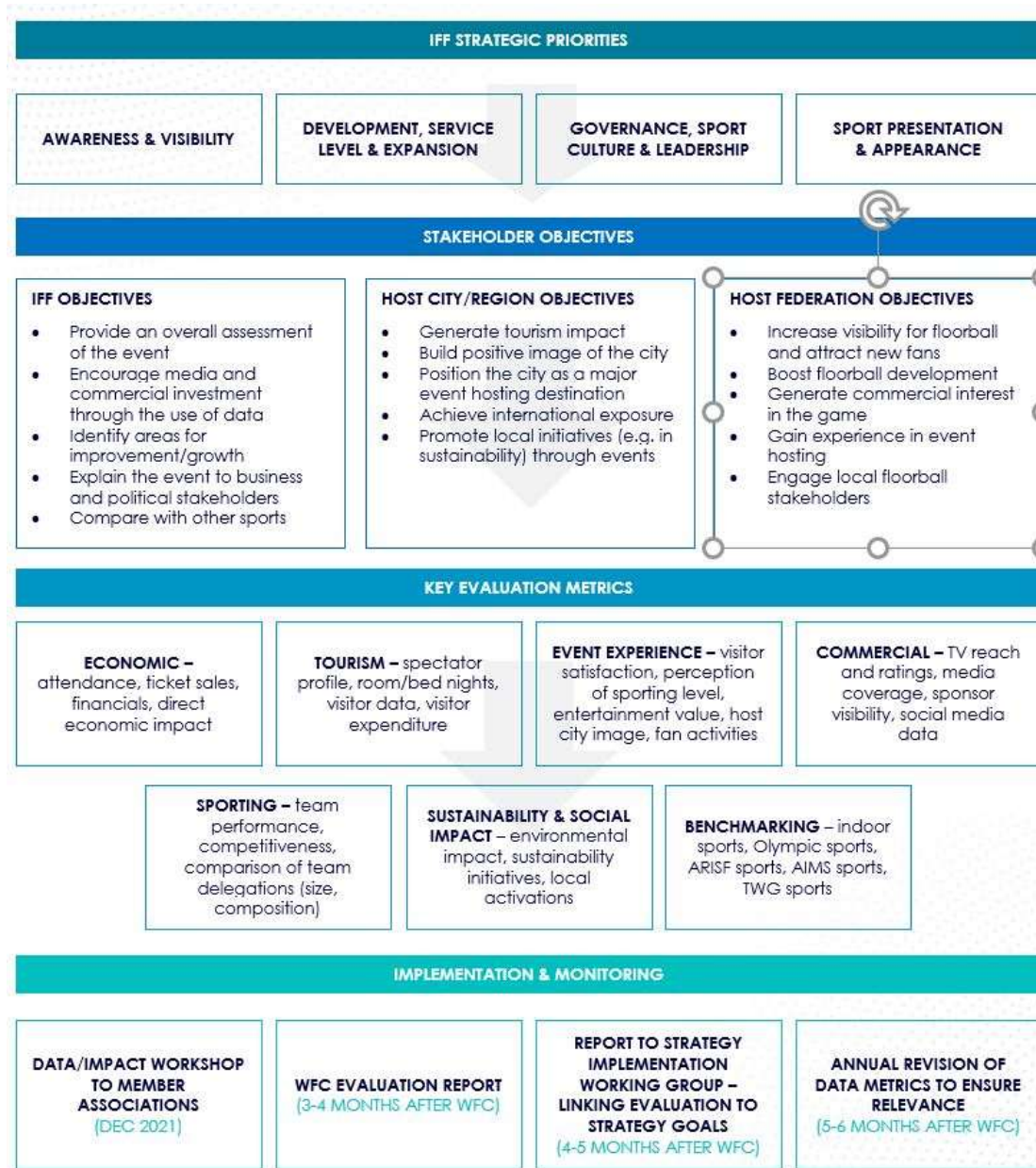
Target 2

Data metric 4
Data metric 5
Data metric 6

IFF WFC EVALUATION PROGRAMME 2021-2024

STRATEGIC FRAMEWORK REVIEW – OBJECTIVES MAPPING

Key priority	Target	KPI	WFC Evaluation?	Metric(s)	Impact Category	Data Source	Notes
Awareness and Visibility	More TV time and utilising new media	30 million live TV spectators for the Major IFF Events	Y	TV Viewership/Audience – Total and by Continent/Nation	Commercial & Marketing	Broadcast rights holders / Member Associations (MAs)	
Awareness and Visibility	More TV time and utilising new media	30 countries that are streaming IFF Events live	Y	Number of TV & Online Broadcast Nations	Commercial & Marketing	IFF data	
Awareness and Visibility	More TV time and utilising new media	10,000 articles on digital media in Major IFF Events	Y	Number of Related Articles – Total, by Day and by Nation	Commercial & Marketing	Media monitoring supplier (e.g. Meltwater)	monitoring period tbc
Awareness and Visibility	More TV time and utilising new media	1 million social media exposure of #floorball per year	Y	Account Reach and Following – Total and By Day (No. of Posts, Impressions and Followers)	Commercial & Marketing	Social media monitoring platform (Sprout Social)	IFF & WFC accounts, monitoring period tbc
Awareness and Visibility	More TV time and utilising new media	1 million followers and 5 million total engagements annually on IFF and IFF Events Social Media	Y	Number of Interactions and Engagement – Total and By Day (No. of Comments, Shares, Reactions, Hashtags, Views)	Commercial & Marketing	Social media monitoring platform (Sprout Social)	IFF & WFC accounts, monitoring period tbc
Awareness and Visibility	More TV time and utilising new media	150 000 IFF mobile App users	Y	Number of Downloads & Active Users – Total, by Nation and by Day	Commercial & Marketing	IFF Mobile App developer	Active users – event period, Downloads – before and during event
Awareness and Visibility	More TV time and utilising new media	Be first in-line to test new emerging social media platforms and digital solutions	Y	Social media and digital "firsts"	Commercial & Marketing	IFF/LOC staff interviews	
Awareness and Visibility	More TV time and utilising new media	Investigate and test new broadcasting possibilities like D2C	Y	Broadcast production standards	Commercial & Marketing	IFF/LOC staff interviews	
Awareness and Visibility	Strengthening Marketing efforts	A total of one billion (10-15 % of the world population) knows the sport of floorball	N				
Awareness and Visibility	Strengthening Marketing efforts	Floorball is known with one global brand name – World Floorball	N				
Awareness and Visibility	Strengthening Marketing efforts	There are professional Floorball Leagues in at least four countries	N				
Awareness and Visibility	Strengthening Marketing efforts	Floorball stands for clean and fair sport, with no fan related violence	Y	Anti-doping policy and measures, Anti-doping tests – Total and Positive / Event perception as safe and family-friendly	Participation & Performance / Stakeholder Experience	IFF/LOC data + Spectator experience survey	
Awareness and Visibility	Strengthening Marketing efforts	IFF has one title sponsor and yearly sponsor income of at least one million EUR and to have at least one global company as a sponsor	Y	Number/Status of international sponsors / IFF sponsorship revenue	Commercial & Marketing	IFF/LOC staff interviews/data	
Awareness and Visibility	Strengthening Marketing efforts	The IFF to create a generic global Floorball website	N				
Awareness and Visibility	Strengthening Marketing efforts	The IFF to evaluate the creation of a European League in the 2030s	N				



01

WHAT?

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HOW?

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WHY?

IFF WFC EVALUATION

DATA SOURCES

PRIMARY DATA SOURCES

EVENT PARTICIPANTS SURVEYS (DURING AND POST-EVENT)

- spectators
- athletes

STAKEHOLDER INTERVIEWS (BEFORE, DURING AND POST-EVENT)

IFF DATA

- registration system data
 - broadcast information
 - website and social media analytics reports
 - sporting data
- etc.

SECONDARY DATA SOURCES

LOC DATA

- attendance and ticketing information
 - A&D and accommodation records
 - event budget
 - volunteering data
- etc.

THIRD-PARTY DATA

Data and information provided by third-party data suppliers and monitoring companies appointed by IFF or LOC.

PUBLIC DATA

Any other data available in the public domain.



DATA AGGREGATION & ANALYSIS
REPORT PRODUCTION

DATA REQUIREMENTS

EXAMPLE – ATTENDANCE & TICKETING



ATTENDANCE DATA

Total attendance at the event (event spectators and participants), including categorised attendance (ticketed attendance vs. non-ticketed attendance).

Cumulative number and breakdown of attendance by:

- 1) day
- 2) sport
- 3) session (+ average number of sessions attended)

Attendance at cultural events/festivals/fan zones relating to the event (total and by day/session).



TICKETING DATA

Ticket sales data.

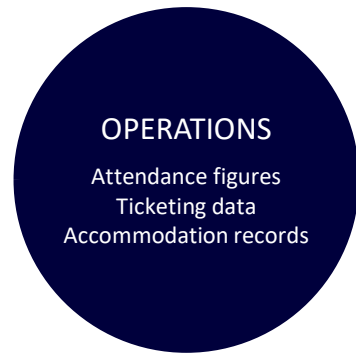
Breakdown of:

- 1) number of tickets available (total and by day/sport/session/venue/type)
- 2) number of tickets sold (total and by day/sport/session/venue/type)
- 3) number of tickets sold by POS (online, ticket agents, at the gate)
- 4) number of unique ticket buyers
- 5) number of ticket buyers by place of origin (city/state/country)
- 6) number of ticket purchased on average by a single buyer
- 7) number of complimentary tickets distributed to VIPs, guests, school programmes and other initiatives

Ticket buyers data (place of residence, gender, age).

Ticket price breakdown.

COORDINATED DATA COLLECTION CHALLENGE



Where does the data sit?



Who is the data owner?



How is it stored?

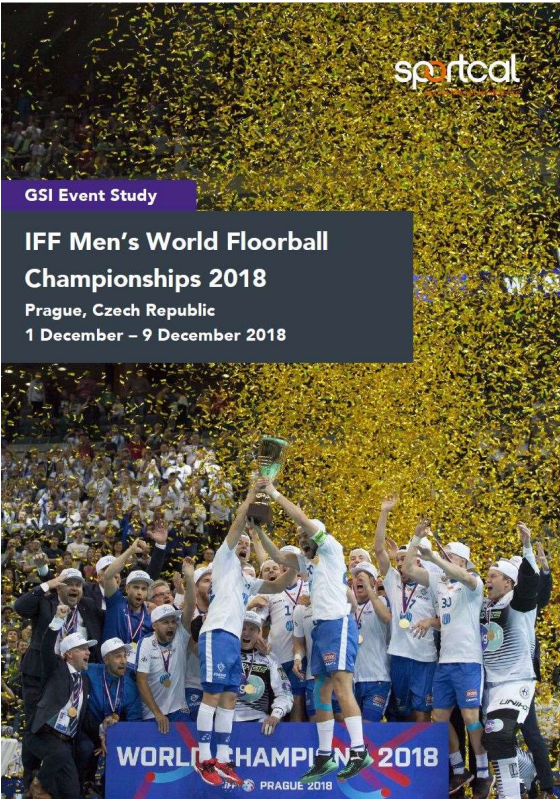
When can it be provided?



How will it be collected?

POST-EVENT EVALUATION REPORT

PRAGUE 2018



GSI EVENT STUDY / IFF MEN'S WORLD FLOORBALL CHAMPIONSHIPS 2018

Event Experience

GSI Ratings

GSI Ratings in full

In the tables below the event experience scores of Prague 2018 are benchmarked against the average GSI Rating, calculated based on the surveys Sportcal conducted at eleven other major sporting events (world championships and multi-sport games) in 2017 and 2018.

EVENT SATISFACTION

	PRAGUE 2018 RATING	AVERAGE GSI RATING	DIFFERENCE
EVENT ORGANISATION AND VENUE			
Atmosphere during the competition	4.74	4.52	+0.22
Ease of getting to/leaving the venue (public transport/parking/taxi/bike/walk)	4.56	4.09	+0.47
Ease of booking tickets	4.54	4.06	+0.48
Marketing and promotion of the event	4.53	4.06	+0.48
View of the event from your seat	4.53	4.39	+0.14
Ease of getting information about the event	4.49	3.94	+0.55
Helpfulness of staff/volunteers	4.48	4.48	0
Information/announcements at the venue	4.37	3.90	+0.47
Toilet facilities	4.35	4.17	+0.18
Signage around the event	4.32	3.78	+0.54
Entertainment at the venue	4.30	3.66	+0.64
Efficiency of access into the venue (queuing, bag searching)	4.16	4.06	+0.10
FOOD, DRINKS AND MERCHANDISE			
Merchandise quality at the venue	4.25	3.51	+0.74
Drinks quality at the venue	3.81	3.42	+0.39
Food quality at the venue	3.56	3.12	+0.44
Merchandise price at the venue	3.45	2.87	+0.58
Drinks price at the venue	2.88	2.50	+0.38
Food price at the venue	2.88	2.54	+0.34

HOST CITY (PRAGUE)

	PRAGUE 2018 RATING	AVERAGE GSI RATING	DIFFERENCE
Host city score	4.54	4.42	+0.12
Likelihood to revisit	4.46	3.76	+0.70
Likelihood to recommend	4.31	4.18	+0.13

OVERALL EXPERIENCE

	PRAGUE 2018 RATING	AVERAGE GSI RATING	DIFFERENCE
Overall event experience	4.78	4.34	+0.44

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GSI EVENT STUDY / IFF MEN'S WORLD FLOORBALL CHAMPIONSHIPS 2018

Comparative Data Analysis

Attendance

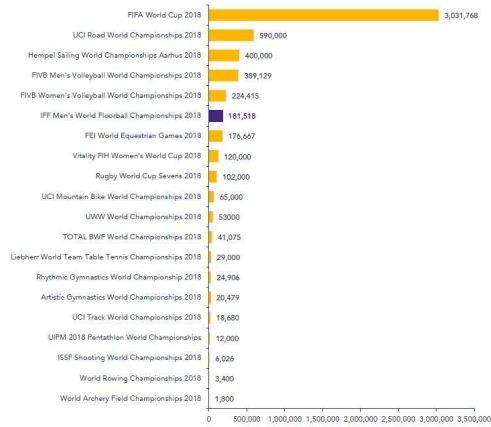
2018 World Championships

Attendance rank

IFF Men's World Floorball Championships 2018
181,518

Rank
6/20 events

Attendance comparison



Attendance figures not available for nine of 29 events used in comparative analysis.

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POST-EVENT EVALUATION REPORT

NEUCHÂTEL 2019



GSI Event Study

IFF Women's World Floorball Championships 2019
Neuchâtel, Switzerland
7 December – 15 December 2019

GSI EVENT STUDY / IFF WOMEN'S WORLD FLOORBALL CHAMPIONSHIPS 2019

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.

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
TOTAL	1,145	6.7	7,634



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GSI EVENT STUDY / IFF WOMEN'S WORLD FLOORBALL CHAMPIONSHIPS 2019

Comparative Data Analysis

Attendance

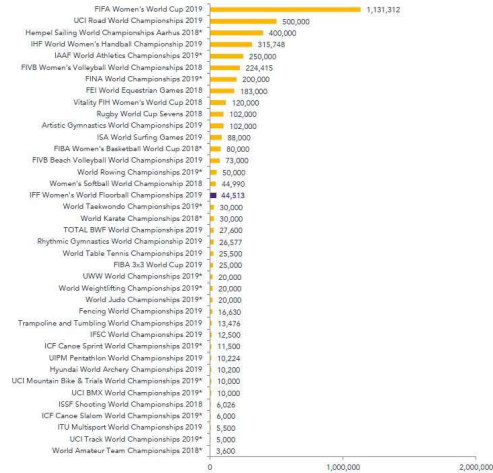
World Championships in Summer Olympic Sports

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.

57

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01

WHAT?

02

HOW?

03

WHY?

QUANTUM

DATA AND ANALYTICS

WHAT DO TECHNOLOGY COMPANIES KNOW ABOUT US?

Name					×		
Gender				×	×	×	
Birthday				×	×	×	
Phone Number							
Email Address							
Location							
Relationship Status		×		×	×	×	×
Work				×	×	×	×
Income Level		×		×	×	×	×
Education				×	×	×	×

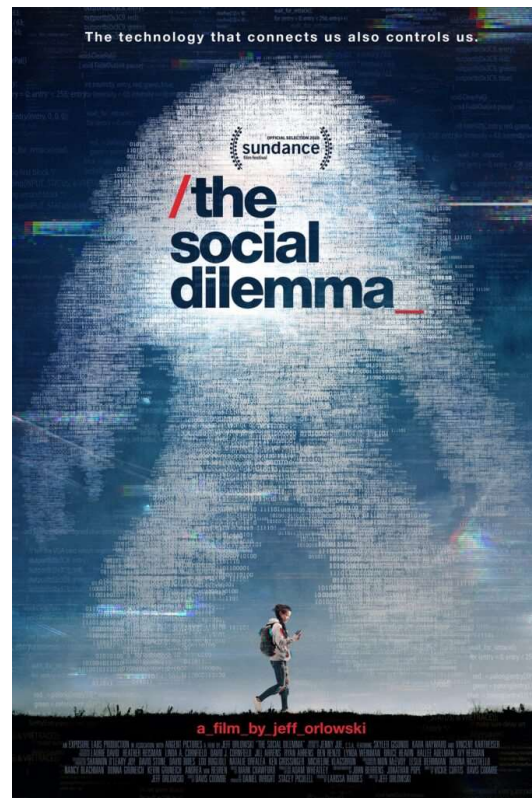
Only your time zone

Credit Cards		If you've made purchases on Facebook					
Government IDs (Such as Social Security and Driver's License Numbers)		×	×	Only the IP address used to open the Apple ID account	×		×
IP Addresses							
Your Emails						×	
Your Contacts				×			
Your Phone Calls		×		Only the meta data on when the phone calls were made		Only the meta data on when the text messages (in iMessage) were made	
Your Chat Conversations/ Messages		×					
Calendar Events					Including both what you've joined AND what you've been invited to	×	
Search History				×	×		
Videos Watched			×		Including live broadcasts		

Source: Security.org

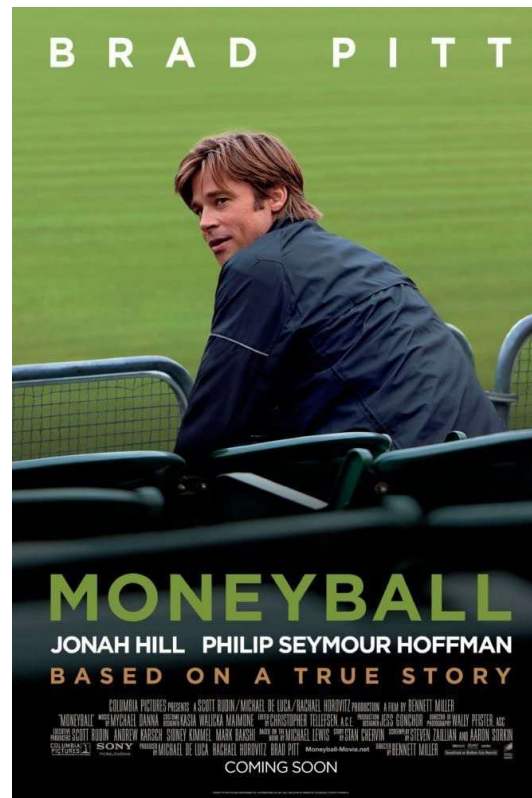
DATA AND ANALYTICS

WHAT DO TECHNOLOGY COMPANIES KNOW ABOUT US?



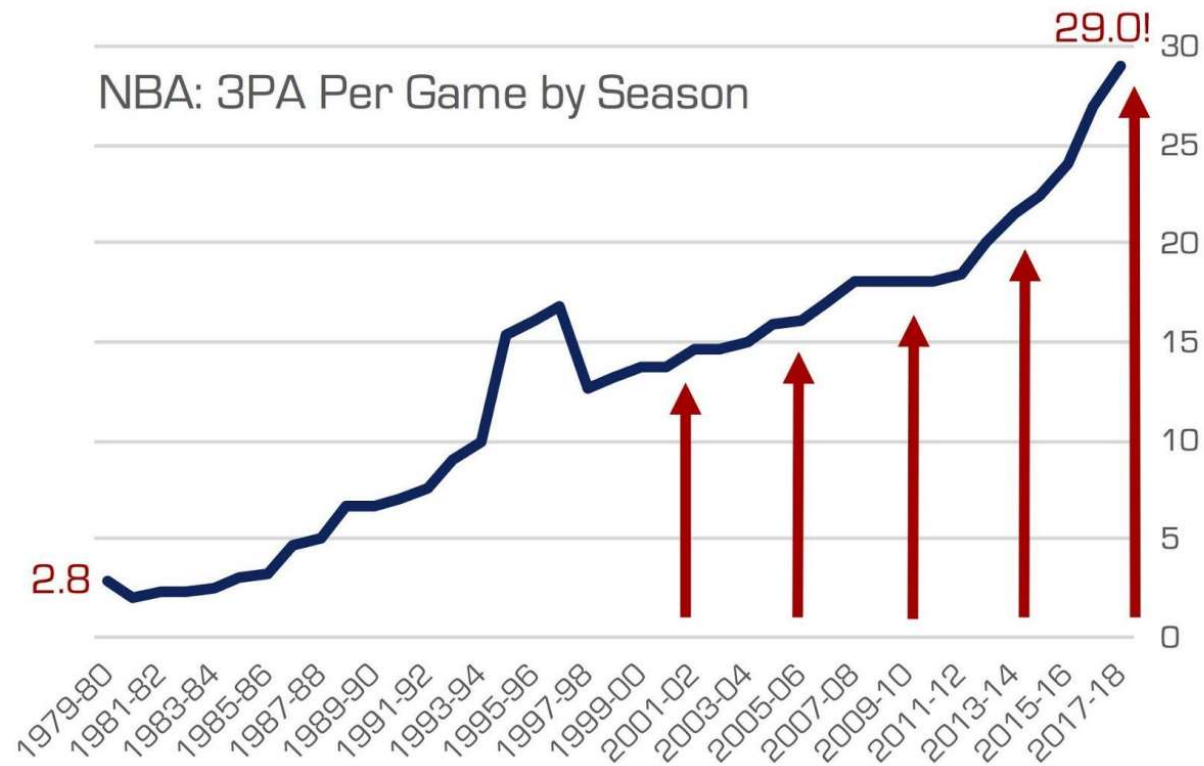
DATA AND ANALYTICS

HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?



DATA AND ANALYTICS

HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?



Source: Shottracker.com

DATA AND ANALYTICS

HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?

De Bruyne explains how analytics influenced his decision to sign new Man City contract

Peter McVitie

Last Updated May 07, 2021

21:44 May 07, 2021



COMMENTS (0)



DATA AND ANALYTICS

HOW IS ANALYTICS USED TO IMPROVE SPORTS PERFORMANCE?



All the big guys are using data analysis, they just don't like to talk about it

- Alexander Zverev

DATA AND ANALYTICS

SO HOW CAN DATA BE USED IN A BUSINESS CONTEXT?

1

BETTER SALES

- Increased opportunities for monetisation
- Added value for sponsors
- Better assessment of return on investment

2

BETTER MARKETING & COMMUNICATION

- Increased fan engagement
- More efficient targeting in communication and marketing campaigns
- Ability to reach new audiences

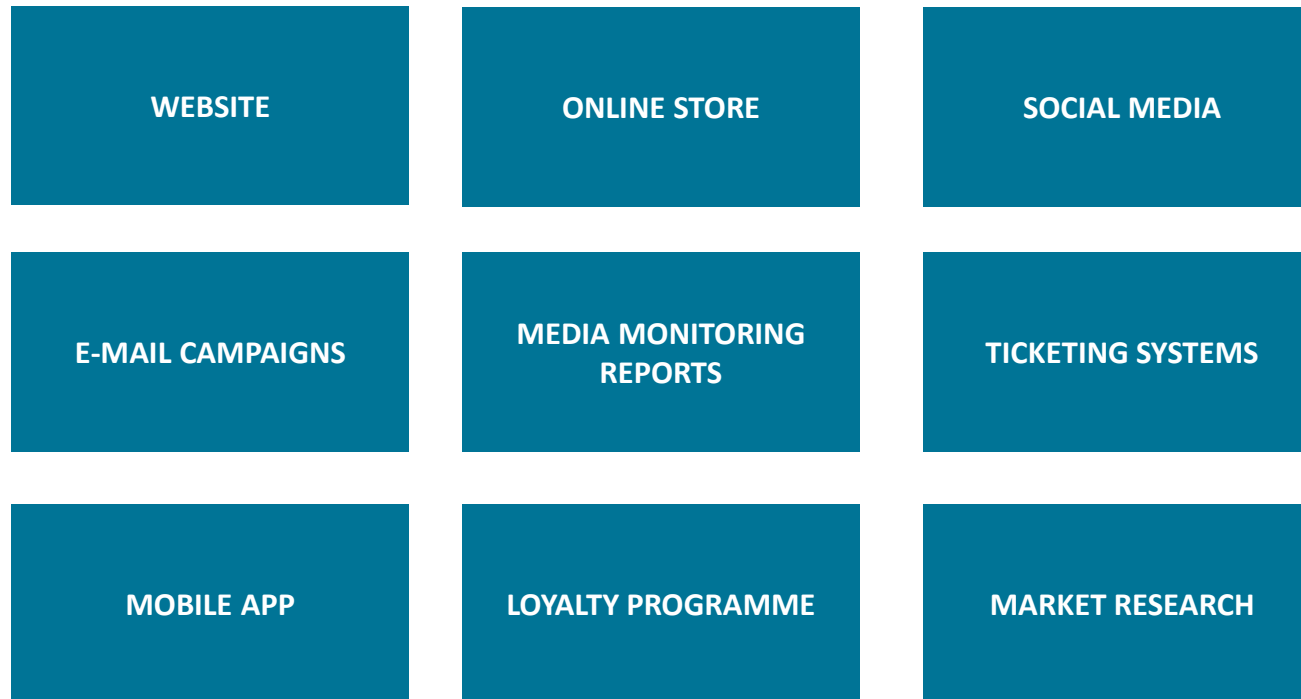
3

BETTER EVENTS

- Improved servicing of fans attending events
- More in-depth understanding of the marketing, social and economic value of the events

DATA AND ANALYTICS

SOURCES OF DATA



EVENT EVALUATION

MOTIVATION & OBJECTIVES



PROJECT ACCOUNTABILITY

Log and monitor event hosting objectives and targets to demonstrate success and highlight any learnings for next time.



ENCOURAGE COMMERCIAL INVESTMENT

Use of data-driven analysis to attract investment in future events and the community.



ENHANCE COMMUNITY ENGAGEMENT

Ask for people's opinion to understand what the community and event participants want.



JUSTIFY GOVERNMENT EXPENDITURE

Evidence-based research which highlights the benefits of government expenditure used to fund events.



BENCHMARKING & COMPARISON

Comparisons between different editions and similar events in other sports.

EVENT EVALUATION

BENEFITS OF HOSTING EVENTS

true ⊕



Economic
& Tourism

true ⊕



Commercial &
Marketing

true ⊕



Image &
Reputation

true ⊕



Sport Participation
& Performance

true ⊕



Social Impact
& Legacy

⊖ **false**

⊖ **false**

⊖ **false**

⊖ **false**

⊖ **false**

EVENT EVALUATION

KEY CHALLENGES

1. Owners and hosts don't collect event data in a consistent manner
2. What is important is often not measured
3. Measurement focuses on economic and media impacts
4. No consistency in methodologies and terminology
5. Numbers are inflated and not reliable
6. Event owners and organising committees immersed into delivering sport competition
7. Measurement is an afterthought rather than a strategic process
8. Evaluation processes designed to prove a point and not to provide an objective assessment

EVENT EVALUATION

KEY OBSERVATIONS

1. The benefits of hosting **sports events are often undervalued**
2. Looking at the **wider holistic impact of an event** can help stakeholders
 - To identify the true impact and value of their events
 - To engage with participants, spectators, local communities
 - To improve future editions of the event
3. Everyone has their own interpretation and assessment of the impacts and benefits of an event
4. **Standard methodology for gathering and analysing** data allows for greater understanding
5. Capturing the **narrative as well as data** is very important
6. **Set your goals early** and decide how they will be evaluated

EVENT EVALUATION

CONSIDERATIONS

What to consider when evaluating your events?

1. Always start by questioning objectives - Why are you doing this?
2. Set and document the targets and objectives of all stakeholders
3. Monitor the progress towards achieving these using reliable data metrics
4. Always take the time to reflect - What did we learn from the process and how could the event be improved next time?

BREAKOUT EXERCISE

Propose ten data indicators that you would collect and use to demonstrate the impact and the value of floorball to:

- a. Host city
- b. Prospective sponsor
- c. Prospective broadcaster

Same groups as in previous group work

EVENT EVALUATION

ASOIF – COMMON INDICATORS FOR MEASURING THE IMPACT OF EVENTS



COMMON INDICATORS FOR MEASURING THE IMPACT OF EVENTS
1st Edition
2021 ASOIF



COMMON INDICATORS FOR MEASURING THE IMPACT OF EVENTS
1st Edition
2021 ASOIF

MEASURING THE IMPACT OF EVENTS

Event Experience

Introduction and "theory of change"

The experience and perception of event spectators can influence their behaviour and consumption and contribute to the event's image and that of event partners and the host destination. A positive event experience underpins positive event economic and social outcomes.

Reference	KPI name	Unit	Report for: SDG	Input/Output/Challenge
BA-E22.1	% of spectators satisfied	%	NA	Output
BA-E22.2	Net Promoter Score of spectators	Score	NA	Output

Explanation

The percentage of spectators satisfied with the event is calculated based on a satisfaction survey conducted during or immediately after the event with spectators using a 5-point Likert scale (see example below). The percentage is calculated based on the sum of "satisfied" and "very satisfied" responses.

Net Promoter Score (NPS) is a calculation based on customers rating their likelihood to recommend a company, a product, or a service to a friend or colleague. The NPS is the percentage of "promoters" (people who rate 9 or 10) minus the percentage of "detractors" (people who rate between 0 and 6).

The measures in this section can be measured through surveys applied to attending and viewing spectators during and after the event.

Data gathering – Timing

Timeline of event hosting



Pre-event
Event
Post-event

Pre-event
Event
Post-event

Pre-event
Event
Post-event

Pre-event
Event
Post-event

54 ASOIF

MEASURING THE IMPACT OF EVENTS

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Timeline of event hosting



Pre-event
Event
Post-event

Pre-event
Event
Post-event

Pre-event
Event
Post-event

Pre-event
Event
Post-event

54 ASOIF

Figure 7: Social KPIs

OBJECTIVE	IMPACT AREA	IMPACT KPI	OUTCOME KPI	SDG	OUTCOME KPI
SOCIAL	Engagement	Engagement rate (percentage of spectators who engaged with the event)	No. of social media posts	10.2	Engagement rate (percentage of spectators who engaged with the event)
	Participation	Participation rate (percentage of spectators who participated in the event)	No. of spectators who participated in the event	10.2	Participation rate (percentage of spectators who participated in the event)
	Attendance	Attendance rate (percentage of spectators who attended the event)	No. of spectators who attended the event	10.2	Attendance rate (percentage of spectators who attended the event)
	Volunteering	Volunteering rate (percentage of spectators who volunteered for the event)	No. of spectators who volunteered for the event	10.2	Volunteering rate (percentage of spectators who volunteered for the event)
	Feedback	Feedback rate (percentage of spectators who provided feedback on the event)	No. of spectators who provided feedback on the event	10.2	Feedback rate (percentage of spectators who provided feedback on the event)

Figure 8: Report KPIs

OBJECTIVE	IMPACT AREA	IMPACT KPI	OUTCOME KPI	SDG	OUTCOME KPI
REPORT	Event	Event attendance rate (percentage of spectators who attended the event)	No. of spectators who attended the event	10.2	Event attendance rate (percentage of spectators who attended the event)
	Post-event	Post-event feedback rate (percentage of spectators who provided feedback on the event)	No. of spectators who provided feedback on the event	10.2	Post-event feedback rate (percentage of spectators who provided feedback on the event)

Figure 9: Environmental KPIs

OBJECTIVE	IMPACT AREA	IMPACT KPI	OUTCOME KPI	SDG	OUTCOME KPI
ENVIRONMENTAL	Carbon footprint	Carbon footprint (tonnes of CO2 equivalent)	Carbon footprint (tonnes of CO2 equivalent)	13	Carbon footprint (tonnes of CO2 equivalent)
	Waste management	Waste management rate (percentage of waste recycled)	No. of tonnes of waste recycled	12	Waste management rate (percentage of waste recycled)
	Water usage	Water usage (cubic metres)	Water usage (cubic metres)	6	Water usage (cubic metres)
	Energy usage	Energy usage (kWh)	Energy usage (kWh)	7	Energy usage (kWh)
	Greenhouse gas emissions	Greenhouse gas emissions (tonnes of CO2 equivalent)	Greenhouse gas emissions (tonnes of CO2 equivalent)	13	Greenhouse gas emissions (tonnes of CO2 equivalent)

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THANK YOU!

Krzysztof Kropielnicki
Head of Insights & Analytics

krzysztof.kropielnicki@quantumconsultancy.org

Break, 10 minutes

Role of Athletes in sport organisations **Ms. Emma Terho,** IOC Athletes Commission Chair Video

Group work

How to activate the Athletes within the
national associations and IFF

Ms. Agata Plechan

IFF Athletes Commission Chair, member of
the IFF CB

- Group 1: Czech Republic, Sweden, Finland, Switzerland

In which direction the sport presentation shall be taken, i.e. what needs to be develop?

How the International Calendar is built (Number of International matches and when the Championships are played)?

How the Champions Cup is played.
other? please share

What can be done to make players' voices heard in different matters?

Do you have athletes' representation in your National Federation?

yes - how it works?

no - why?

Group 2: Denmark, Germany, Latvia, Poland, Slovakia

Introduction of additional technical tools for the referees to better referee the game.

What an WFC venue should look like (Arena capacity).
other? please share

What do you think is the best way to make it possible for the Athletes to take part in the IFF decision making process?

Do you have athletes' representation in your National Federation?
yes - how it works?
no - why?

Group 3: Austria, Estonia, Netherlands, Spain, Singapore

Change of game time.

Qualification system for the WFC's

Other? please share

What advantages do you see in having players involved in IFF's work?

Do you have athletes' representation in your National Federation?

yes - how it works?

no - why?

Group 4: Ukraine, United States, Philippines, Iran

Level of the physical play in Floorball

Change of the Rules of the Game

other? please share

What can IFF do to get more players involved/engaged in IFF's work?

Do you have athletes' representation in your National Federation?

yes - how it works?

no - why?

Group 5: Lithuania, Nigeria, Somalia, Uganda

Colour combination of the ball and floor colour for International Events.

Shall IFF have a similarity to a Ballon d'Or or at least a voting for the best player

Other? Please share

What can be done to make players' voices heard in different matters?

Do you have athletes' representation in your National Federation?

yes - how it works?

no - why?

Floorball Fit For Future Erasmus + project

Mr. Filip Suman

Czech Floorball

FLOORBALL: FIT FOR FUTURE





EURASMUS SPORT+ PROJECT

- 2019 - 2020 – Project proposal for the EU
- 10/2020 – Approval of the project by EU



WE BELIEVE FLOORBALL CAN
BECOME A BIG GLOBAL SPORT
BUT ONLY IF THERE ARE STRONG
NATIONAL FEDERATIONS WHICH
BELONG AMONG TOP
SPORT ORGANIZATIONS IN
THEIR RESPECTIVE COUNTRIES.

CONTENT OF THE PROJECT

To create a **universal tool** which helps floorball federations to develop and become stronger



CONTENT OF THE PROJECT

5 Main Pillars:

1. Detail description of all areas of operation within the federation - **Summary**
2. Detail analysis of the federation – **Questionnaire**
3. Maturity levels in different areas of operations - **Maturity Matrix**
4. Discovery of **Delay Causes** and Development **Action Plan**
5. **Handbook** and Case Studies



PARTNERS OF THE PROJECT

Group 1 – Denmark, Germany, Poland, Slovakia, Spain



Group 2 – Czech Republic, Sweden, Switzerland



Group 3 – International Floorball Federation



FIRST EXPERIENCES



OUTCOME OF THE PROJECT

- a) Pilot project for international development
- b) Outcomes shared with all federations



Closing of the Day 1

Mr. Tomas Eriksson

The IFF President



Recognised by the IOC Ordinary member of GAISF
Recognised by the IOC Ordinary member of SportAccord

www.floorballsport.org
www.floorball.org

Opening of the Day 2

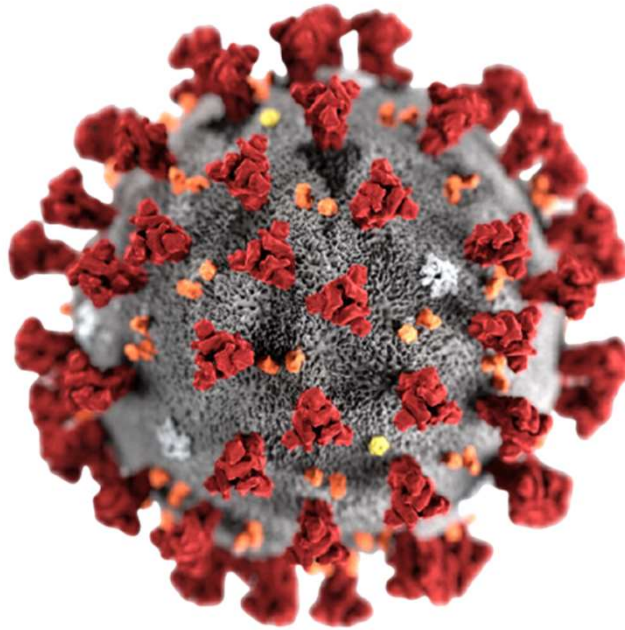
Mr. Filip Suman

The IFF Vice President

Outcome from the IFF Covid-19 Pandemic Survey

Ms. Sarah Mitchell, the IFF Event Manager

COVID-19 IMPACT STUDY 2021



SURVEY METHOD

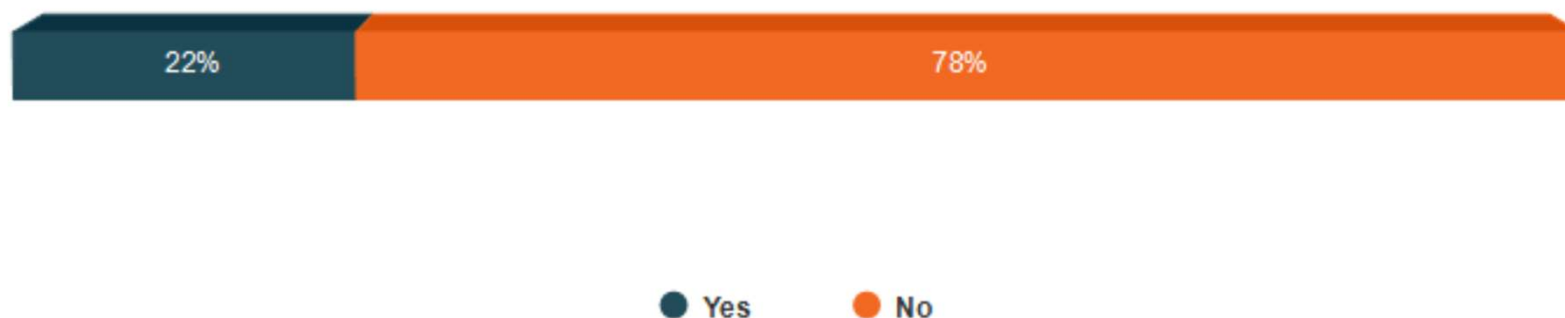
- Online survey via Webropol
- From 74 Member Associations, 32 responses (42%)
- Surveys received from at least one member association on each continent

SURVEY CATEGORIES

- Competition
- Participation
- Referees
- Organisation
- Media
- Marketing
- Transfers
- Finance
- National Teams & IFF Events

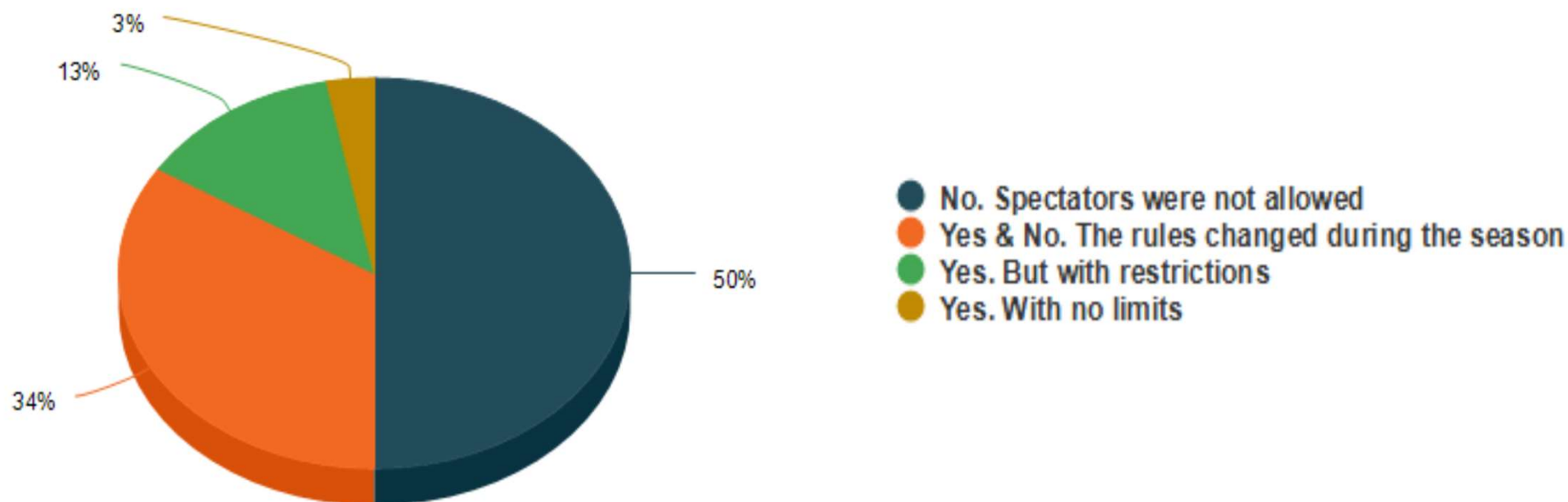
Were you able to complete all national competitions in season 2019/20?

This includes all competition categories - adults, juniors, seniors for any competitions scheduled between September 2019 - June 2020



During season 2020/21 were you allowed spectators at games?

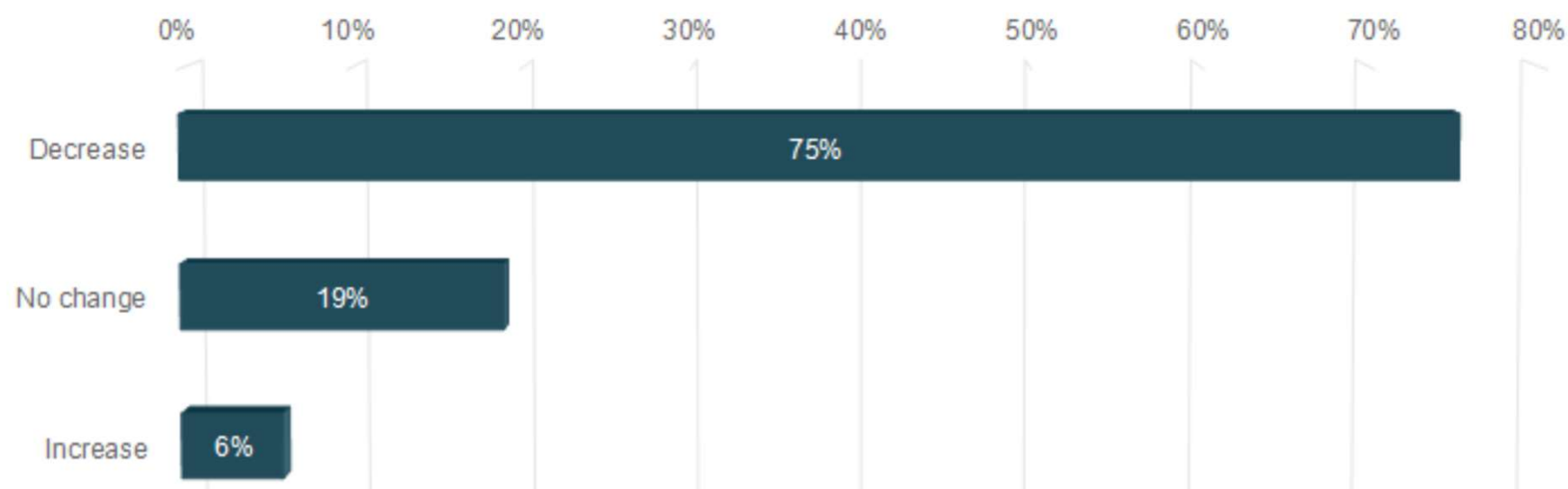
This applies for any competitions scheduled between September 2020 - June 2021



Did you see an increase or decrease in licenced players between the 2019/20 & 2020/21 seasons?

Season 2019/20 = September 2019 - June 2020

Season 2020/21 = September 2020 - June 2021

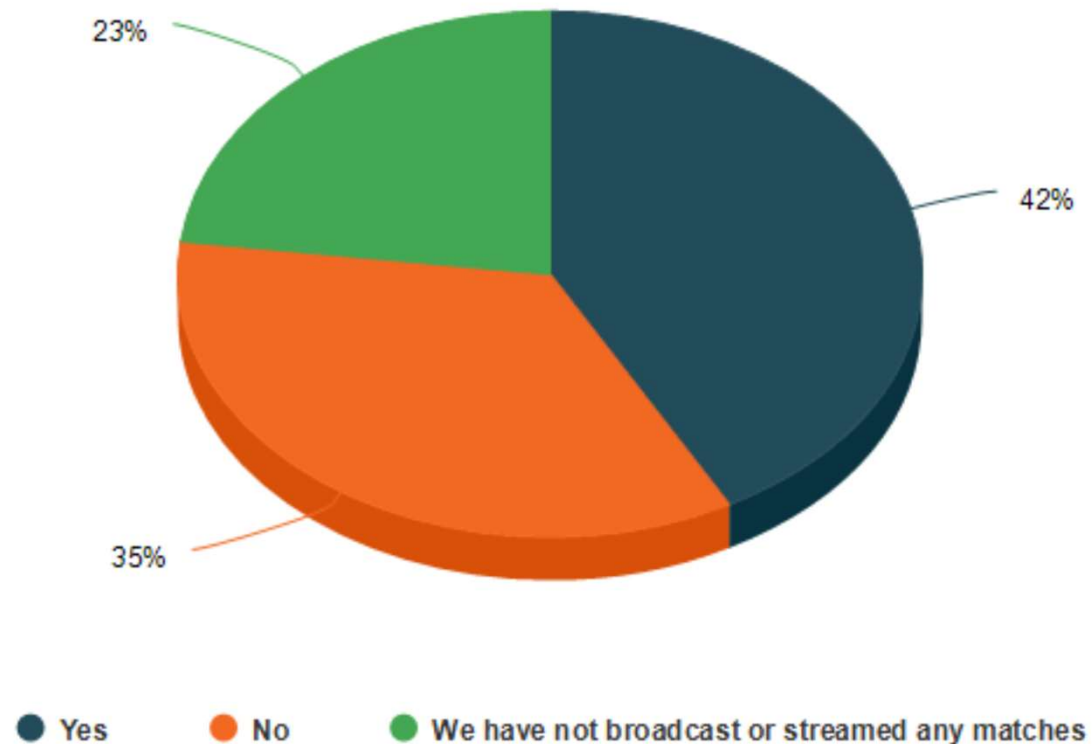


Have you organised referee courses and education during the 2020-21 season?

This refers to the period September 2020 - June 2021

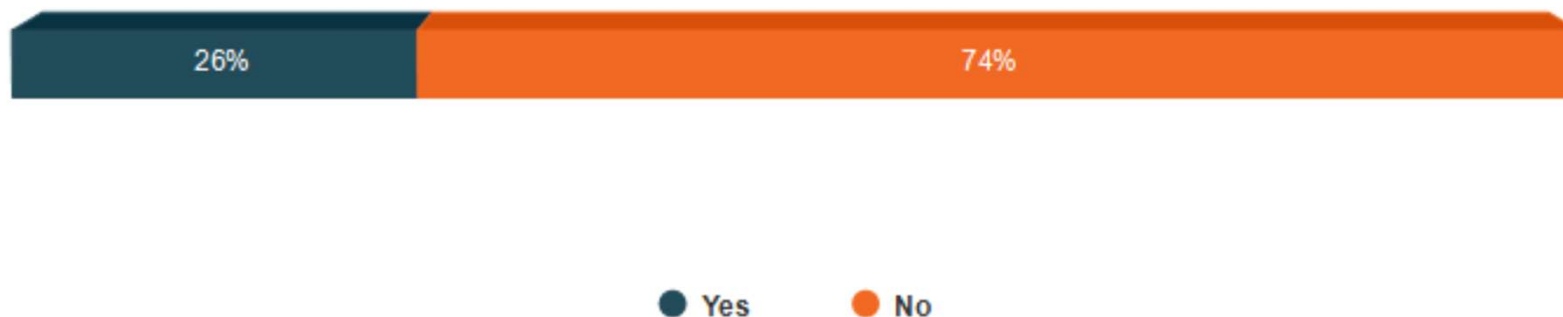


During the pandemic have you been able to increase the reach of Floorball through other methods (for example TV / streaming)?

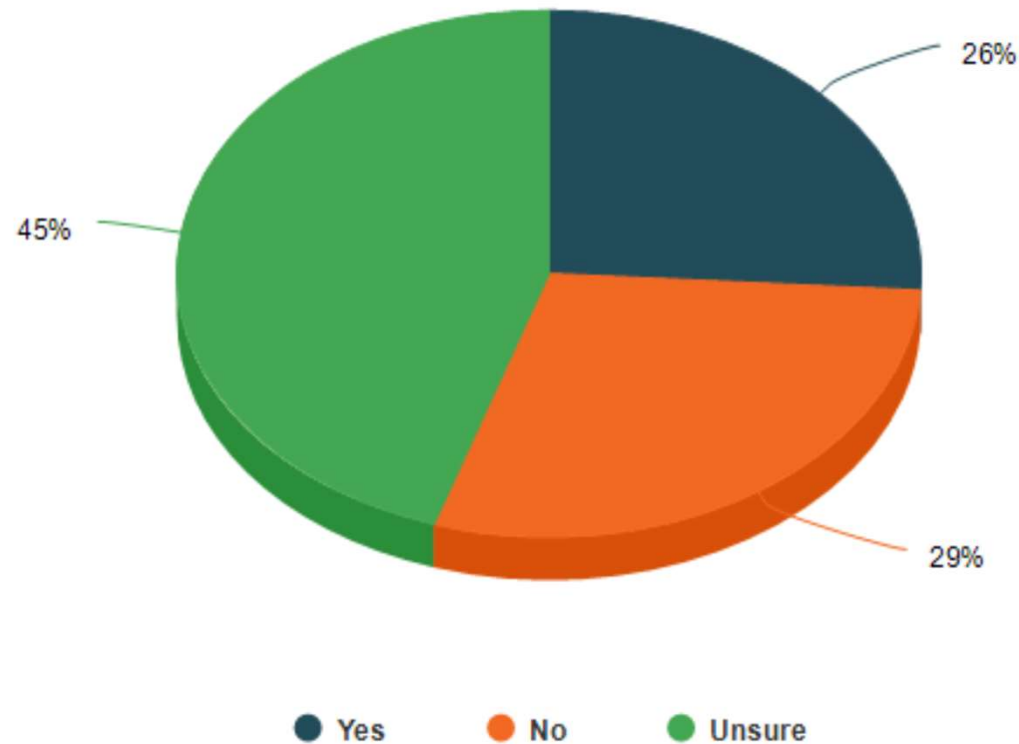


International Floorball Federation

Have you received financial support, from the government or National Sport organisations, specifically related to Covid-19?



Will there be an effect on your ability to register for future IFF events due to Covid-19 related impacts?



International Floorball Federation

FUTURE

- Further analysis of the results & responses
- Follow-up survey in 2022
- Mattias Kauk will conduct further study on this topic for his university dissertation and will contact a selection of National Associations for more detailed responses

Pair discussions and findings

**Have a pair discussion with the person next to
you who is not from your own member
association**

Study on sexual harassment and abuse in Floorball

Ms. Mari Myllärinen
IFF Media Coordinator

Sexual harassment and abuse in floorball

An empirical study of prevention policy in national floorball
associations in Europe and Asia Oceania

Background

- These topics are not new in sports
- The first sociological studies were done after high-profile harassment and abuse scandals in elite sport
- The #MeToo campaign that originated in 2017 changed the conversation culture
- One of the most notable cases in sport during #MeToo has been the case of Larry Nassar in US gymnastics

Definitions

Sexual harassment

Any unwanted and unwelcome conduct of a sexual nature, whether verbal, non-verbal or physical.

Sexual abuse

Sexual abuse means coercing or tricking someone into a sexual act this person does not want or is not adequately mature to consent to.

Lessons learned from previous research

- Anyone can be a perpetrator of sexual harassment and/or sexual abuse
- Anyone can be a victim of sexual harassment and/or sexual abuse
- Sexual harassment and abuse can occur in any sport and in any level

Study on national floorball associations

Questions

- To what extent the national floorball associations have implemented prevention strategies on the topics of sexual harassment and abuse?
 - State of each action (installed/planned to install/not installed)
 - The associations also evaluated their resources
- What kind of motives, barriers, and facilitators are present in the implementation process?

Results - survey

- A total of nine federations took part in the study (AUS, CZE, ESP, FIN, NOR, SGP, SUI, SWE, UKR)
- Only a few associations had implemented an adequate number of preventive strategies on sexual harassment and abuse
- Guidelines and police record checks were most often implemented actions
- 77.8% agreed that prevention of SHA is an important issue for their association

Results - interviews

Prevalence of sexual harassment and abuse

- 2/3 of respondents had knowledge of past cases
- The cases varied from verbal sexual harassment to physical sexual abuse and from the border of criminal activity to conviction and imprisonment.

Results - interviews

○ Motives

Safeguarding

Responsibility

Raising awareness and education

Governmental enforcement/pressure

Results - interviews

Barriers

Lack of resources – time, money, staff

Distance from the clubs and the players

Culture

Lack of authority

Results - facilitators

Cultural change

#MeToo movement has changed the conversation and made it more open

Assistance

From national sport organisations/IFF

Responsibility balance with clubs

Strong relationships with clubs and leadership by the association

THANK YOU!

The study will be published on IFF website.

If you have any questions, please contact me at
myllarinen@floorball.sport

Swedish equality project Fifty/Fifty

Mr. Anders Jonsson

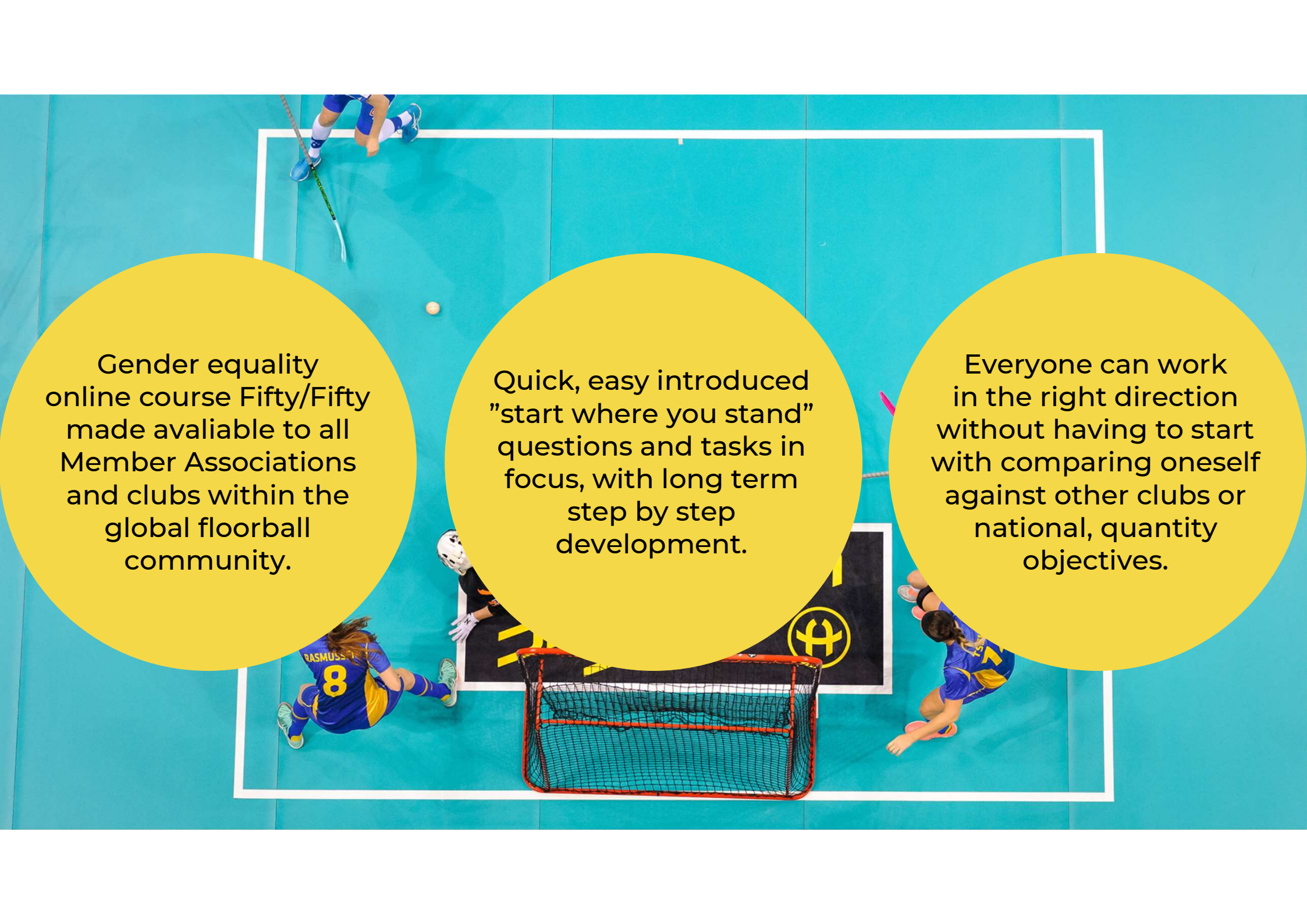
Development Manager

Swedish Floorball Federation

FIFTY / FIFTY

An aerial photograph of a field hockey match on a teal-colored field. A large yellow circle is centered over the image, containing the text "Fifty/Fifty global launch". The circle partially obscures a goal and several players. Visible players include one in a white jersey with number 53, another in a white jersey with number 22, and two in blue jerseys with numbers 8 and 14. A goal is visible at the bottom of the frame.

**Fifty/Fifty
global launch**



Gender equality
online course Fifty/Fifty
made available to all
Member Associations
and clubs within the
global floorball
community.

Quick, easy introduced
"start where you stand"
questions and tasks in
focus, with long term
step by step
development.

Everyone can work
in the right direction
without having to start
with comparing oneself
against other clubs or
national, quantity
objectives.

This is Fifty/Fifty

- Fifty/Fifty is an online course consisting of six sessions that aim to inspire and share knowledge about gender equality in sports.
- Fifty/Fifty is intended to enable the participating club/association to make relatively small changes that, in the long run, result in significant improvement.
- The sessions combine inspiration, facts, discussion and reflection with a focus on what you and your club/association could gain from greater gender equality.

This is Fifty/Fifty

- The aim of the course is for you and your club/association to increase your knowledge about why it is important to work with gender equality and the benefits that it offers both the club and its members.
- The Fifty/Fifty online course is aimed at the boards of clubs and federations and is available free of charge to all sport clubs and sport federations in Sweden.
- From January 2022 Fifty/Fifty is also available free of charge to all clubs and federations within the International Floorball Federation.

How did it start?

- The Swedish Floorball Värmland Region and the Värmland Region of the Swedish Sports Confederation made an online course, supported by both Swedish Floorball and the Swedish Sports Confederation.
- The idea was to show everyone that gender equality is possible to work with from your own club's perspective, without feeling the burden of for example out of reach, national quantity objectives.
- Quite fast Fifty/Fifty went from “all sport clubs in Värmland and all floorball clubs in Sweden” to “every sport club in every sport in Sweden” thanks to the work from all involved.

Why international launch?

When discussing the Swedish Floorball Federation's 40 year anniversary, and how to aim for another 40 years of development, the idea of an increased, international openness or collaboration was a natural ingredient. The Fifty/Fifty course suited this perfectly.



Why international launch?

Destination Uppsala showed interest in our gender equality work before the 2021 WFC, and Destination Malmö did the same when we started the planning of WFC 2024. We thought this is something we should do as a part of Swedish Floorball's attention to areas not always making the headlines but nevertheless are essential if we want to increase the headlines about floorball in general.



Why international launch?

That combined with the fact we already had a positive response from the IFF when asking to make Fifty/Fifty reachable for all countries, really made up our mind. Fifty/Fifty, we believe, will help the floorball community's gender equality efforts, such as the IFF's 30/70 % objective.



Why international launch?

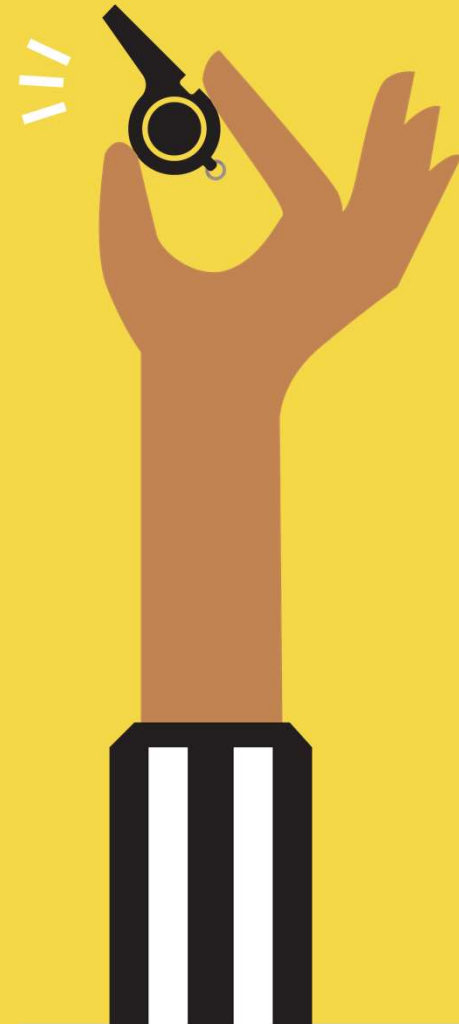
We also, of course, are more than happy to get feedback from users of the Fifty/Fifty so we are able to evaluate and readjust the course to a higher level in the future.

To have not only national clubs involved is an exciting prospect and could give the floorball sport new and important knowledge of if, and how, national founded educational tools work in different environments.



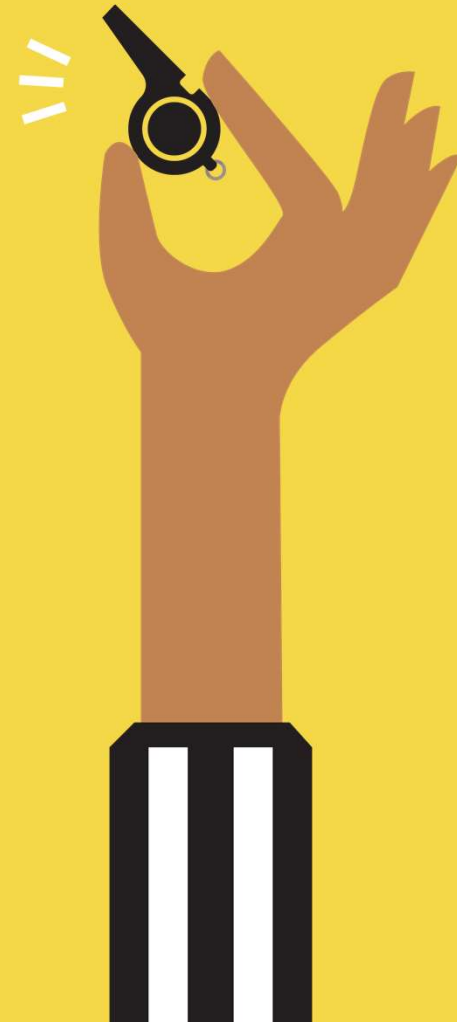
What now?

- ✓ The cost of running the site and course is planned to be a part of SFF's budget until WFC 2024.
- ✓ The online course is almost completely self managable but national associations should know some work is needed when clubs use the course.



What now?

- ✓ The English version opens for everyone to register with and use in the end of January 2022.
- ✓ From today, you can check out the Fifty/Fifty site, learn more and register interest to be contacted when Fifty/Fifty is up and running.
- ✓ Swedish Floorball will offer some guidance sessions or short Teams education occasions for national associations interested.



Visit

fifty-fifty.nu/en

to learn more and register interest

FIFTY / FIFTY

Coffee Break

Future of Floorball – Broader discussions

- Presentation of the content of the Future of Floorball
- Explanation of the decision-making process
- Report from the U19 WFC survey

Decisionprocess – Test of new format.

1. Changing the Structure of Future Floorball Major Events/ GA Prague 2018
2. Central Board decided test tournaments in February 2020
3. WFCQ cancelled 2020-2021, EFC, The World Games postponed to 2021 due to Covid-19
4. GA Helsinki 2021/Central Board proposes to the IFF Extraordinary General Assembly to confirm the continued testing of the Future of Floorball concept during the season 2021-2022, due to lack of IFF Events so far.
5. Test tournament/WFCQ men 2022
6. Evaluations from participating countries during spring 2022
7. RACC working out a proposal to IFF Central Board*
8. IFF Central Board proposal or report regarding the outcome of the testing to GA in Zurich November 2022

*Most likely there will be more communication with the national federations depending on how the result is from the evaluations

Changing the Structure of Future Floorball Major Events/ GA Prague 2018

Tests shall be played with National Teams consisting of a maximum of 22 persons in the Team delegation, consisting of 17 players and 5 team officials.

The playing time is 3 x 15 minutes effective time, with 10 minutes intermissions.

Central Board decided test tournaments

To organise additional Future of Floorball format tests in the season 2020 – 2021, based on the RACC proposal WFCQ, EuroFloorball Cup, EuroFloorball Challenge and in The World Games.

Test of new format / GA Helsinki 2021

The IFF Central Board proposes to the IFF Extraordinary General Assembly in accordance with the IFF

Statutes Article 26 to confirm the continued testing of the Future of Floorball concept during the season

2021-2022, due to lack of IFF Events so far.

Groupwork

SWOT analysis of the proposed concept for
the National and International level

Closing of the IFF Associations' Meeting

Mr. Tomas Eriksson

The IFF President