

GSI Event Study

# IFF Men's World Floorball Championships 2018

Prague, Czech Republic

1 December – 9 December 2018



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## Prague, Czech Republic

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*GSI Event Study / IFF Men's World Floorball Championships 2018*

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## Executive Summary

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## Executive Summary

# IFF Men's World Floorball Championships 2018

<b>Date</b>	<b>City, Nation</b>
1-9 December 2018	Prague, Czech Republic
<b>Venues</b>	<b>Organiser</b>
O <sub>2</sub> arena Arena Sparta	Czech Floorball / Prague 2018 Organising Committee
<b>Event Frequency</b>	<b>Owner</b>
Every two years	International Floorball Federation

Prague, Czech Republic, hosted the IFF Men's World Floorball Championships 2018 (referred to throughout the study as 'Prague 2018') between 1 December and 9 December 2018.

It was the third time the Czech Republic had hosted the men's world championships.

The total attendance amounted to 181,518, with the event breaking all previous attendance records for the floorball world championships. A total of 88,589 tickets were distributed, of which 53 per cent – or 47,163 – were sold tickets.

The vast majority of spectators (75 per cent) were from the Czech Republic, including 21 per cent coming from Prague. As much as 98.8 per cent of spectators had a positive experience attending the event.

The direct economic impact of the event has been estimated at CZK 201 million (€7.76 million). The world championships generated an estimated 41,510 spectator bed nights.

Prague 2018 was shown by 32 TV broadcasters across three continents, generating over 322 broadcast hours and a cumulative TV audience of 8.1 million. A total of 212 members of accredited media covered the event.

During the event period, the IFF and Prague 2018 social media pages generated a combined 419,612 likes and 8,154 new followers.

The event was supported by a total of 25 partners, including four IFF partners. The brand most commonly associated with the event was Holba, with a prompted brand awareness of 69 per cent among surveyed spectators.

In total, 325 athletes representing 16 nations and four continents took part in the event, and were accompanied by 129 team officials and 24 technical officials.

The delivery of the event was supported by 378 volunteers. A rich social programme was built around the world championships including Prague 2018 fanzones, the Street Floorball League and a major schools programme that engaged 22,258 children and youth from across the Czech Republic.

## Key statistics

### ECONOMIC

Attendance	181,518
Tickets distributed*	88,589
Tickets sold	47,163
Complimentary tickets	41,426
Direct economic impact	€7.76m
Bed nights (spectators)	41,510

\*tickets were valid for multiple games

### TOURISM

#### Origin of spectators

Prague & Central Bohemia	34%
Other Czech Republic	40%
Overseas	25%

### EVENT EXPERIENCE

#### Positive experience

Spectators	99%
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### MEDIA

TV broadcasters	32
TV nations	17
TV broadcast hours	322:03:25
Accredited media	212

### SOCIAL MEDIA

Posts	1,408
Reactions / Likes	419,612
New followers	8,154

### SPONSORSHIP

Number of partners	25
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### SPORTING

Athletes	325
Officials	153
Team officials	129
Technical officials	24
Competing nations	16

### SOCIAL

Volunteers	378
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## Overview

## Overview

# Event History

Prague 2018 was the 12<sup>th</sup> edition of the IFF Men's World Floorball Championships. Stockholm, Sweden was the host of the first edition of the event in 1996.

Europe is the only continent to have hosted floorball's flagship men's event.

Sweden and the Czech Republic have hosted the world championships three times. The event has been held in Finland and Switzerland twice, but both nations will host it again in the coming years, with Helsinki and Zurich being awarded the 2020 and the 2022 edition, respectively.

The hosting rights to the 2022 world championships were awarded at the General Assembly during Prague 2018.

## *Editions hosted by nation (1996-2022)*

Czech Republic	3
Sweden	3
Finland	2
Switzerland	2
Latvia	1
Norway	1

## *IFF Men's World Floorball Championships hosts (1996-2018)*

YEAR	CITY	NATION	CONTINENT
1996	Stockholm, Skellefteå & Uppsala	Sweden	Europe
1998	Prague & Brno	Czech Republic	Europe
2000	Drammen, Oslo & Sarpsborg	Norway	Europe
2002	Helsinki	Finland	Europe
2004	Zurich & Kloten	Switzerland	Europe
2006	Stockholm, Helsingborg & Malmö	Sweden	Europe
2008	Ostrava & Prague	Czech Republic	Europe
2010	Helsinki & Vantaa	Finland	Europe
2012	Bern & Zurich	Switzerland	Europe
2014	Gothenburg	Sweden	Europe
2016	Riga	Latvia	Europe
2018	Prague	Czech Republic	Europe

## Overview

## Event Format

The biennial IFF Men's World Floorball Championships bring together the 16 world's best male teams to compete for the world championship title.

The 2018 event in Prague was a nine-day competition. The group stage took place during the first four days of the event.

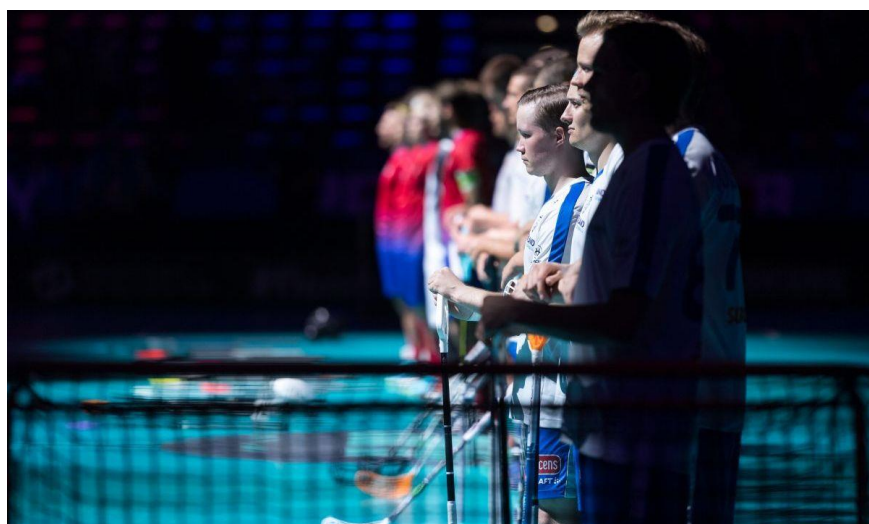
The 16 teams were split into four groups, with the top eight nations, according to the IFF ranking, being placed in Groups A and B, and the lower ranked nations in Groups C and D.

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 faced each other for a place in the quarter-finals.

Nations which did not progress through the group stage, play-off round or quarter-finals took part in the placement round to decide the final rankings (5<sup>th</sup>-16<sup>th</sup> place).

### *IFF Men's World Floorball Championships 2018 competition schedule*

DATE	STAGE
1 <sup>st</sup> Dec – 4 <sup>th</sup> Dec	Group stage
5 <sup>th</sup> Dec	Play-off round
6 <sup>th</sup> Dec – 9 <sup>th</sup> Dec	Placement round
6 <sup>th</sup> Dec – 7 <sup>th</sup> Dec	Quarterfinals
8 <sup>th</sup> Dec	Semi-finals
9 <sup>th</sup> Dec	Bronze medal match
9 <sup>th</sup> Dec	Gold medal match





## Overview

# Previous Edition

## IFF Men's World Floorball Championships 2016

Date	City, Nation
3-11 December 2016	Riga, Latvia
Venues	Organiser
Arēna Riga Olympic Sports Centre Elektrum	Latvian Floorball Union

World Floorball Championship 2016 (Riga 2016) was held in two venues with a combined venue capacity of 11,300 in Riga, Latvia.

In total 32,543 tickets were sold for the competition, from a total of 63,110 available. Across the nine competition days, the total attendance was 85,110.

Riga 2016 generated an estimated 36,215 bed nights to the Riga economy from 6,350 visitors.

The event was contested by 320 athletes from 16 competing nations, representing four continents.

There were 205 officials in Riga for the competition. A further 363 volunteers assisted the running of the event, including 20 from overseas.

A total of 24 broadcasters showed some coverage of Riga 2016, reaching a potential 22 nations, across four continents. Worldwide coverage was ensured through internet streaming via YouTube and the Olympic Channel.

Across social media, Instagram was the most-used platform. During the event period, the Riga 2016 and IFF Instagram pages combined to average 21,438 likes and 230 comments per day.

The event was supported by 26 private and public partners.

### Key statistics

#### ECONOMIC

Total attendance	85,110
Ticketed attendance	75,196
Non-ticketed attendance	9,914
Tickets available	63,110
Tickets sold	32,543

#### MEDIA

TV nations	22
Broadcasters	24
Accredited media	333

#### SPORTING

Athletes	320
Officials	205
Competing nations	16

#### SOCIAL

Volunteers	363
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## Overview

# Host Profile

## Czech Republic



In recent years, the Czech Republic has hosted a multitude of world championships, ranging from canoeing and cycling to floorball and ice hockey.

In the coming years, the country will host world championships in orienteering, softball and rowing.

As of 2019, Czech Republic sits in 24<sup>th</sup> position in Sportcal's Global Sports Impact (GSI) Nations Index.

### Key facts

Size	78,866 km <sup>2</sup>
Population	10,561,630 (2016)
GDP(PPP)	€29,815 (2016)
Capital	Prague
GSI Nations Index*	24 <sup>th</sup> (2019)

\* 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 Czech Republic (2013-2022)

YEAR	SPORT	EVENT	CITY
2013	Canoeing	ICF Canoe Slalom World Championships	Prague
2013	Floorball	IFF Women's World Floorball Championships	Various
2014	Ski jumping	FIS Ski Flying World Championships 2014	Harrachov
2015	Cycling	UCI Cyclo-Cross World Championships	Tábor
2015	Ice hockey	IIHF World Championships	Various
2016	Cycling	UCI Mountain Bike & Trials World Championships	Nové Město na Moravě
2017	Canoeing	ICF Canoe Sprint World Championships	Račice
<b>2018</b>	<b>Floorball</b>	<b>IFF Men's World Floorball Championships</b>	<b>Prague</b>
2019	Softball	WBSC Men's Softball World Championships	Various
2021	Orienteering	World Orienteering Championships	Mladá Boleslav
2022	Rowing	World Rowing Championships	Račice

## Overview

# Host Profile

## Prague



Prague is the capital of the Czech Republic and the largest city in the country, with a population of 1.3 million people.

Prague was one of the host cities for ice hockey's IIHF World Championships 2015 and basketball's EuroBasket 2017.

In recent years Prague has also hosted the Fed Cup World Group Final in 2014, 2015 and 2018.

In 2019 the WBSC Men's Softball World Championships will be held in Prague.

### Key facts

Size	496 km <sup>2</sup>
Population	1,294,513
GSI Cities Index*	36 <sup>th</sup> (2019)

\* 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 Prague (2013-2019)

YEAR	SPORT	EVENT	CITY
2013	Basketball	FIBA U19 World Championship for Men	Prague
2013	Canoeing	ICF Canoe Slalom World Championships	Prague
2013	Soccer	UEFA Super Cup	Prague
2014	Field hockey	Women's EuroHockey Indoor Nations Championship	Prague
2015	Athletics	European Athletics Indoor Championships	Prague
2015	Ice hockey	IIHF World Championships	Various
2017	Basketball	EuroBasket Women	Various
<b>2018</b>	<b>Floorball</b>	<b>IFF Men's World Floorball Championships</b>	<b>Prague</b>
2019	Softball	WBSC Men's Softball World Championships	Various

## Overview

## Venues

The matches during the IFF Men's World Championships 2018 were played in two venues: the O<sub>2</sub> arena and Arena Sparta.

The O<sub>2</sub> arena, built in 2004, is a multi-purpose facility that hosts major sports and cultural events attended every year by over 600,000 people.

The arena was the main competition venue for Prague 2018 and hosted 26 matches during the nine days of the world championships. The venue was also used the previous time Czech Republic hosted the event. However, only the semi-finals and the gold and bronze medal matches were played in the arena in 2008.

Arena Sparta, owned by the city of Prague and operated by AC Sparta Prague, the local sports club, was the secondary competition venue. The arena, with the capacity of 1,300, is located less than one kilometre away from the O<sub>2</sub> arena. It hosted 22 matches during Prague 2018.

*O<sub>2</sub> arena*

Venue type	Multi-purpose
Constructed	2004
Capacity (Prague 2018)	17,000

*Arena Sparta*

Venue type	Sports venue
Constructed	2008
Capacity (Prague 2018)	1,300

*Total matches per venue*

O <sub>2</sub> arena	26
Arena Sparta	22





Stakeholders

*Stakeholders*

# International Floorball Federation

Founded in 1986, the International Floorball Federation (IFF) is the world's governing body for the sport of floorball. It oversees the organisation of major floorball events, including the biennial world championships for men and women.

Czech Republic is one of the strongest floorball nations and an experienced organiser of major floorball events. It was believed that local organisers were able to turn Prague 2018 into the most successful floorball event ever and IFF was looking to use it as a platform for the advancement of the sport across three pillars: 1) politics and lobbying, 2) media and marketing and 3) competition and sport development.

The first of the pillars was about using the event as a case study to showcase to decision-makers, in particular from the sport movement and public authorities, what floorball is capable of delivering from an organisational, commercial and sporting perspective. In recent years, this strategy has allowed floorball to be re-admitted into the programme of The World Games in 2017 (following a 20-year absence) and the Southeast Asian Games in 2019 (after a two-year hiatus), as well as be included in the programme of the European Masters Games 2019. In the long run, floorball's inclusion in these multisport events might help the sport to become part of the Olympic Games. At the domestic level, being able to demonstrate the potential of floorball and the success of the sport's flagship event can help national member associations to join national Olympic committees and domestic sports confederations and strengthens the position of floorball executives in elections for senior roles within the sports community.

The media and marketing objective was based on the commercial strength of the sport in the Czech Republic. By televising a record-breaking number of matches from the event, Czech TV, the domestic public-service broadcaster, contributed to improving the visibility of floorball in one of the core markets for the sport. In addition, all matches from the world championships were streamed live on the IFF YouTube channels, while the Olympic Channel broadcast live a total of 22 games. The online broadcasts played a key role in reaching out to fans outside floorball's traditional nations. New attendance records and the enthusiasm of domestic and overseas fans in the stands demonstrated the power of floorball and the benefits that can be derived by sponsors wishing to be associated with the sport, according to IFF.

In terms of sport development, IFF and the organising committee held a referee observer seminar, a coaching conference, management workshops for less experienced member federations, as well as the General Assembly during the event in Prague. For the sport the main challenges now are to build a stronger relationship with commercial partners to build a stable financial foundation for floorball internationally (e.g. to support the development of the infrastructure and the purchase of equipment), as well as to further promote the universal appeal of floorball by hosting major tournaments in the Americas and Asia and by welcoming the first African and South American nations to the world championships.

*Key objectives*

- Help local organisers to plan and deliver the biggest floorball event ever
- Leverage the success of the event to strengthen the relationships with the sport community and public authorities
- Showcase the sport at its best and increase its visibility for fans, broadcasters and sponsors
- Continue the global development of the sport

**INTERVIEWS****Tomas Eriksson**

President

International Floorball Federation

**John Liljelund**

Secretary General

International Floorball Federation

*Stakeholders*

# Czech Floorball

## & Prague 2018 Organising Committee

Czech Floorball was awarded the hosting rights for the IFF Men's World Floorball Championships 2018 in 2014. The main objective for the organisers was to redefine the status of floorball in the country.

It was the third time that the event had been held in the Czech Republic. Brno and Prague were the host cities of the first world championships organised in the Czech Republic in 1998, while Ostrava and Prague hosted the seventh edition of the event in 2008. The 10-year span between the world championships allowed Czech Floorball to monitor the impact the event had on the development of the sport both domestically and internationally.

In 2008 Czech Floorball decided to stage the final two days of the tournament in the O<sub>2</sub> arena in Prague, one of the largest indoor venues in Europe. The arena became the main competition venue of the 2018 world championships and hosted more than half of all matches during the nine-day event. Filling the 17,000-capacity venue was a challenge for the local organisers who set an ambitious goal of breaking the attendance records for a floorball event, a single day of the competition and a single match, all of which were achieved at the end of the 2018 world championships.

However, the main focus of Czech Floorball was to ensure that the success of the event translated into long-term benefits for the sport and was a source of pride for the floorball community. The world championships were also a platform to reach many people that were not involved in floorball and that may be impossible to reach otherwise, and to demonstrate the potential of floorball, according to Filip Šuman, Czech Floorball president.

Floorball is a sport with the second highest number of registered players in the Czech Republic (after football). The strategy of the local organisers was to engage this core group (floorball players, their families and friends) first before reaching out to a wider audience, in particular casual sports fans that would be attracted by the fact that a major sports event was taking place on their home soil. The federation worked closely with the local clubs and opened a special ticket booking window for the floorball community before the start of the public sale.

The event's multichannel communications campaign was executed via social media, outdoor advertising and promotional activities during league and national team games. It was supported by Czech Television, the national public-service broadcaster. The event was also promoted internationally, with a visible branding of Prague 2018 at the men's world championships in Riga, Latvia in 2016 and the women's world championships in Bratislava, Slovakia in 2017.

Additionally, the Street Floorball League was launched during the summer of 2018 to keep the interest in the sport alive during what is usually a 'dead season' for floorball (the domestic league season runs from September until April) and to spread the message about the world championships. The initiative consisted of 12 outdoor events organised in major cities across the Czech Republic between June and August and the final tournament that was held in the O<sub>2</sub> arena during the world championships.

### Key objectives

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- Better previous attendance records for men's world championships
- Redefine the status of the sport, generate pride in the floorball community and involve local clubs and their members
- Showcase the development, maturity and social value of floorball to local authorities
- Grow the commercial value of floorball and capture the interest of corporate brands

### INTERVIEWS

#### Filip Šuman

President  
Czech Floorball

#### Zuzana Svobodová

Secretary General  
Prague 2018 Organising Committee

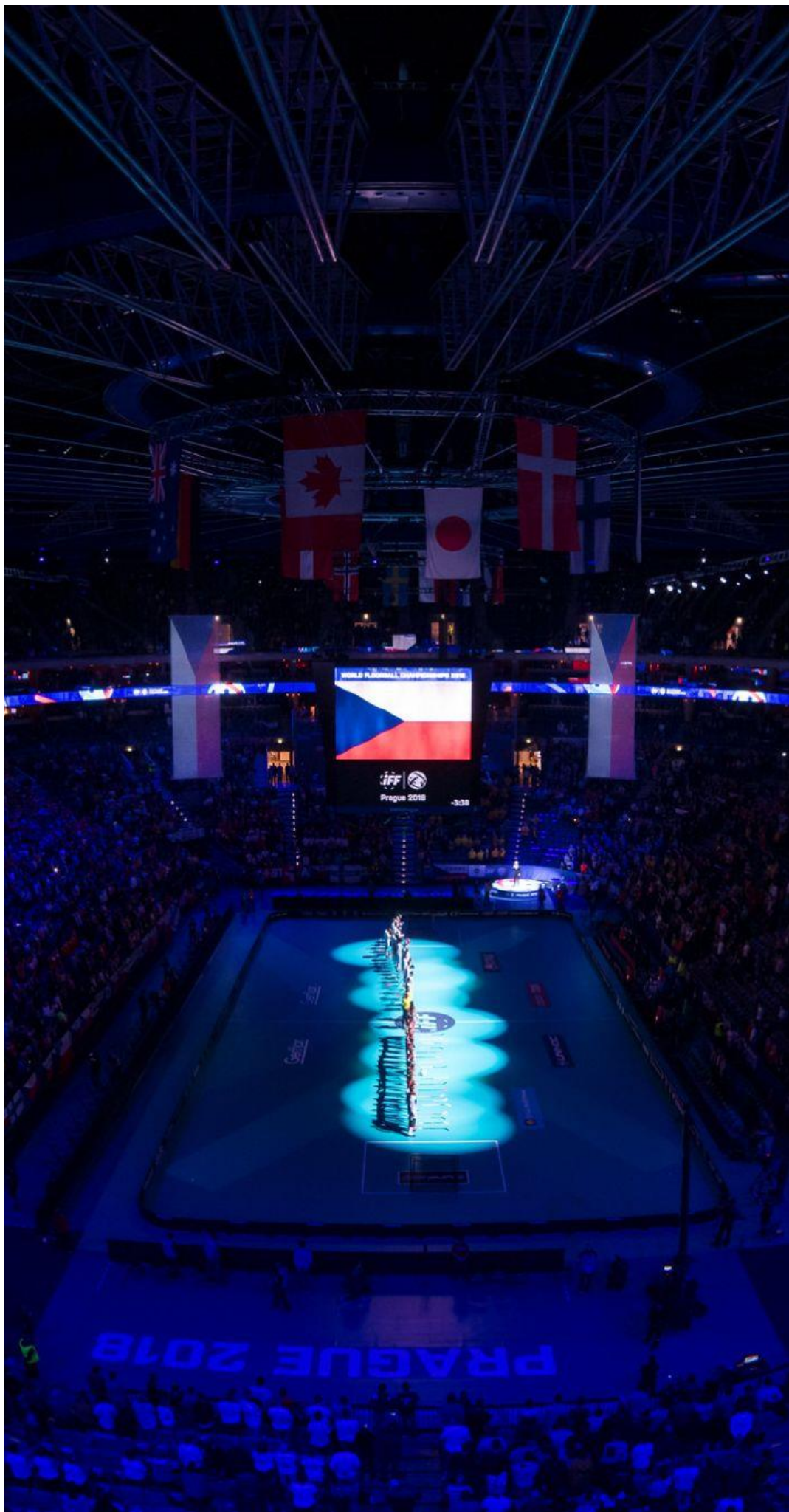
An important objective of Czech Floorball was to demonstrate the value of the sport to authorities at the national and local level. The federation launched the fanzones project, encouraging floorball clubs to set up public viewing areas for the final stages of the world championships and co-funding the build of the fanzones. Moreover, the mayors of all Czech cities with a population of over 10,000 inhabitants were invited to the opening day of the world championships and to experience the sport at its best. Around 50 mayors attended and many of them saw a floorball match live for the first time. It was believed that these initiatives would help the clubs to generate more interest in the sport from local authorities.

One of the challenges for the organisers was to secure the funding from the public and private sector. Income from ticketing was the key item in the event budget which was a risk from a financial perspective as ticket sales were expected to depend on the performance of the Czech national team. It was also uncertain how much public funding the event would receive considering that floorball is not an Olympic sport and that the municipal elections affected the political situation in the city of Prague.

However, in the end Czech Floorball received funding worth 31.1 million Czech crowns (€1.2 million) from the city and the Ministry of Education, Youth and Sport of the Czech Republic, while the sponsorship revenue achieved was double that of initial projections. To ensure the commercial legacy, the organisers invited over 100 major Czech companies to experience the event, with 84 of them (including the current partners of Czech Floorball) attending the world championships.







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Economic

## Economic

# Attendance

## Overview

IFF Men's World Floorball Championships 2018 broke all previous attendance records for a floorball event. The attendance in Prague totalled 181,518 which is over 77,000 more than in Gothenburg in 2014 where the previous record was set.

Prague 2018 also recorded the highest ever attendance on the opening day of the world championships (31,073) and for a single match during the event (16,276 spectators attended the final between Finland and Sweden).

There were 115,325 tickets available for the event, of which, 88,589 were distributed. Ticket sales amounted to 47,163 while the remaining 41,426 were distributed as complimentary tickets. The event had an average daily attendance of 20,169, with the highest attendance (36,856) registered on the final day of the tournament.

Apart from the final, the Czech Republic matches were the best attended by spectators. The host nation's 3<sup>rd</sup> place match against Switzerland attracted 16,112 fans to the O<sub>2</sub> arena, while the semi-final, in which Czech Republic lost to Finland, was attended by 12,811 spectators.

### Attendance - Overview

Attendance	181,518
Tickets available	115,325
Tickets distributed	88,589
Tickets sold	47,163
Complimentary tickets	41,426

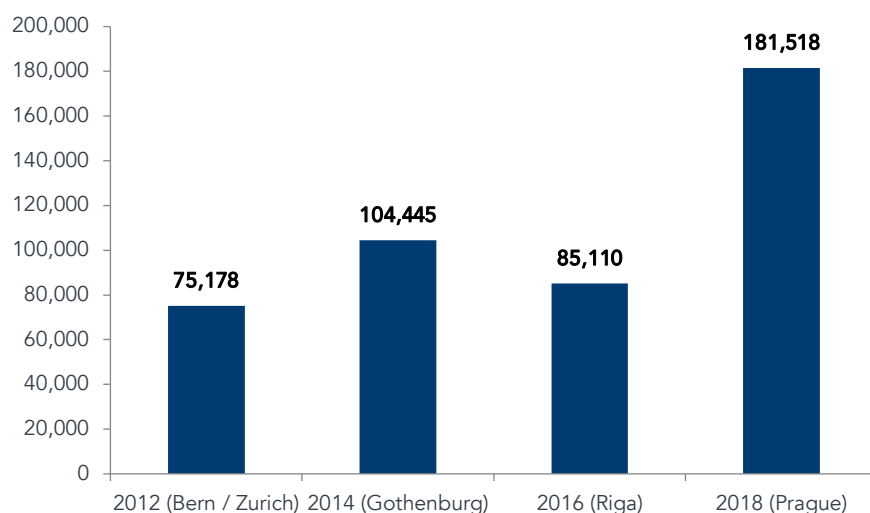
### Attendance breakdown by day

Sat 1 December	31,073
Sun 2 December	12,727
Mon 3 December	16,521
Tue 4 December	23,483
Wed 5 December	11,729
Thu 6 December	11,161
Fri 7 December	10,422
Sat 8 December	27,546
Sun 9 December	36,856
<b>AVERAGE PER DAY</b>	<b>20,169</b>

### Most attended matches – Top 5

Finland – Sweden (final)	16,276
Czech Republic – Switzerland (3 <sup>rd</sup> place)	16,112
Czech Republic – Finland (semi-final)	12,811
Germany – Czech Republic (group match)	12,326
Sweden – Switzerland (semi-final)	10,267

### IFF Men's World Floorball Championships attendance, 2012-2018



## Economic

# Attendance

## Ticketing

The pricing strategy for tickets sales was agreed in November 2017. One of the objectives of the organisers was to give all domestic fans an opportunity to attend at least one game of the Czech national team by introducing different price categories and making sure that fans could afford to buy a ticket to the host nation's match.

The public sale launched in March 2018, but all members of Czech Floorball could purchase tickets to selected competition days (during which the Czech national team was expected to play) before the general public. The distribution of tickets was handled online and in authorised points of sale by Ticketportal, the international ticketing operator. Group orders were managed by partner travel agencies, while some tickets were distributed by Czech Floorball directly.

There were four categories of tickets for matches played in the O<sub>2</sub> arena (fans could also purchase an additional upgrade giving them access to the VIP area) and a single type of ticket for games held in Arena Sparta, with no allocated seats. Spectators were granted access to all matches scheduled in the respective venue on the specific day(s) their tickets were applicable for. However, tickets for matches contested in the O<sub>2</sub> arena were also valid for games in Arena Sparta in order to maximise audiences at each match.

The prices of a standard ticket ranged from €6 to €38 in the group stage (a four-day pass enabling access to all group matches was priced at between €36 and €88), from €4 to €12 for the play-off round and the placement matches and from €16 to €70 for the quarterfinals, semi-finals, bronze medal match and the final.

### Distribution of tickets

Tickets distributed	88,589
Online	25,598
Ticketportal POS	5,721
At the gate	4,569
Czech Floorball	45,779
VIP tickets	6,922

### INTERVIEW

**Radka Bařtipánová**

Head of Ticketing

Prague 2018 Organising Committee

### Prague 2018 ticket prices

	CAT. I (O <sub>2</sub> arena)	CAT. I (O <sub>2</sub> arena)	CAT. III (O <sub>2</sub> arena)	CAT. IV (O <sub>2</sub> arena)	VIP UPGRADE (O <sub>2</sub> arena)	ARENA SPARTA
<b>Group stage</b>						
Sat 1 Dec	€38	€28	€20	€14	+€70	€8
Sun 2 Dec	€38	€28	€20	€14	+€70	€8
Mon 3 Dec (morning)	€12	€8				
Mon 3 Dec (afternoon)	€14	€12				€6
Tue 4 Dec (morning)	€12	€8				
Tue 4 Dec (afternoon)	€32	€24				€6
Sat 1 Dec – Tue 4 Dec	€88	€64	€44	€36	+€65	
<b>Play-off round</b>						
Wed 5 Dec	€12	€8				€6
<b>Quarterfinals (O<sub>2</sub> arena) / Placement matches (Arena Sparta)</b>						
Thu 6 Dec	€38	€28	€16		+€65	€6
Fri 7 Dec	€38	€28	€16		+€65	€6
<b>Semi-finals (O<sub>2</sub> arena) / Placement matches (Arena Sparta)</b>						
Sat 8 Dec	€60	€38	€30	€22	+€70	€4
<b>Final &amp; 3<sup>rd</sup> place (O<sub>2</sub> arena) / Placement matches (Arena Sparta)</b>						
Sun 9 Dec	€70	€45	€34	€26	+€70	€4

*Economic*

## Direct Economic Impact

The economic impact is calculated using local organisational spend and direct visitor spend generated as a result of Prague hosting the event. These impacts are to come from outside the host city, either from overseas or other parts of the Czech Republic.

### ORGANISER SPEND

Based on analysis of expenditure and revenues, it is estimated that there was an organiser surplus spend of CZK 23.13 million (€0.89 million) for the local economy.

### TOURISM SPEND

An estimated CZK 154 million (€5.96 million) of tourism spend was generated by visiting spectators, while other visitor spend, including the expenditure of accredited persons, amounted to CZK 23.49 million (€0.91 million).

### TOTAL DIRECT ECONOMIC IMPACT

The total direct economic impact of the IFF Men's World Floorball Championships 2018 is estimated to be CZK 201 million (€7.76 million), based on a direct tourism spend of CZK 178 million (€6.87 million) and an event organiser surplus spend of CZK 23.13 million (€0.89 million).

### *Direct economic impact*

<b>Total</b>	<b>€7.76m</b>
Surplus LOC spend	€0.89m
Spectator tourism spend	€5.96m
Other visitor spend	€0.91m





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Tourism

Tourism

# Overview

The analysis in this section looks at the tourism impact generated by spectators who attended the IFF Men's World Floorball Championships 2018.

A tourism survey was used to assess the spectator tourism impact, from which the answers by respondents were analysed and extrapolated. Spectators were categorised into different groups, based on their place of origin.

The results of the survey suggest that there were 45,055 unique attendees at Prague 2018, of which 35,444 (i.e. 79 per cent) were visiting spectators. Overseas spectators accounted for 25 per cent of all fans.

On average visiting spectators spent three nights in Prague while attending the event.

The total spectator spend amounted to CZK 160 million (€6.2 million), of which CZK 154 million (€5.96 million) can be attributed to visiting spectators.

## Methodology

The tourism study was conducted in December 2018 by Sportcal, in collaboration with the organising committee.

The process consisted of short intercept surveys at the event, followed by a more extensive online survey.

326 people completed the online survey.



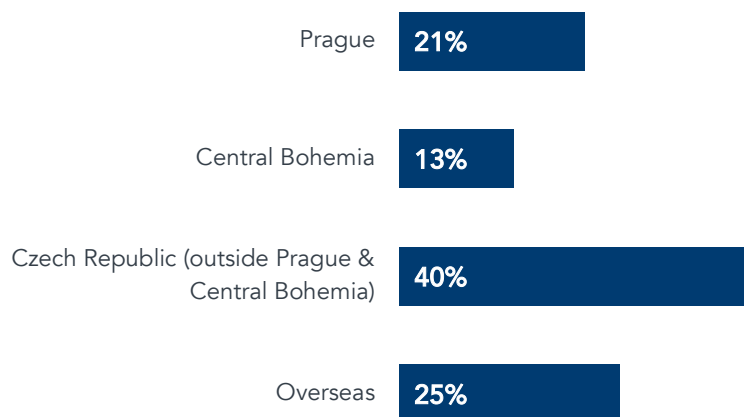
Tourism

# Spectator Survey

## Demographic Profile and Origin

### Origin of spectators

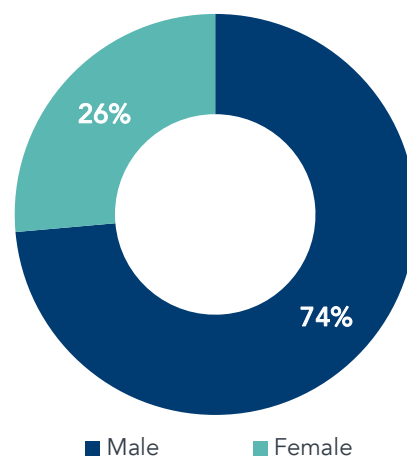
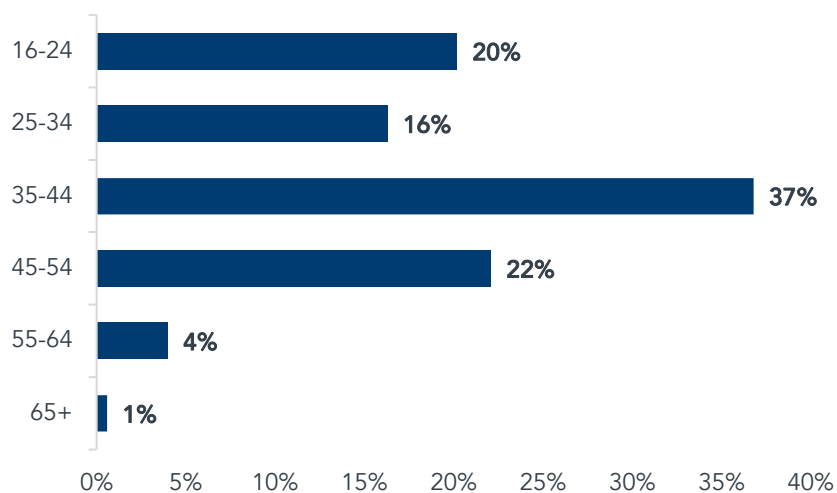
- 75 per cent of all spectators came from the Czech Republic
- There was a strong contingent of Czech fans coming from outside Prague and accounting for 53 per cent of all spectators



### Age and gender profile of spectators

- The spectator demographics had a strong skew towards males
- Age is concentrated at the lower end of the scale with 73 per cent of all spectators being under the age of 45

Note: Spectators under the age of 16 were excluded from taking part in the survey and as a result are not accounted for in the analysis



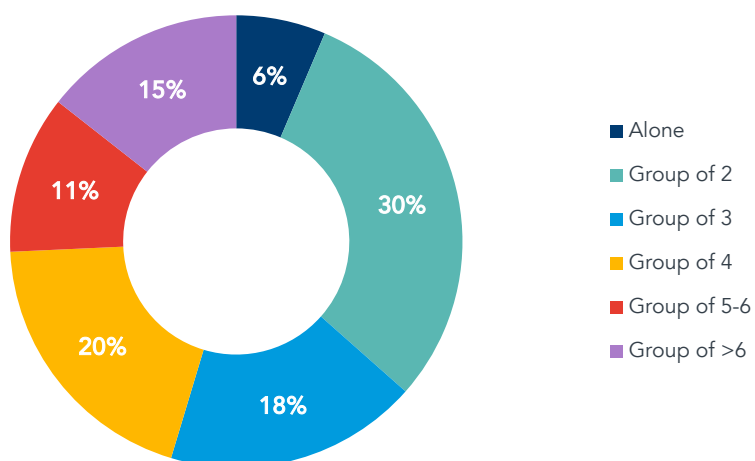
Tourism

# Spectator Survey

## Attendance

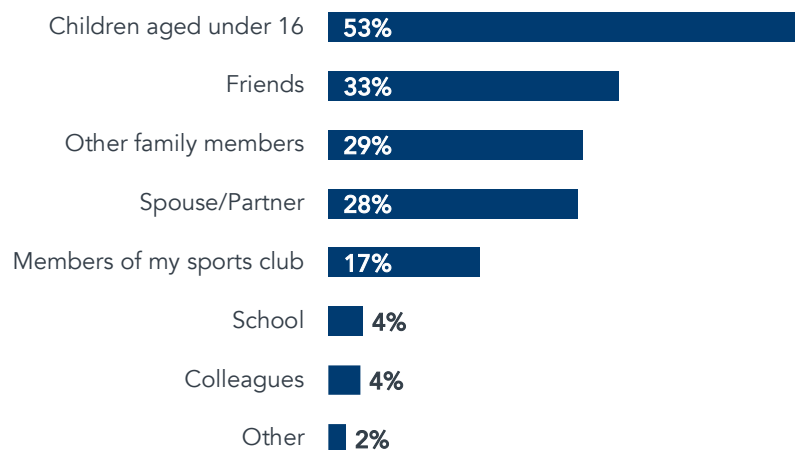
### No. of people attended with

- 94 per cent of spectators attended with at least one other person
- Almost 50 per cent of fans attended in the group of two or three



### With whom did spectators attend Prague 2018?

- Spectators were most likely to attend with children and other family members, highlighting the appeal of the event to families





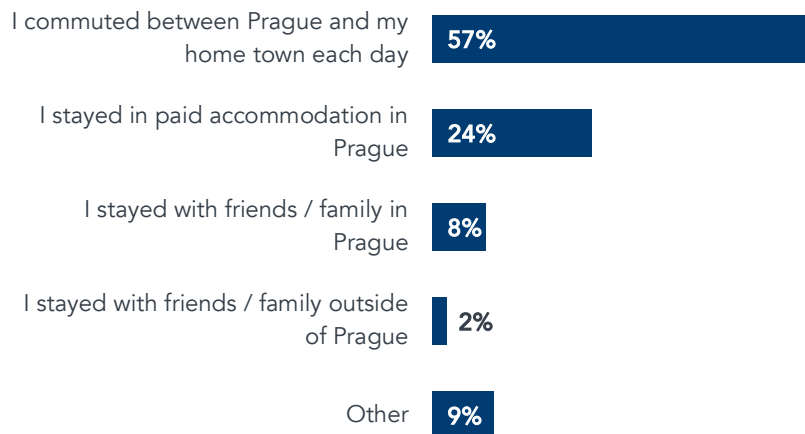
Tourism

# Spectator Survey

## Accommodation

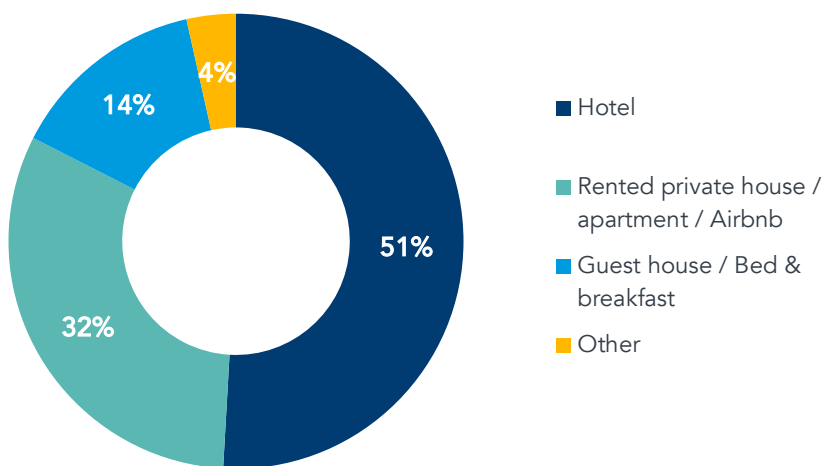
### Where did spectators stay during Prague 2018?

- A high proportion of spectators commuted to attend the event
- However, 24 per cent of all spectators stayed in paid accommodation in Prague



### Type of accommodation

- 83 per cent of visitors who were in paid accommodation in Prague stayed in a hotel or a rented apartment



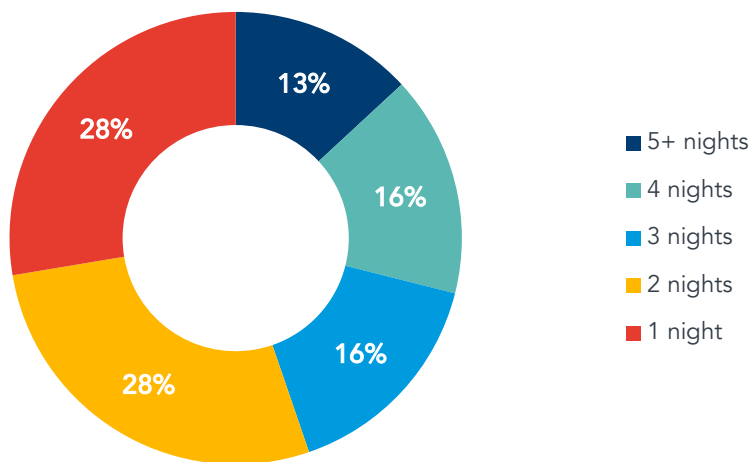
Tourism

# Spectator Survey

## Accommodation

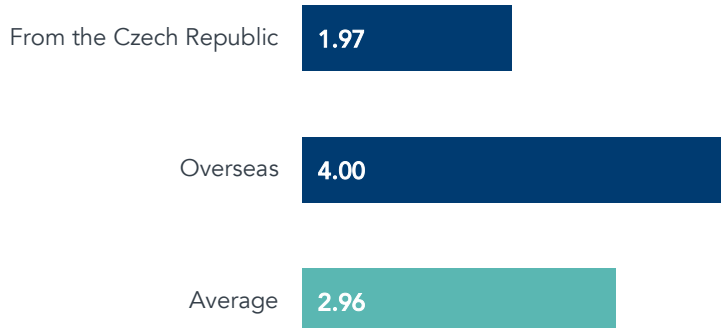
### Number of nights in Prague

- 56 per cent of visitors stayed in Prague for one or two nights
- 13 per cent stayed for five or more nights



### Average number of nights spent in Prague during the event

- The average stay for a visiting spectator was just under three nights, rising to four nights amongst those who were visitors from overseas



Tourism

# Spectator Spend

## Total Spend

### Unique attendance

Based on the attendance figures and the ticketing data available, it is estimated that 45,055 unique individuals attended the IFF Men's World Floorball Championships 2018.

From the estimated unique attendance of 45,055, the number of visiting spectators totalled 35,444. Visiting spectators from

### Total spectator spend at Prague 2018

Estimates based on the tourism study show a gross spend by spectators related to the IFF Men's World Floorball Championships 2018 of CZK 160 million (€6.2 million), of which CZK 6.28 million (€0.24 million), i.e. 3.9 per cent, was spent by spectators coming from Prague.

Of the total spend by visitors to Prague, visiting spectators from the Czech Republic spent CZK 40.45 million (€1.56

the Czech Republic amounted to 24,019, while there were an estimated 11,426 overseas visitors.

million), while overseas visitors contributed CZK 114 million (€4.39 million).

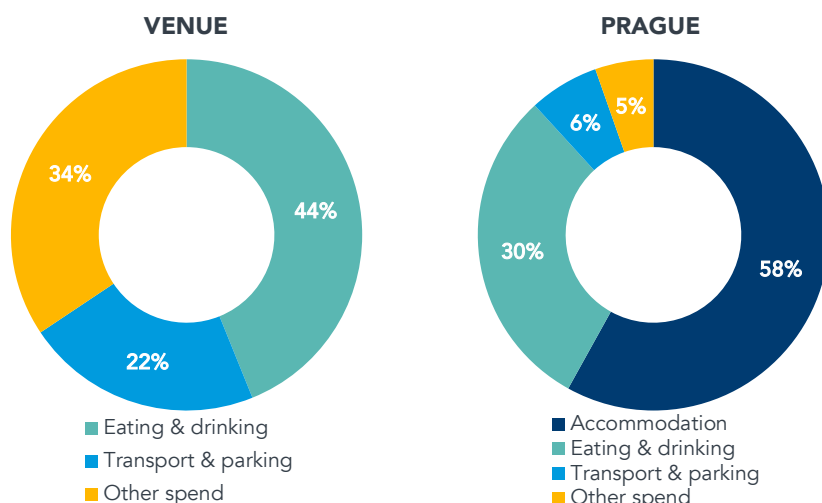
Visiting spectators generated 41,510 nights in Prague.

The analysis excludes spectator spend on tickets as this spend was captured within the organising committee's financial budget.

	TOTAL	PRAGUE	VISITORS		
			CENTRAL BOHEMIA	REST OF CZECH REPUBLIC	OVERSEAS
No. of people attended	40,555	9,610	5,907	18,112	11,426
TOTAL SPEND (CZK)	CZK 160,466,812	CZK 6,284,633	CZK 5,964,058	CZK 34,490,344	CZK 113,727,777
SPEND PER SPECTATOR (CZK)	CZK 3,562	CZK 654	CZK 1,010	CZK 1,904	CZK 9,954
TOTAL SPEND (EUR)	EUR 6,200,438	EUR 242,838	EUR 230,451	EUR 1,332,707	EUR 4,394,441
SPEND PER SPECTATOR (EUR)	EUR 138	EUR 25	EUR 39	EUR 74	EUR 385

Exchange rate used CZK 1 = EUR 0.03864 throughout study

### Breakdown of spectator spend by category





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Event Experience

## Event Experience

# Overview

The IFF Men's World Floorball Championships 2018 event experience survey showed that 98.8 per cent of spectators had a positive experience attending the event.

**KEY FINDINGS**

- 74 per cent of respondents said that Prague 2018 was better than other similar events they have attended
- 94 per cent of respondents liked Prague. 90 per cent of spectators declared that they are planning to return to the city in the next two years
- Respondents gave a high rating to almost all organisational aspects of the event
- However, the food and drink options available to spectators in the venue, including quality and price, were rated lower

**Methodology**

The event experience study was conducted in December 2018 by Sportcal, in collaboration with the organising committee.

Respondents were asked to assess their experience of different organisational areas of Prague 2018 and score them appropriately. A rating of 1 (very poor or very unlikely) to 5 (very good or very likely) was used to establish the GSI Rating of the event.

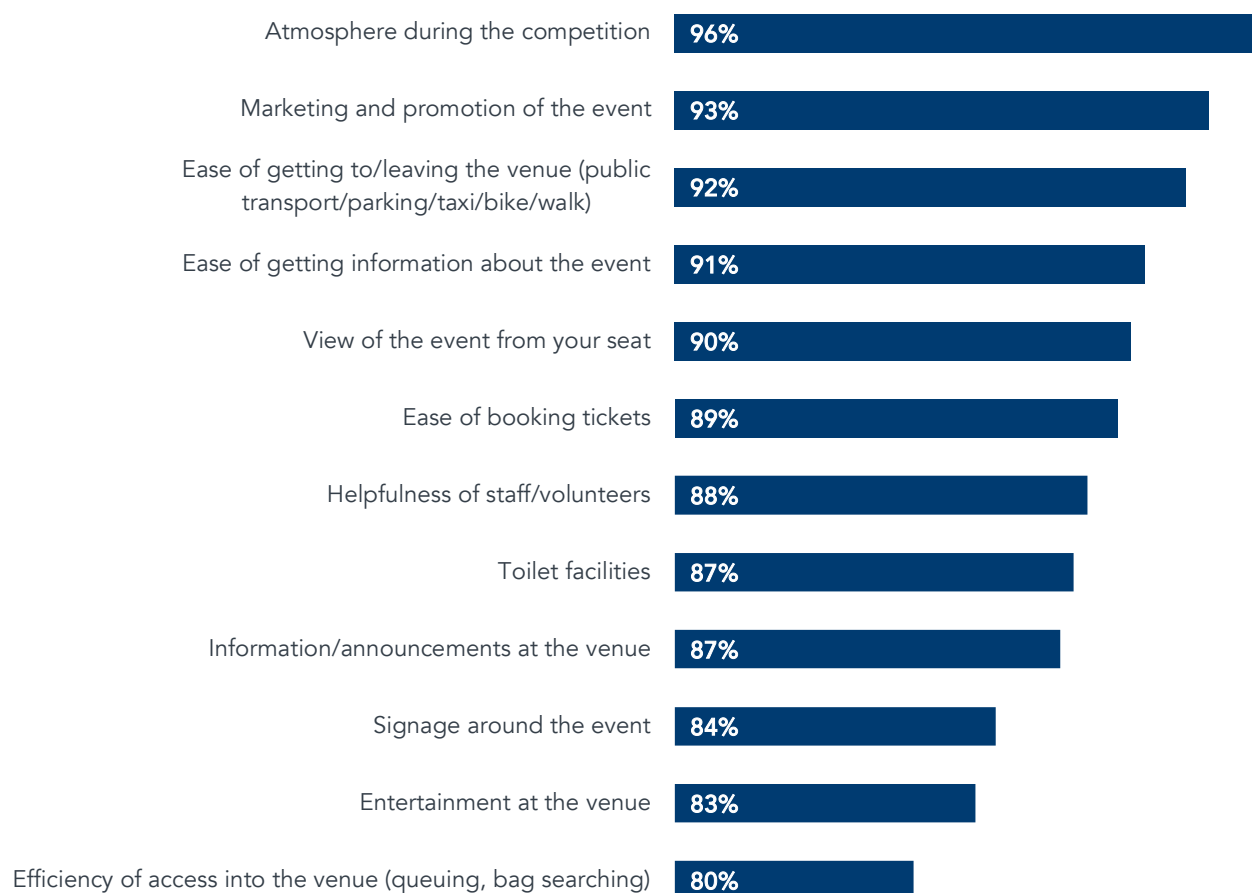


## Event Experience

# Event Organisation and Venue

*Prague 2018 satisfaction ratings – Event organisation and venue*

- The organisation of the event and the venues received universally high ratings from spectators
- The satisfaction ratings below reflect the percentage of spectators that rated the different organisational areas as good or very good

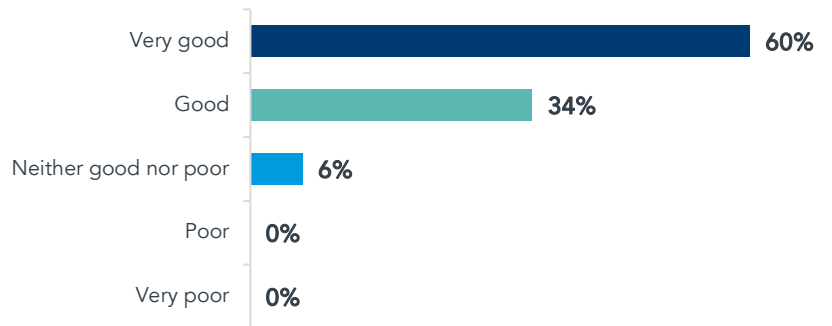


Event Experience

# Host City

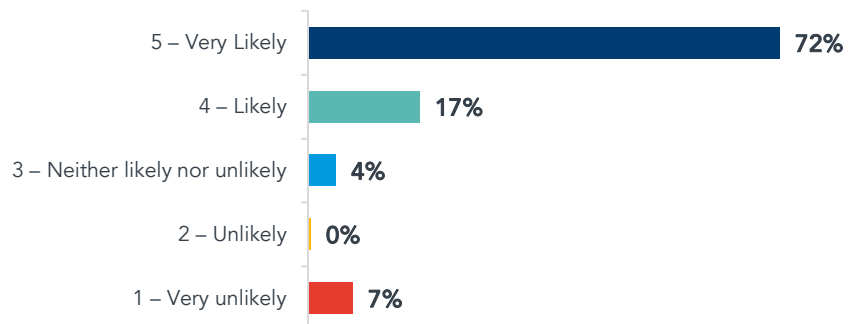
*How would you rate Prague as a place to visit?*

- 94 per cent of spectators rated Prague as a place to visit



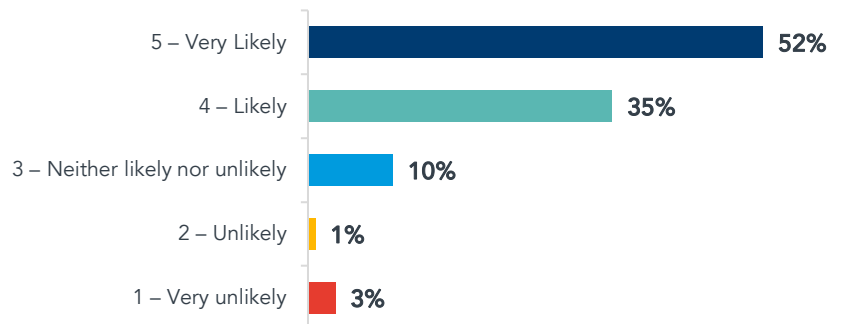
*How likely would you be to visit Prague again in the next couple of years?*

- Almost 90 per cent of visiting spectators stated that they are likely to revisit Prague in the next two years



*How likely would you be to recommend Prague to another person?*

- 87 per cent of spectators would recommend Prague to another person

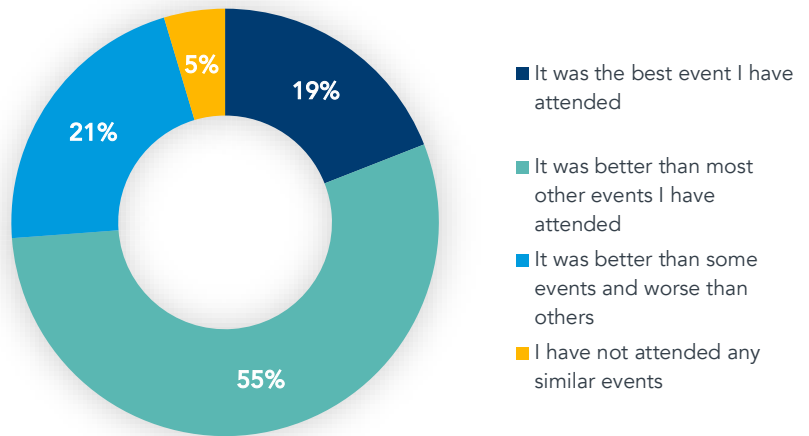


Event Experience

# Overall Experience

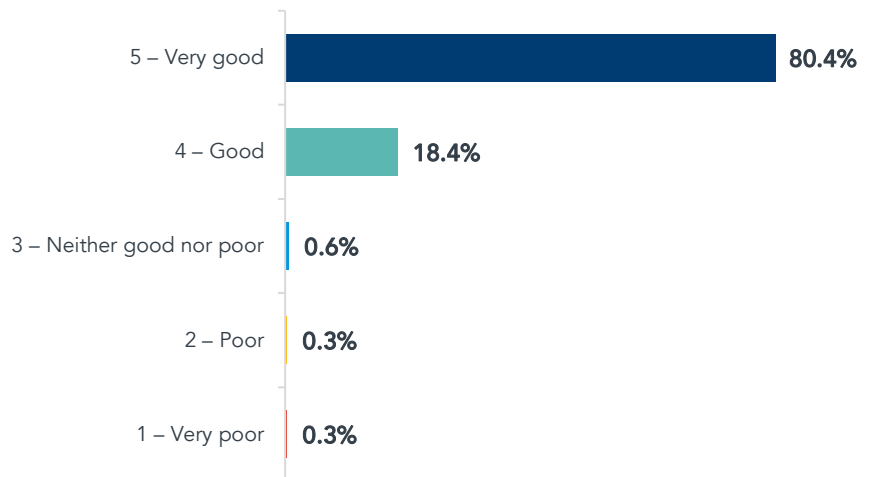
Generally, how would you rate your experience at this event compared to other similar events you have attended?

- For almost three in four spectators Prague 2018 was the best event or better than most other similar events attended



How would you rate the overall event experience you had during your visit to Prague 2018?

- Almost 99 per cent of spectators had a positive experience at Prague 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 multisport games) in 2017 and 2018.

## EVENT SATISFACTION

	PRAGUE 2018 RATING	AVERAGE GSI RATING	DIFFERENCE
<b>EVENT ORGANISATION AND VENUE</b>			
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
<b>FOOD, DRINKS AND MERCHANDISE</b>			
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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Media

*Media*

# Television

## Overview

A total of 32 broadcasters across 17 nations in three continents provided broadcast coverage of the IFF Men's World Floorball Championships 2018.

Coverage of Prague 2018 was available predominantly on free-to-air television and a total of 322 hours of coverage was generated worldwide.

Broadcast data was not available for all broadcasters but based on the information received from 10 of the 33 broadcast rights holders, 8.1 million viewers watched the live or delayed coverage from Prague 2018.

In addition to TV coverage, the world championships were streamed live worldwide on the Olympic Channel (22 matches) and the IFF's YouTube channels (all matches).

### HOST BROADCASTER

Free-to-air public-service broadcaster Czech Television was the host broadcaster of the IFF Men's World Floorball Championships 2018.

In the host country the broadcaster showed 20 matches from the world championships either live or delayed. Total broadcast time amounted to over 49 hours, with a cumulative TV audience of more than two million viewers.



### TV broadcast overview

TV broadcasters	32
TV continental reach	3
TV nations	17
TV broadcast hours*	322:03:25
TV cumulative audience*	8.1m

\* broadcast data available only for selected markets

### TV broadcasters by region

Asia-Pacific	5
Europe	26
North America	1

### Domestic focus – Czech Republic (Czech TV)

TV broadcast hours	49:26:32
TV audience	2.01m
Matches broadcast	20

## Media

## Television

## Broadcast

## Prague 2018 – TV broadcasters breakdown

TERRITORY	BROADCASTER	ACCESS	RIGHTS TYPE
Canada	CTV Atlantic	Free-to-air	News, Delayed
China	Heilongjiang TV	Pay-TV	Live, Delayed
Czech Republic	Czech Television	Free-to-air	Live, Delayed
	Nova Sport	Pay-TV	News
	Seznam Zpravy	Free-to-air	News
Denmark	Danish Broadcasting Corporation	Free-to-air	Live, Delayed
Estonia	Kanal 12	Free-to-air	News, Delayed
	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	Live, Delayed
	Mitteldeutscher Rundfunk (MDR)	Free-to-air	Live, Delayed
Hungary	Digi Sport	Pay-TV	News
Japan	J Sports	Pay-TV	News, Delayed
Latvia	Latvian Television	Free-to-air	Live, Delayed
Norway	Eurosport (Norway)	Pay-TV	Live, Delayed
	NRK	Free-to-air	News
Russia	Match TV	Free-to-air	News
Singapore	Eleven Sports Network	Pay-TV	News
	StarHub	Pay-TV	Live, Delayed
Slovakia	Arena Sports	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	SRF	Free-to-air	Live, Delayed
Thailand	True Sport	Pay-TV	News

Media

# Television

## Broadcast Hours

Live or delayed coverage of Prague 2018 was shown by 17 broadcasters in 14 nations. The amount of broadcast hours totalled 322, according to the data received by IFF from broadcasters.

Czech Television aired more matches than any other TV broadcaster, with 20 matches broadcast.

The domestic broadcaster also recorded the longest broadcast time amongst TV rights holders of the event with 49 hours, followed by Arena Sports in Slovakia and Latvian Television which both broadcast over 39 hours of coverage.

European broadcasters accounted for 87 per cent of the overall coverage of the event.

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

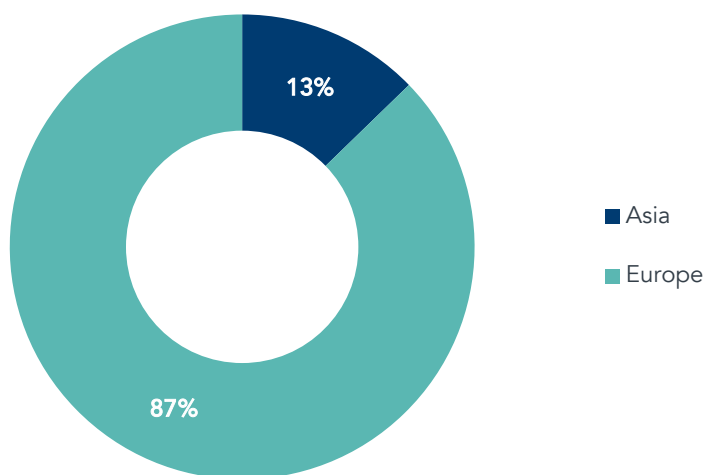
TV broadcasters	18
TV broadcast hours*	322:03:25
Matches broadcast on TV	44

\* No broadcast data available for CTV Atlantic (Canada), J Sports (Japan) and Kanal 12 (Estonia)

### TV broadcast hours by broadcaster

ARD	0:45:21
Arena Sports	39:41:00
Czech Television	49:26:32
Danish Broadcasting Corporation	21:05:00
Discovery (Sweden)	21:09:25
Eurosport (Sweden)	35:45:00
Eurosport (Norway)	13:58:00
Heilongjiang TV	7:06:13
Latvian Television	39:02:53
MDR	1:53:00
RTVS	6:44:15
SRF	18:27:25
StarHub	33:55:21
YLE	33:04:00

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



\* No broadcast data available for CTV Atlantic (Canada), J Sports (Japan) and Kanal 12 (Estonia)

## Media

# Television

## Audience

The total cumulative audience of Prague 2018 amounted to 8.1 million viewers, according to data provided by broadcasters.

Czech Republic accounted for the largest share of the audience (25 per cent of the total audience), with just over two million viewers watching coverage of the event.

The final match of the world championships drew the highest number of viewers, generating an audience of 1.35 million. Of that figure, 543,000 viewers watched the coverage of the match in Finland and a further 187,024 viewers in Sweden, the two nations that played in the final. In addition, the game attracted an audience of 314,118 viewers in China.

### Top ten broadcasts by TV viewers

	MATCH	TV VIEWERS
1	Finland – Sweden (final)	1,352,679
2	Czech Republic – Switzerland (3 <sup>rd</sup> place match)	925,130
3	Finland – Czech Republic (semi-final)	918,666
4	Switzerland – Sweden (semi-final)	796,653
5	Finland – Sweden (group stage)	436,476
6	Germany – Czech Republic (group stage)	289,001
7	Finland – Germany (quarter-final)	286,969
8	Czech Republic – Switzerland (group stage)	246,000
9	Czech Republic – Denmark (quarter-final)	215,072
10	Latvia – Czech Republic (group stage)	204,830

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

TV broadcasters	17
TV cumulative audience*	8.1m

\* No broadcast data available for ARD (Germany), CTV Atlantic (Canada), Eurosport Scandinavia (Norway and Sweden), Kanal 12 (Estonia), StarHub (Singapore) and J Sports (Japan)

### TV cumulative audience – Live and delayed coverage

Arena Sports	405,250
Czech Television	2,013,000
Danish Broadcasting Corporation	714,653
Discovery (Sweden)	209,467
Heilongjiang TV	862,493
Latvian Television	208,082
MDR	802,300
RTVS	302,000
SRF	726,305
YLE	1,867,183

## Media

# YouTube

## Video Analysis (IFF)

IFF provided coverage of all matches on its two official YouTube channels. It generated 15.3 million views and 19.7 million minutes of watch time over the monitored period. The channels gained 8,459 new subscribers over the same period.

### YouTube activity summary (24 November - 16 December 2018)

	TOTAL	DAY AVERAGE
Watch time (minutes)	19,397,780	843,381
Views	1,640,508	71,326
New subscribers*	4,017	175

\* net growth of new subscribers over monitoring period

Matches played at the O<sub>2</sub> arena were shown on IFF YouTube channel 1 and matches taking place at Arena Sparta were aired on IFF YouTube channel 2. Both channels featured highlights videos and player interviews.

### Key metrics breakdown by channel (24 November - 16 December 2018)

	CHANNEL 1	CHANNEL 2
Watch time (minutes)	15,039,703	4,358,077
Views	1,310,986	329,522
New subscribers*	3,208	809
Likes	5,813	686
Comments	53,177	19,171

\* net growth of new subscribers over monitoring period

The final match between Sweden and Finland was the most watched video on YouTube, generating an estimated 2,067,683 minutes of viewer time.

### Top ten videos by minutes watched (17 November - 17 December 2018)

	VIDEO	WATCH TIME	CHANNEL
1	Finland – Sweden (final)	2,067,683	Channel 1
2	Sweden - Switzerland (semi-final)	1,943,590	Channel 1
3	Czech Republic – Switzerland (group)	845,011	Channel 1
4	Finland – Sweden (group stage)	720,139	Channel 1
5	Czech Republic – Switzerland (3 <sup>rd</sup> place)	649,327	Channel 1
6	Switzerland – Norway (quarter-final)	558,403	Channel 1
7	Sweden – Latvia (quarter-final)	554,239	Channel 1
8	Czech Republic – Finland (semi-final)	478,885	Channel 1
9	Denmark – Estonia (play-off)	458,698	Channel 1
10	Sweden – Norway (group stage)	436,089	Channel 1

### IFF YouTube Channel 1

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

Sweden	18.0%
Finland	11.0%
Switzerland	9.9%
Germany	8.2%
Czech Republic	8.1%

### IFF YouTube Channel 2

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

Sweden	15.0%
Finland	9.1%
Czech Republic	8.9%
Singapore	8.1%
Norway	7.3%

Media

# Online

## Prague 2018 ([www.floorball.org/wfc2018](http://www.floorball.org/wfc2018))

Prague 2018 website traffic data: event period (1-9 December 2018)

	TOTAL	DAY AVERAGE
Users (unique)	162,458	18,051
Sessions	238,043	26,449
Page views	837,557	93,062

Prague 2018 website – users by country of origin (extended period)

Switzerland	15.2%
USA	12.7%
Finland	10.7%
Sweden	10.2%
Germany	7.7%

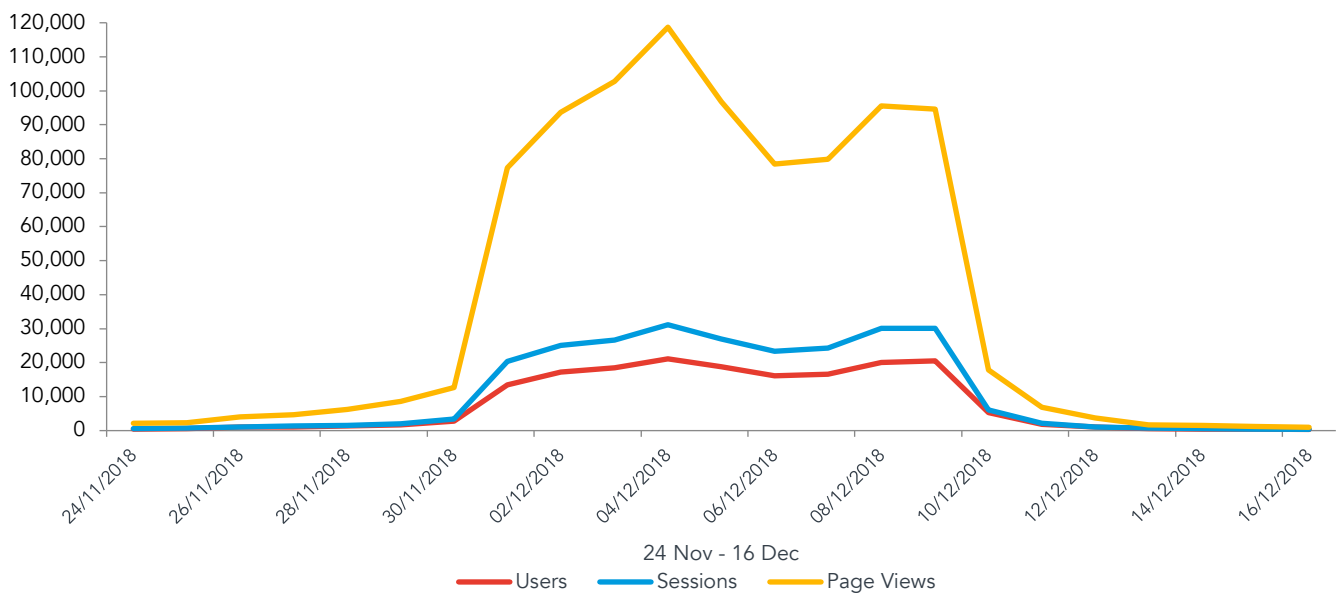
A dedicated event website was set up for the world championships, which was intended for informative use: general information on the event, news and tickets.

The website handled 837,557 page views from 162,458 users during the competition, averaging 93,062 views per day.

Traffic to the website peaked on the fourth day of the competition, with 4 December recording the most users (21,115), sessions (31,149) and page views (118,694).

Over the extended event period the Prague 2018 website was visited by 181,713 unique users across 260,145 sessions which generated 912,170 page views.

Prague 2018 website traffic data: extended period by day (24 November - 16 December 2018)





Media

# Media Coverage

## Digital News

Prague 2018 generated 2,314 news stories, according to Meltwater, a media monitoring and intelligence company.

The research firm conducted an analysis of international digital media coverage of Prague 2018 before, during and after the event.

The research found that during the event there were 1,895 news stories published – compared to 186 hits in the seven days before and 233 hits in the seven days after the event.

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

### Methodology

*Panel*

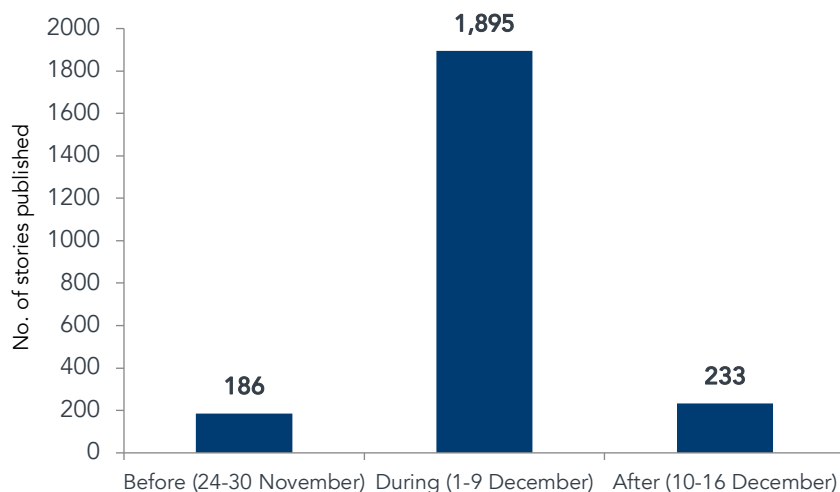
Digital news media – 236,800 global editorial sources: newspapers, press releases, industry magazines, internet TV, internet radio

*Monitoring period*

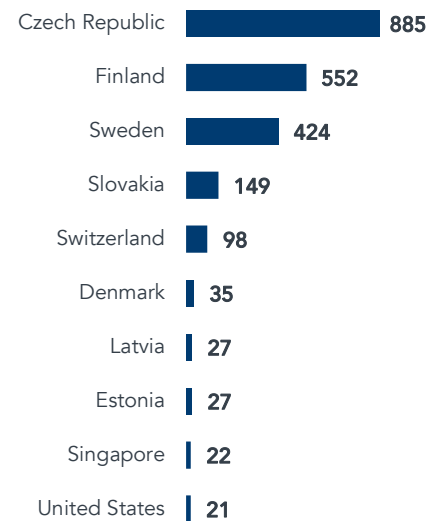
24 November – 16 December 2018

Conducted by Meltwater

### Global digital news coverage summary (24 November – 16 December 2018)



### Global digital news – Top countries by stories published



Media

# Accredited Media

There were 212 accredited media at Prague 2018. This comprised accredited journalists, reporters, photographers and broadcasters (television and radio).

Overseas media personnel came from 17 countries across four continents. Sweden was the most represented nation with 67 accredited media present at the world championships, followed by Czech Republic (50) and Finland (18).

Digital media accreditations contributed the highest number of accredited persons by type, accounting for 31 per cent of all accreditations – closely followed by TV media representatives with 29 per cent of the accreditations.

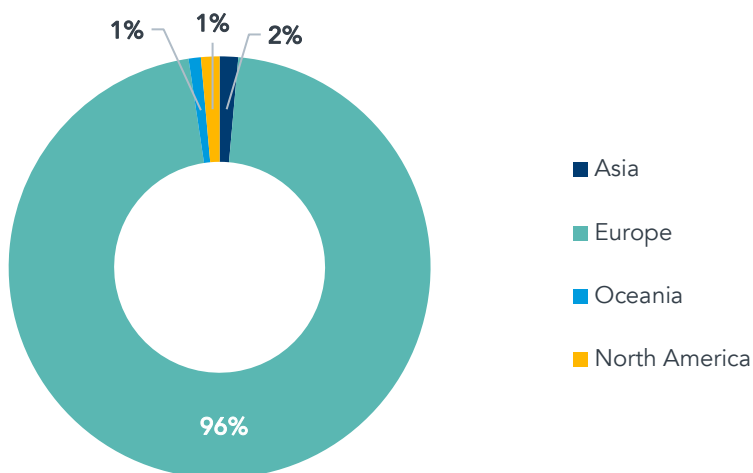
### Accredited media – Overview

Accredited media	212
Domestic / Overseas	24% / 76%
No. of nations	18

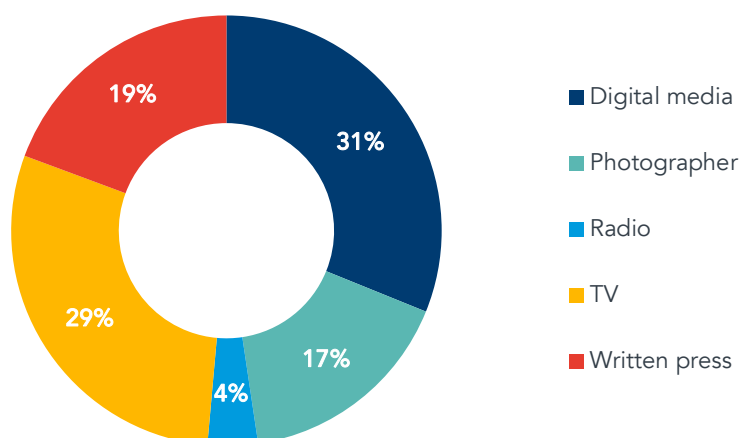
### Accredited media by nationality

Sweden	67
Czech Republic	50
Finland	18
Slovakia	15
Switzerland	15
Germany	12
Norway	9
Netherlands	6
Latvia	5
Hungary	3
Australia	2
Canada	2
Estonia	2
Thailand	2
Denmark	1
Poland	1
Singapore	1
USA	1

### 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 Men's World Floorball Championships 2018 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.

## Social media overview

– all accounts (event period)

Posts	1,408
Reactions / Likes	419,612
Shares / Retweets	2,959
Comments	12,126
New followers*	8,154
Average follower increase	9.6%

\* net growth of new followers over competition period

### IFF social media accounts

#### Facebook

/IFF.Floorball

#### Twitter

@IFF\_Floorball

#### Instagram

/iff\_floorball

### Prague 2018 social media accounts

#### Facebook

/worldfloorballchampionships

#### Twitter

@iffwfc

#### Instagram

/iffwfc

Over the nine days of competition, the six accounts recorded 1,408 posts, 419,612 likes and reactions and 8,154 new followers.

### IFF and Prague 2018 social media account summary

	IFF		PRAGUE 2018	
	Total	Avg. per day	Total	Avg. per day
Posts	429	47.7	979	109
Reactions / Likes	204,453	22,717	215,159	23,907
Shares / Retweets	776	86.2	2,183	243
Comments	8,580	953	3,456	394
New followers	3,449	383	4,705	523
Average follower increase		2.4%		16.9%

Social Media

# Platform Summary

## FACEBOOK

The IFF Facebook account generated 5,029 reactions and 332 shares from 118 posts.

The Prague 2018 Facebook account saw 18,464 reactions and 1,316 shares from 345 posts during the competition.

## TWITTER

The IFF Twitter account registered 1,822 likes from 242 posts.

The Prague 2018 Twitter page recorded 337 posts, 867 retweets and 2,687 likes during the competition with an increase of 179 followers (20 per day) during the event.

## INSTAGRAM

The IFF Instagram account attracted the most likes of all social media accounts during the event period (197,602) and generated 3,025 new followers.

The Prague 2018 Instagram page recorded 297 posts with 194,008 likes and 761 comments during the competition, with an increase of 3,658 followers (406 per day).

### Social media accounts – daily average (event period)

FACEBOOK	IFF	Prague 2018
Posts	118	345
Reactions	5,029	18,464
Shares	332	1,316
Comments	209	2,640
New followers	278	868
Avg. follower increase	0.7%	6.1%

TWITTER	IFF	Prague 2018
Posts	242	337
Likes	1,822	2,687
Retweets	444	867
Comments	94	145
New followers	146	179
Avg. follower increase	1.1%	10.2%

INSTAGRAM	IFF	Prague 2018
Posts	69	297
Likes	197,602	194,008
Comments	8,277	761
New followers	3,025	3,658
Avg. follower increase	5.3%	34.4%



Social Media

# Social Media Strategy

The International Floorball Federation and the local organising committee worked in partnership to ensure the widest possible coverage of the event on social media platforms.

For the year of the world championships, IFF gives away the ownership of the event accounts on Instagram, Facebook and Twitter to local organisers, while it manages the general federation accounts across the three platforms.

IFF received a strong support from the organising committee in communicating Prague 2018. The organisers produced a lot of original content for social media, including:

- "Fast Track to Prague", a monthly video magazine introducing the event to fans
- "WFC? What the Floorball!", short video clips helping fans to discover the host city of Prague
- "This is my game", a series of interviews with the stars of the sport discussing their passion for floorball and sharing their experience from attending past editions of the world championships

During the world championships IFF and the organising committee coordinated their social media activity to avoid posting the same content and duplicating efforts.

Of the three major social media platforms, IFF built the largest fanbase on Instagram. It is a predominantly young audience that is looking for visual, engaging and light content. IFF wanted to do something new and different on Instagram during the event to engage participating teams and their fans. The new ideas that were positively received by the followers included a series of 10-second 'mini-interviews' with players from each of the participating teams and the use of the 'Ask me a question' feature, with the IFF social media team responding to questions from the followers.

On Twitter IFF concentrated on providing match reports, game highlights and promoting the YouTube live stream of the event, while Facebook was a platform on which a mixture of contents was posted: videos, pictures, statistics and match results.

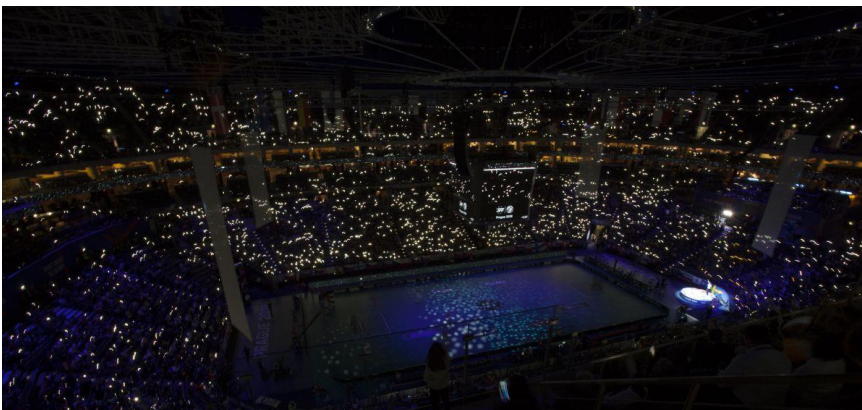
## INTERVIEW

### Mari Myllärinen

Information Coordinator  
International Floorball Federation

### Minna Nurminen

International Floorball Federation



Social Media

# Facebook

## IFF (/IFF.Floorball)

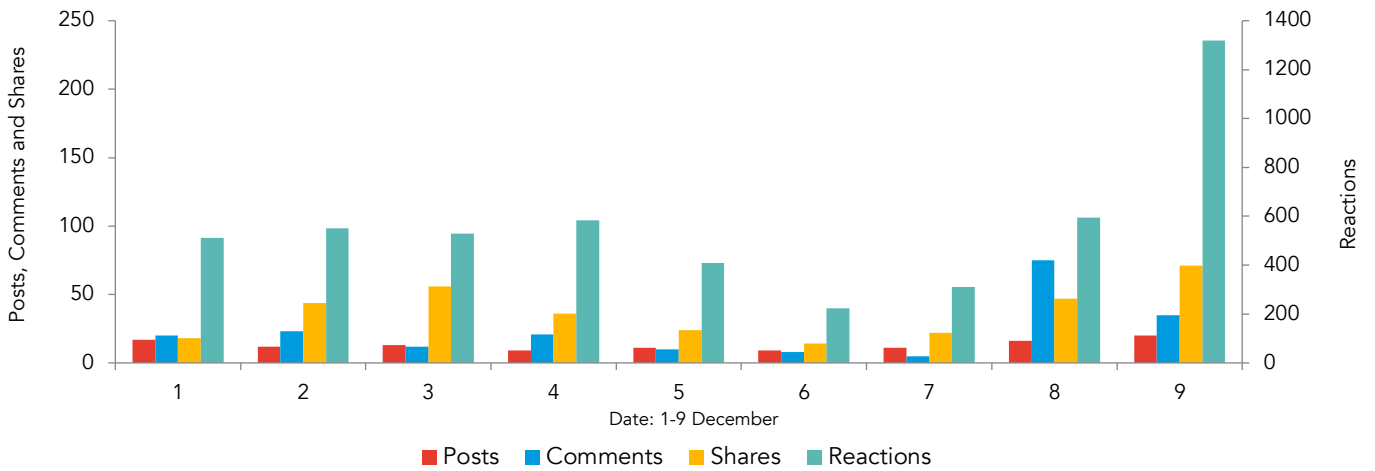
Facebook activity summary: event period (1-9 December 2018)

Total fans

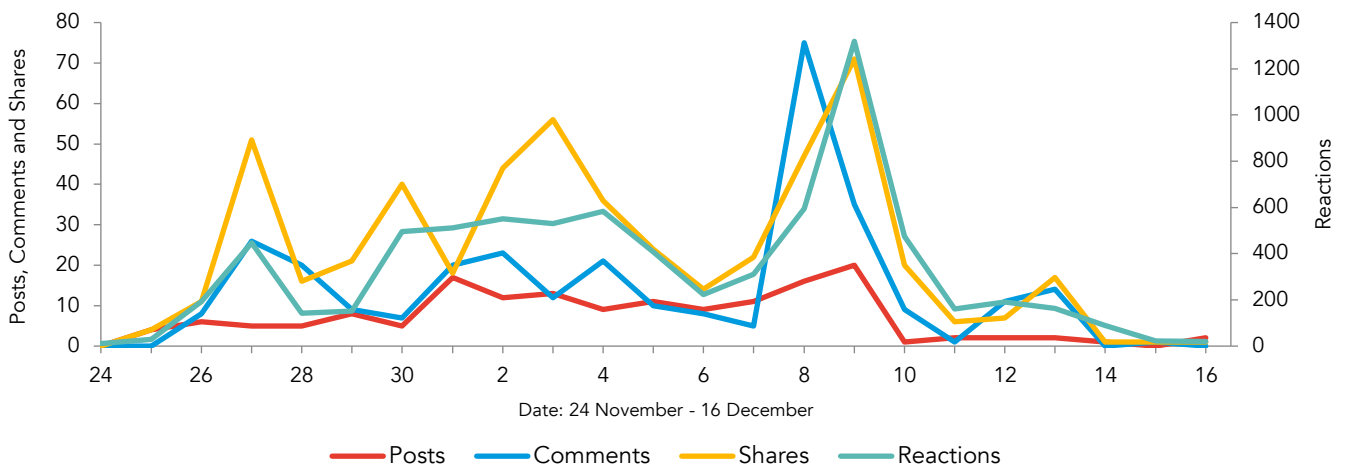
	TOTAL	DAY AVERAGE
Posts	118	13.1
Reactions	5,029	559
Shares	332	36.9
Comments	209	23.2
New page fans (by 10 December 2018)	278 (0.7% increase)	30.9

Start (30 November 2018)	41,394
End (10 December 2018)	41,672

Facebook activity: event period by day (1-9 December 2018)



Facebook activity: extended period by day (24 November - 16 December 2018)



Social Media

# Facebook

## Prague 2018 (/worldfloorballchampionships)

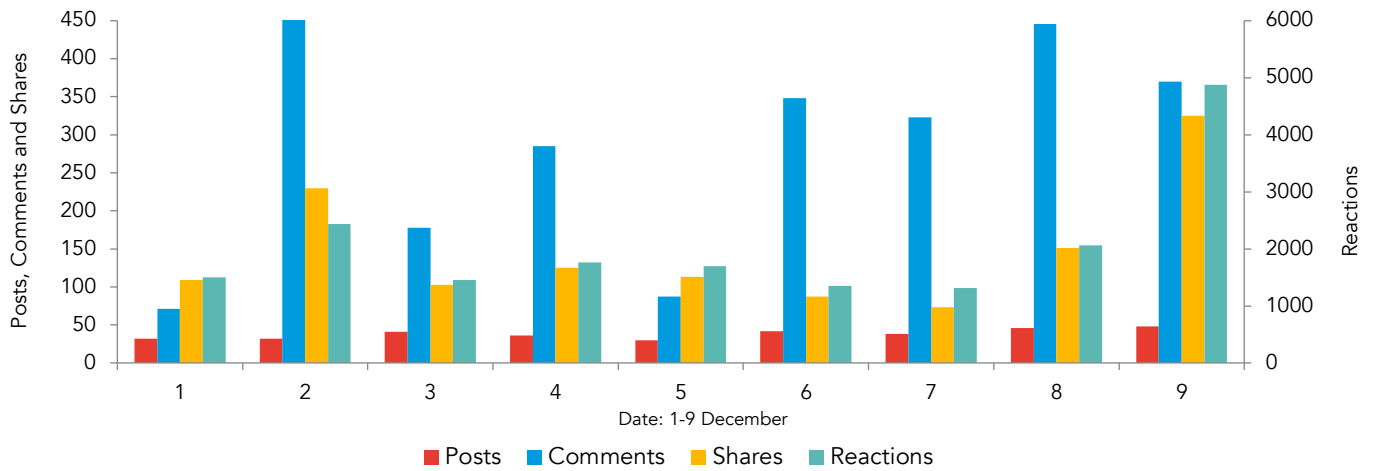
Facebook activity summary: event period (1-9 December 2018)

	TOTAL	DAY AVERAGE
Posts	345	38.3
Reactions	18,464	2,052
Shares	1,316	146
Comments	2,640	293
New page fans (by 10 December 2018)	868 (6.1% increase)	96.4

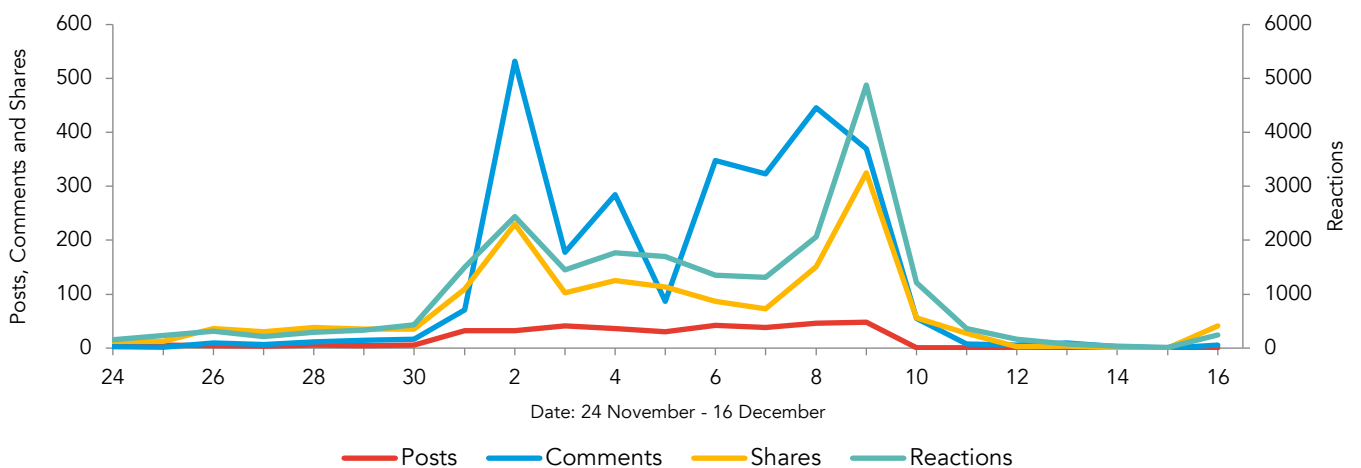
Total fans

Start (30 November 2018)	14,272
End (10 December 2018)	15,140

Facebook activity: event period by day (1-9 December 2018)



Facebook activity: extended period by day (24 November - 16 December 2018)





Social Media

# Twitter

## IFF (@IFF\_Floorball)

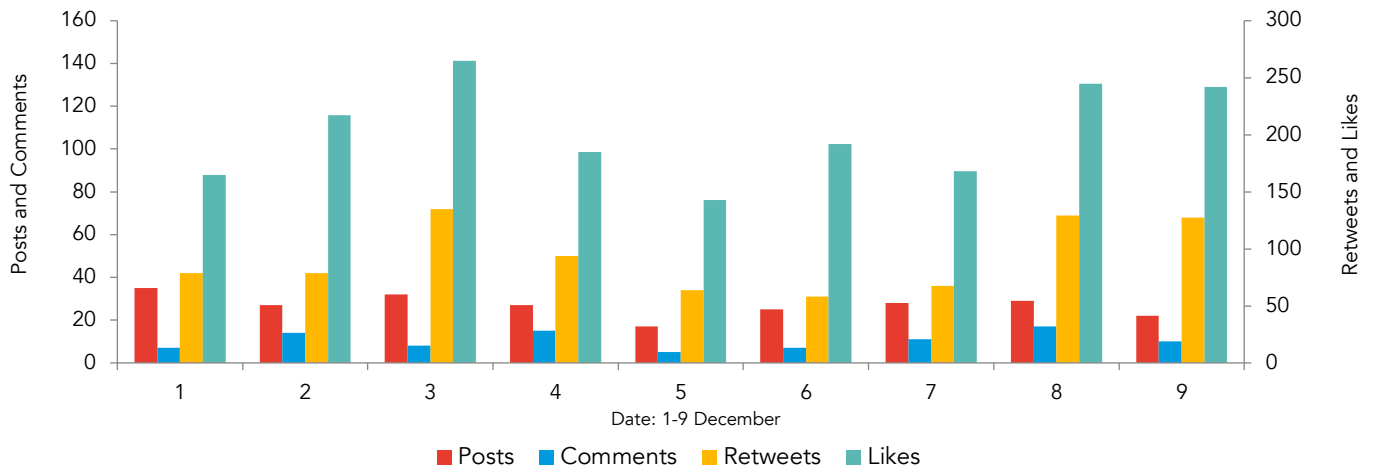
Twitter activity summary: event period (1-9 December 2018)

Account followers

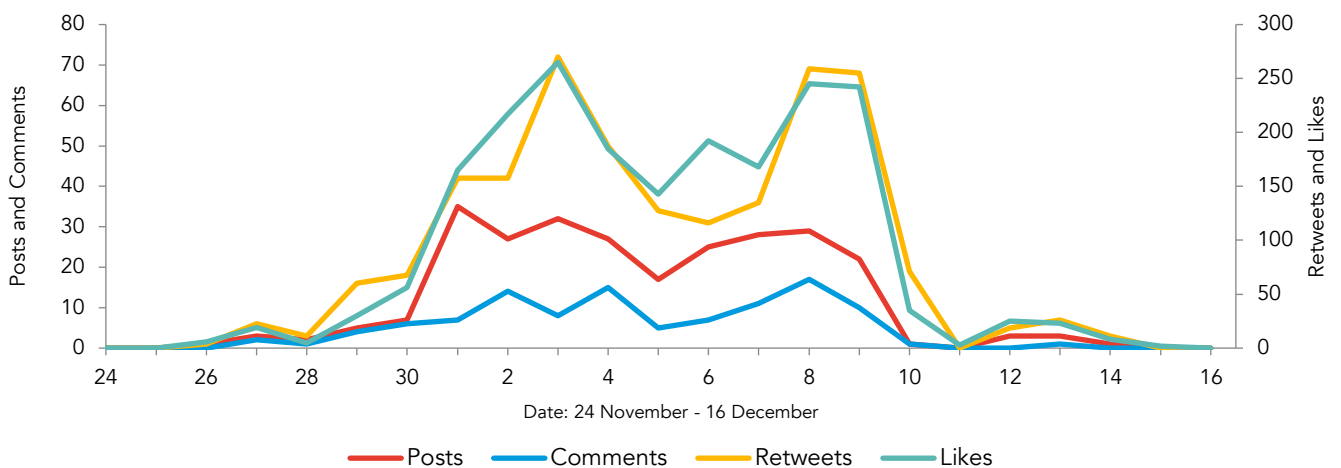
	TOTAL	DAY AVERAGE
Posts	242	26.9
Likes	1,822	202
Retweets	444	49.3
Comments	94	10.4
New followers (by 10 December 2018)	146 (1.1% increase)	16.2

Start (30 November 2018)	13,165
End (10 December 2018)	13,311

Twitter activity: event period by day (1-9 December 2018)



Twitter activity: extended period by day (24 November - 16 December 2018)



Social Media

# Twitter

## Prague 2018 (@iffwfc)

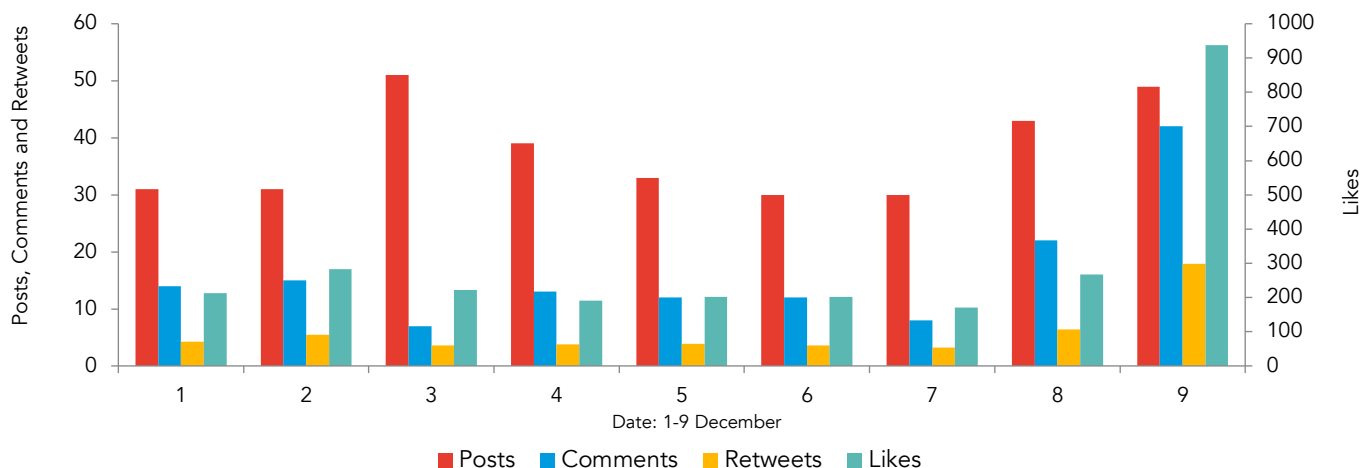
Twitter activity summary: event period (1-9 December 2018)

	TOTAL	DAY AVERAGE
Posts	337	37.4
Likes	2,687	299
Retweets	867	96.3
Comments	145	16.1
New followers (by 10 December 2018)	179 (10.2% increase)	19.9

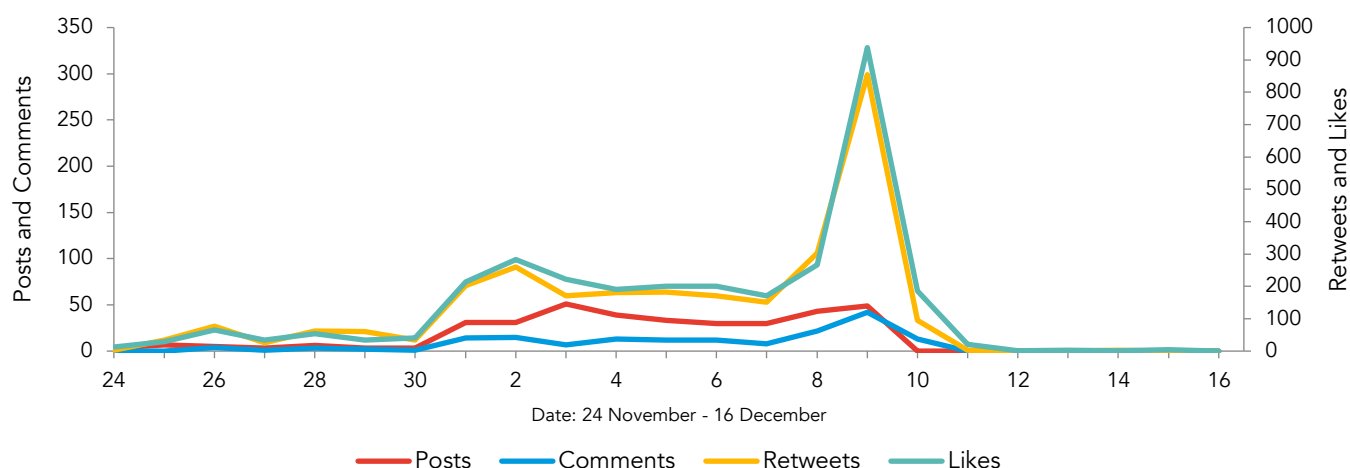
Account followers

Start (30 November 2018)	1,758
End (10 December 2018)	1,937

Twitter activity: event period by day (1-9 December 2018)



Twitter activity: extended period by day (24 November - 16 December 2018)



Social Media

# Instagram

IFF (/iff\_floorball)

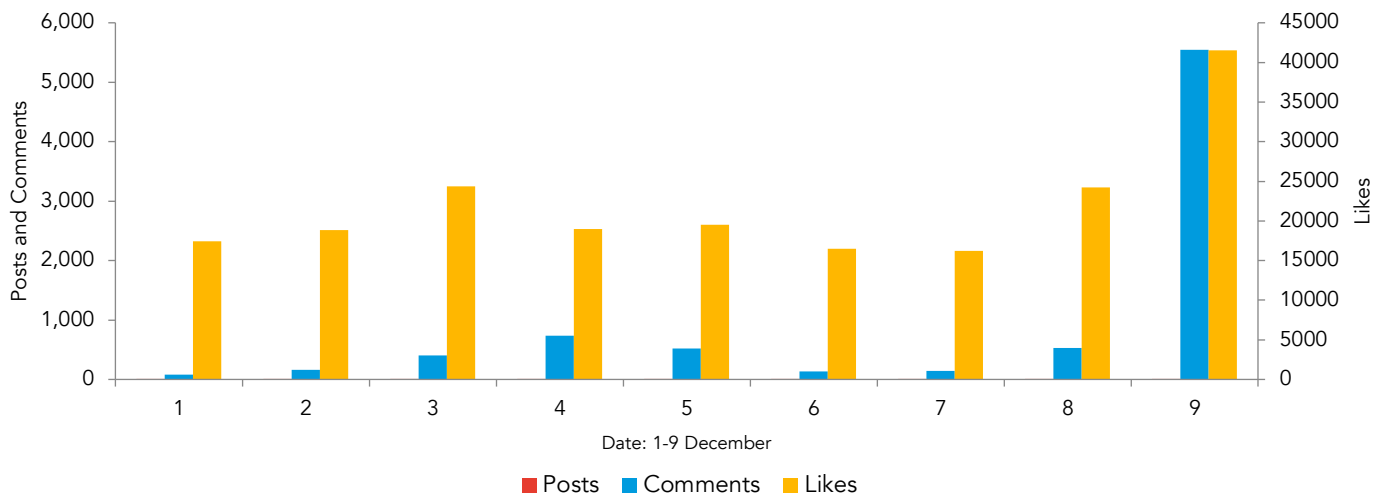
Instagram activity summary: event period (1-9 December 2018)

	TOTAL	DAY AVERAGE
Posts	69	7.7
Likes	197,602	21,956
Comments	8,277	920
New followers (by 10 December 2018)	3,025 (5.3% increase)	336

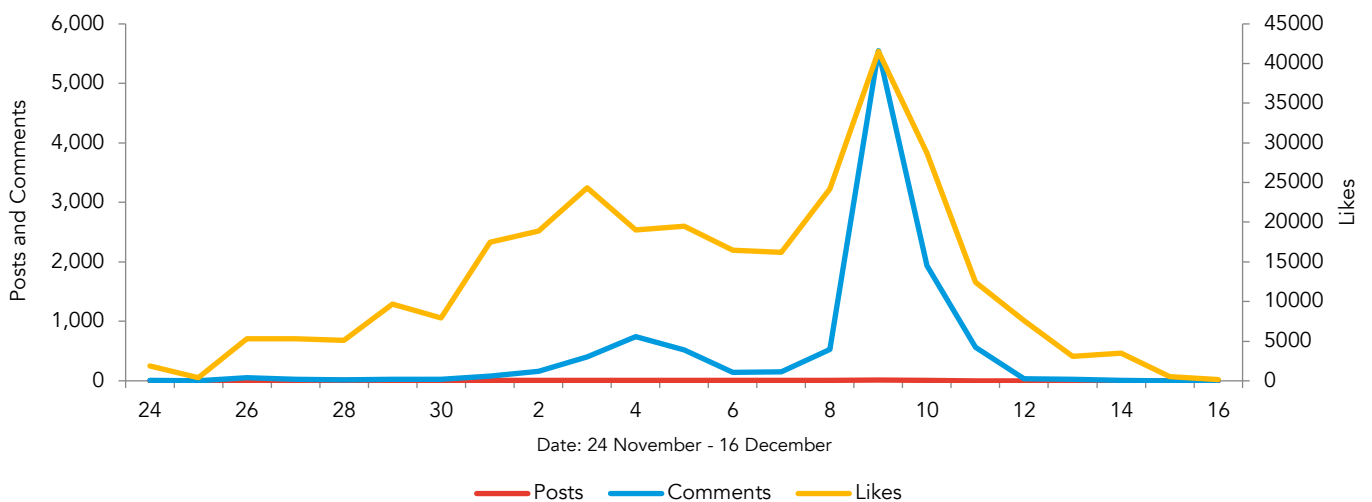
Account followers

Start (30 November 2018)	57,594
End (10 December 2018)	60,619

Instagram activity: event period by day (1-9 December 2018)



Instagram activity: extended period by day (24 November - 16 December 2018)



Social Media

# Instagram

## Prague 2018 (/iffwfc)

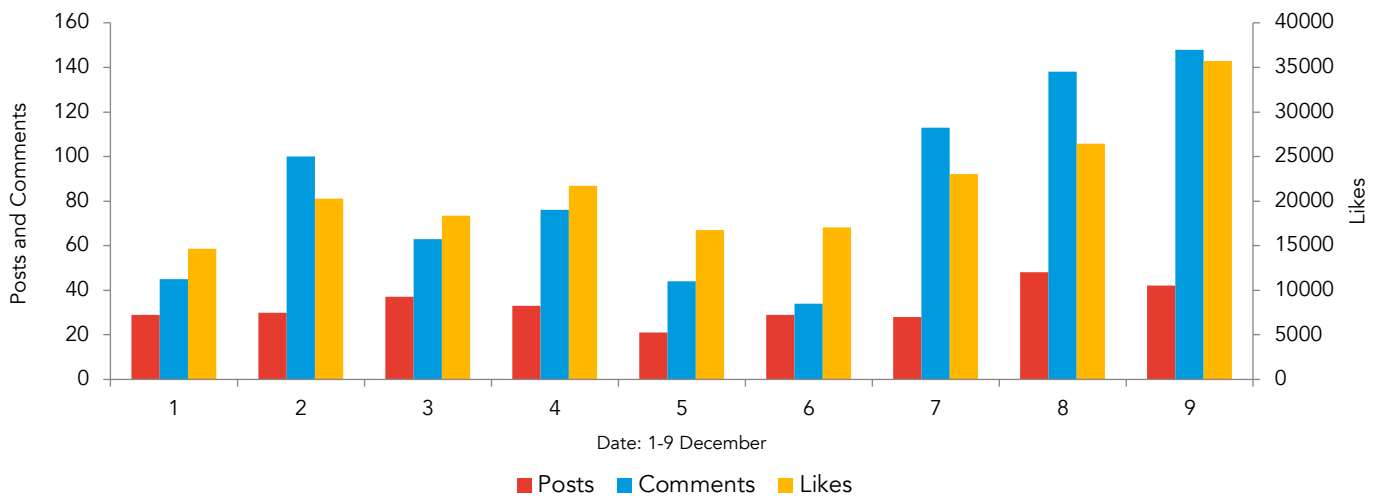
Instagram activity summary: event period (1-9 December 2018)

	TOTAL	DAY AVERAGE
Posts	297	33
Likes	194,008	21,556
Comments	761	84.6
New followers (by 10 December 2018)	3,658 (34.4% increase)	406

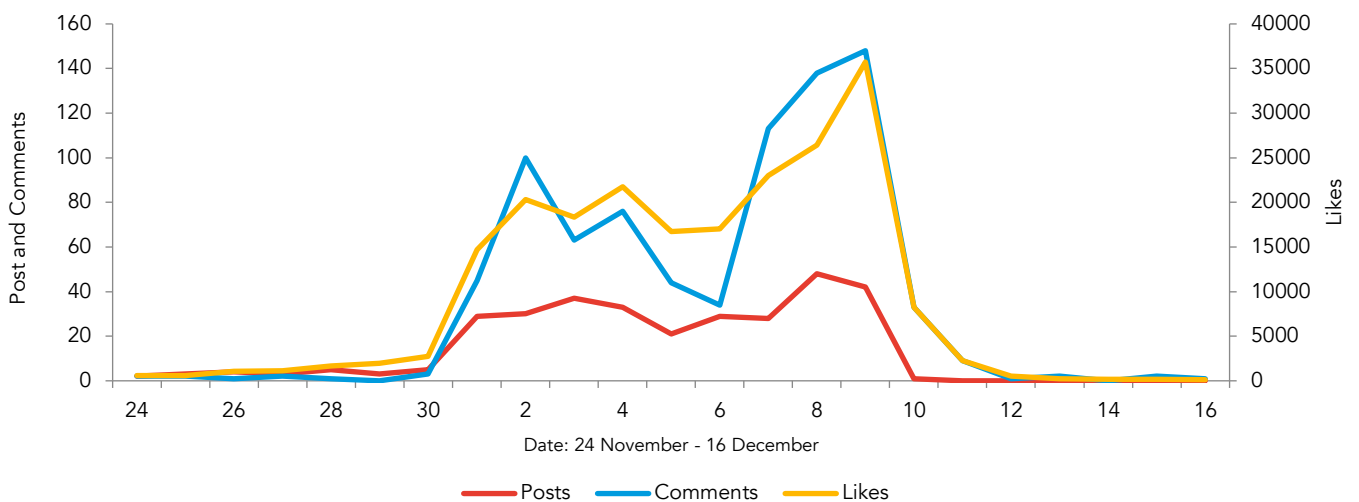
Account followers

Start (30 November 2018)	10,638
End (10 December 2018)	14,296

Instagram activity: event period by day (1-9 December 2018)



Instagram activity: extended period by day (24 November - 16 December 2018)





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Sponsorship

Sponsorship

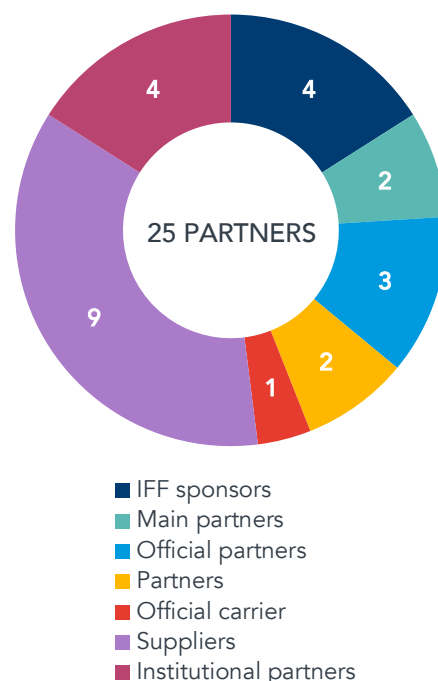
# Overview

The IFF Men's World Floorball Championships 2018 were supported by a total of 25 partners, representing 17 industry sectors.

IFF sponsors comprised floorball equipment manufacturers and apparel providers. They support all major international events organised under the IFF banner which helps the federation to ensure a consistent look and feel of its main competitions.

The main domestic sponsors were long-term partners of Czech Floorball. In addition to commercial and institutional partners, the event was supported by the following media partners: Big Media (advertising agency), BUS TV, Czech Television, Óčko TV, Seznam.cz (website), and Evropa 2 (radio station).

Partners breakdown by type



Partners list

IFF SPONSORS	SECTOR
CR8ER	Sports equipment
Gerflor	Sports equipment
Swerink	Sports equipment
UNIHOČ	Sports equipment
PRAGUE 2018 MAIN PARTNERS	
Česká pojišťovna	Financial services
Holba	Alcoholic beverages
PRAGUE 2018 OFFICIAL PARTNERS	
ČEPS	Energy & mining
TipSport	Gambling & betting
Volkswagen	Automotive
PRAGUE 2018 PARTNERS	
Severočeské doly	Energy & mining
T-Mobile	Telecommunications
PRAGUE 2018 OFFICIAL CARRIER	
Prague Public Transit Company	Transportation
PRAGUE 2018 SUPPLIERS	
Coca-Cola	Soft drinks
Dell	Consumer electronics
Eclipse	Printing services
EKOSelect	Waste management
Galerie Harfa	Retail
Prague Airport	Transportation
Sivek Hotels	Hotel
T. M. Lewin	Fashion
VARTA	Consumer electronics
PRAGUE 2018 INSTITUTIONAL PARTNERS	
City of Prague	Local government
Czech Tourism	Governmental agency
Ministry of Education, Youth and Sport	National government
Ministry of Regional Development	National government

Partners breakdown by sector

Sports equipment	4
Government	3
Consumer electronics	2
Energy & mining	2
Transportation	2
Alcoholic beverages	1
Automotive	1
Fashion	1
Financial services	1
Gambling & betting	1
Governmental agency	1
Hotel	1
Printing services	1
Retail	1
Soft drinks	1
Telecommunications	1
Waste management	1
<b>TOTAL</b>	<b>25</b>

Sponsorship

# Sponsorship Strategy

## International Floorball Federation

The International Floorball Federation generates north of €150,000 from sponsorship annually in cash and in-kind contributions. The value of the sponsorship comes mainly from the visibility and the marketing assets that the federation partners receive during the world championships.

Prague 2018 was an opportunity for IFF to showcase the growing strength of floorball and as a result build up its sponsorship portfolio in terms of the number of commercial partners and the overall income from sponsorship.

During the world championships IFF launched a survey to learn more about the fans of the sport, their behaviour and preferences. This was part of the assessment of the value of floorball that will help the federation to better determine the direction the sport should take in its commercial development (for example, understand which types of companies are considered good matches with floorball by fans and that IFF should be looking to be associated with).

IFF believes that growing the knowledge about the followers of the sport will also enable the federation to think more outside the box about sponsorship and the synergies it can find with corporate brands from sectors such as consumer electronics and video games publishing.

IFF has had a long relationship with the current sponsors who have a strong link with the sport (e.g. Swerink is a manufacturer of floorball rinks, while UNIHOC produces floorball equipment) and therefore act as strategic partners for IFF as their interests are aligned with the strategy and mission of the federation in terms of the development of floorball worldwide. The increase in the number of floorball players has a positive effect on their sales and they can help the federation by providing services and equipment to grow the sport in different markets which is where the in-kind element of sponsorships provides most value.

### INTERVIEW

Tero Kalsta

Sales Coordinator

International Floorball Federation



Sponsorship

# Sponsorship Strategy

## Czech Floorball and Prague 2018 Organising Committee

The objectives of the Prague 2018 sponsorship programme were linked to the overall marketing strategy of Czech Floorball and focused on demonstrating the value of the sport to corporate partners, highlighting not only the size of its fanbase and participation numbers, but also floorball's potential as a spectator sport.

The organisers developed a two-year roadmap to the world championships, launching projects such as the Street Floorball League, the schools programme and the Prague 2018 fanzones to ensure the visibility for sponsors and create activation opportunities for corporate partners to communicate their involvement with the event.

In sponsorship sales the organisers focused on upselling the existing partners of Czech Floorball by offering them to become sponsors of the world championships. However, the ambition was also to find new companies that would like to associate themselves with a major sports event and floorball.

While the organising committee was successful in expanding the agreements with existing sponsors, targeting other companies was more challenging and several new partners that were confirmed joined the sponsor roster mostly at the basic supplier level.

### INTERVIEWS

**Roman Urbář**

Marketing and Communications  
Manager

Czech Floorball

**Tomáš Janča**

Head of Marketing and Communication  
Prague 2018 Organising Committee





Sponsorship

# IFF Sponsor Case Study

## Gerflor

Gerflor is a French company that specialises in flooring solutions and that has been an IFF partner since 2001.

The company is the official flooring provider of IFF and its product is used at the senior and youth world championships, as well as the world championships qualification tournaments. In addition to the in-kind support, the company pays a fee to secure additional visibility for the brand at these events.

While Gerflor is present in over 100 markets worldwide, the IFF partnership contributes to enhancing brand recognition, especially in the traditional markets for floorball, according to Lionel Arlin, sports federations and events manager at Gerflor. It is useful for the brand to be able to showcase its product during the biggest floorball events and it activates the sponsorship by inviting guests (e.g. architects, consultants for cities and other decision-makers) from a number of countries to attend the world floorball championships.

During Prague 2018 Gerflor extended its sponsorship of IFF for a four-year period through to 2022.

The company believes that its cooperation with IFF can be even closer to accelerate the growth of floorball in certain markets. With its worldwide presence and a network of contacts, Gerflor is well-placed to support the development of the sport. However, according to Arlin, time, patience and a good brand story are required by floorball as it strives to expand its global footprint.



### INTERVIEW

Lionel Arlin

Sports Federations and Events Manager  
Gerflor



Sponsorship

# Prague 2018 Sponsor Case Study

## TipSport

TipSport is the largest betting company in the Czech Republic with a market share of around 70 per cent. The brand has been the title sponsor of the Czech floorball league since 2015.

TipSport is a sponsor of a number of other sports properties in the Czech Republic, including the top division and the second division in ice hockey, known as TipSport Extraliga and Chance Liga (Chance is a betting brand that is part of TipSport), respectively.

While ice hockey and football are the two most popular sports in the Czech Republic, floorball is an attractive property for companies as it trails only football in the number of registered players and is extremely popular amongst pupils in elementary and secondary schools. TipSport's clients don't bet on floorball as much as they do on football, ice hockey, tennis and some winter sports, but the interest in floorball as a betting sport is growing, according to Václav Sochor, TipSport's head of corporate communications.

The company believes that there is more and more professionalism in floorball, but it still doesn't have the same commercial status as other major sports in the country. However, according to Sochor, the less commercial character of floorball can work in favour of the sport as it makes it sport more 'pure' than football or ice hockey.

The sponsorship of Prague 2018 was an expansion of TipSport's partnership with Czech Floorball. The company was looking to generate revenue from bets placed on the results of the world championships. The total number of bets was expected to be linked to the performance of the Czech national team. The sponsorship was also a brand-building exercise and TipSport felt that it benefited from the event being broadcast by Czech Television and from the professional organisation of the world championships.



### INTERVIEW

**Václav Sochor**

Head of Corporate Communications  
TipSport



## Sponsorship

# Sponsorship Awareness

To evaluate the awareness of the Prague 2018 partners, attendees were asked to indicate which brands they recognised as sponsors of the event.

The brands most commonly associated with the event were Holba, the Czech brewery and a domestic sponsor of the event, and UNIHOC, IFF partner and supplier of floorball equipment.

Other main partners of the event: Česká pojišťovna, an insurance company, ČEPS, an energy company and Tipsport, a betting company, also had an awareness of at least 50 per cent.

In general, brands not associated with the event received lower awareness scores than the official sponsors. However, major sponsors of sport in the Czech Republic, including Škoda, the Czech automotive brand, and Fortuna, a betting company, were wrongly indicated by many spectators as event sponsors.

## Methodology

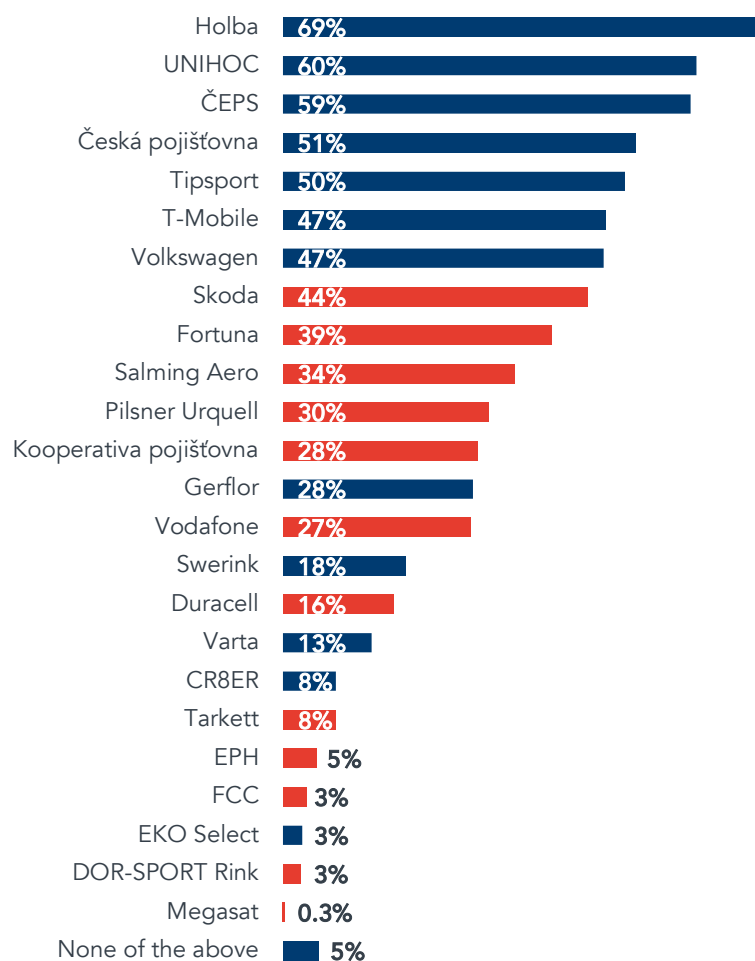
Online survey

Sample group

Event spectators (326 respondents)

Conducted and analysed by Sportcal

### Sponsors by % awareness (Prompted awareness)\*



\* in red brands that were not official sponsors of Prague 2018



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Sporting

Sporting

# Athletes and Nations

A total of 325 players representing 16 nations took part in the IFF Men's World Floorball Championships 2018 in Prague.

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 from North America (Canada) and Oceania (Australia).

A total of 33 teams took part in the regional qualification process which was held in January and February 2018. In Asia, the Chinese men's national team participated in a world championships qualification event for the first time. It competed in the Asia-Oceania qualification, which took place in Jeju Island, South Korea. This was also the first time the men's qualification tournament had been organised in that country.

The other qualification events were held in North America (Canada) and Europe (Estonia, Latvia, Slovakia).

As the host nation of the 2018 world championships, Czech Republic automatically qualified for the tournament.

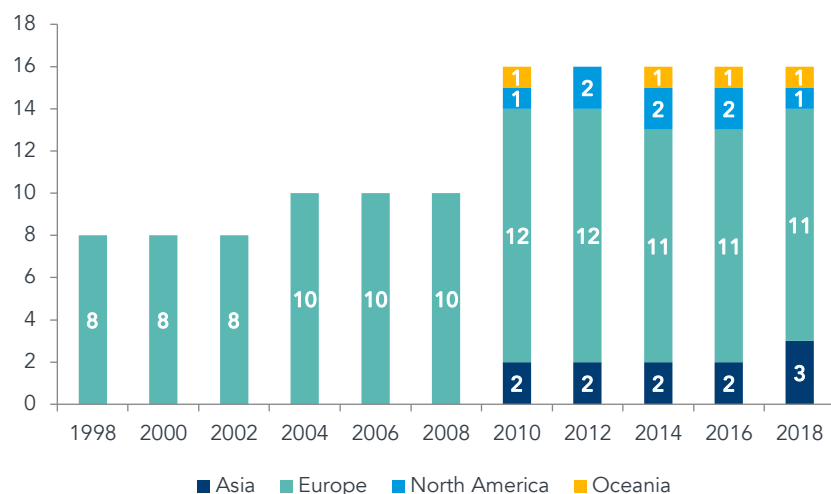
### Key statistics

Athletes	325
Competing nations	16

### Prague 2018 – Competing nations

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

IFF Men's World Floorball Championships – Competing nations (1998-2018)\*



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

## Sporting

# Performance

Finland defended the world championship title with a 6-3 victory over Sweden in the final of Prague 2018, while host country Czech Republic missed out on a medal following a 2-4 defeat against Switzerland in the third-place decider.

Czech Republic, Finland, Sweden and Switzerland have been the only four nations that have won a medal at the world championships since 1998. Norway secured the bronze medal at the inaugural edition of the event in 1996.

## Czech Republic's performance at IFF Men's World Floorball Championships, 2008-2018

YEAR	HOST	RANK
2008	Prague	4 <sup>th</sup>
2010	Helsinki	3 <sup>rd</sup>
2012	Zurich	7 <sup>th</sup>
2014	Gothenburg	3 <sup>rd</sup>
2016	Riga	4 <sup>th</sup>
2018	Prague	4 <sup>th</sup>

## IFF Men's World Floorball Championships medalists, 1998-2018

YEAR	HOST	GOLD	SILVER	BRONZE
1996	Stockholm	Sweden	Finland	Norway
1998	Prague	Sweden	Switzerland	Finland
2000	Oslo	Sweden	Finland	Switzerland
2002	Helsinki	Sweden	Finland	Switzerland
2004	Zurich	Sweden	Czech Republic	Finland
2006	Stockholm	Sweden	Finland	Switzerland
2008	Prague	Finland	Sweden	Switzerland
2010	Helsinki	Finland	Sweden	Czech Republic
2012	Zurich	Sweden	Finland	Switzerland
2014	Gothenburg	Sweden	Finland	Czech Republic
2016	Riga	Finland	Sweden	Switzerland
2018	Prague	Finland	Sweden	Switzerland

## DOMESTIC PERFORMANCE

Czech Republic finished the tournament in fourth place, the same position it had in 2016. The nation's best ever result in the world championships was a silver medal in 2004 in Zurich, Switzerland.

## Prague 2018 – final standings

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

Sporting

# Officials

A total of 153 officials were present at Prague 2018, including 129 team officials and 24 technical officials.

Due to strong representation of European teams, officials from Europe accounted for over 71 per cent of all officials. Officials from Asia made up 17 per cent of the total.

Canada, Czech Republic, Finland, Switzerland and Thailand had the most team officials out of all teams.

Amongst team officials, 85 per cent were male and 15 per cent were female.

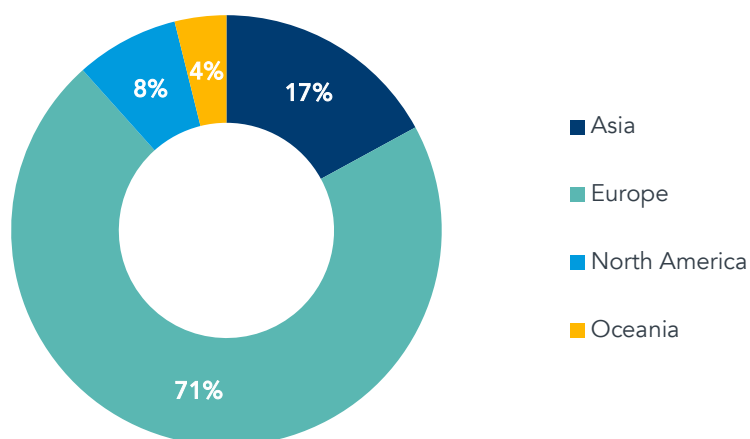
### Key statistics

Team officials	129
Technical officials	24
IFF Jury	4
IFF Referee	16
IFF Referee Management	4

### Number of officials by team

Canada	10
Czech Republic	10
Finland	10
Switzerland	10
Thailand	10
Latvia	9
Poland	9
Singapore	9
Sweden	9
Germany	8
Denmark	7
Estonia	7
Slovakia	7
Norway	6
Australia	5
Japan	3

### Prague 2018 – Officials by continent



### Prague 2018 – Team officials by type

ROLE	OFFICIALS
Coach/Assistant Coach	29
Physiotherapist	18
Head Coach	16
Team Manager	15
Equipment Manager/Material Keeper	6
Physical Coach	6
Masseur	5
Goalie Coach	4
Other	31
<b>TOTAL</b>	<b>129*</b>

\* Total does not tally up as Japan's head coach also had a role of a team manager

### Gender breakdown of team officials

Male	85%
Female	15%



Social



## Social

# Volunteer Programme

A total of 378 volunteers supported the running of the IFF Men's World Floorball Championships 2018, including 178 volunteers who worked at the fanzones set up in 12 Czech cities during the event.

The recruitment of the volunteers started in August 2017 through the following channels:

- Online campaign targeting the floorball community (referees, coaches and players) and general sports fans
- E-mail communication sent to volunteers at previous major events organised by Czech Floorball (including the men's and women's world championships in 2008 and 2013, respectively)
- Facebook groups uniting volunteers from major events held in the Czech Republic in recent years

All people interested in applying to become a volunteer at Prague 2018 were requested to fill in a registration form and could stay up-to-date with new announcements by joining a special Facebook group for the event.

The applicants could take part in a workshop as part of which their soft skills and experience were assessed. Skype conversations were arranged with overseas applicants and people with a proven history of involvement in international events, while face-to-face interviews were organised with potential volunteers who applied for the key roles (e.g. team guide).

There was a limited number of positions available for the applicants with no previous experience in the organisation of a sports event. However, Czech Floorball created an opportunity for this group to volunteer at test events in the lead-up to Prague 2018 and gain the experience required to be selected to fulfil certain roles during the world championships.

The recruited volunteers were provided with a guidebook with detailed information about the event and their respective roles. The day before the start of the world championships a meeting was organised for all volunteers who then took part in separate training sessions depending on the position that they would assume during the event.

Accommodation was arranged for all volunteers that required it for the time of the event. The volunteers also received breakfast, lunch and dinner and had all-day access to drinks at the venues. The other benefits included: free public transport, official clothes and additional equipment (depending on the role). The approximate cost of a package for a single volunteer was €550-€600.

Of the total 200 volunteers present in Prague during the competition (named as 'TEAM 2018'), 16 per cent were from the host city, 66 per cent came from other regions of the Czech Republic and 18 per cent were overseas volunteers (mostly from Poland and Slovakia, but also Australia, Estonia, Finland, Latvia, Slovenia, Sweden and Russia).

## Key statistics

Volunteers (total)	378
Volunteers (competition)	200
Male / Female	57% / 43%
Domestic / Overseas	88% / 12%
Volunteers (fanzones)	178
No. of nations	10
Applications received	536

## Volunteer age breakdown

Age breakdown	
<20 years old	32%
20-30 years old	40%
30-40 years old	17%
40-50 years old	8%
>50 years old	3%
Youngest volunteer	11 years old
Oldest volunteer	65 years old

## Volunteer functional areas

Backup
Drivers
Fanzones – various roles
Match secretariat
Media section – three different roles
Rink team
Security
Team guides
Venue staff – four different roles (statistics, accreditations etc.)
VIP assistant – two different roles

## INTERVIEW

### Jan Jirovský

External Relations and Human Resources

Prague 2018 Organising Committee

Social

# Prague 2018 Fanzones

Twelve fanzones were organised across the Czech Republic to give the fans an opportunity to watch together the final stages of the world championships, support the Czech national team and embrace the atmosphere of the event.

The fanzones were created for four days (6-9 December) in major Czech cities: Brno, České Budějovice, Hradec Králové, Jihlava, Liberec, Karlovy Vary, Olomouc, Ostrava, Pardubice, Plzeň, Ústí nad Labem and Zlín in a variety of indoor and outdoor locations. The fans were able to follow the climax of Prague 2018 on LED screens, purchase event merchandise, food and drinks and take part in the entertainment programme that included floorball games, competitions testing floorball skills and a range of family activities.

The project took a year to prepare and one of its aims was to engage the floorball community across the country. Irrespective of whether the people were planning to attend the world championships, they could experience the event in the fanzones.

Another objective of the initiative was to make floorball more visible at a local level, demonstrate its social benefits and showcase the status of floorball as one of the most popular sports in the Czech Republic.

Each fanzone had a local project manager, working in coordination with the Prague 2018 Organisation Committee. Of the total of 12 project managers, six were regional employees of Czech Floorball and six represented local floorball clubs. All project managers volunteered to fulfil their roles.

Czech Floorball covered the entire cost required to set up the fanzones. In some locations additional funding was secured from local partners, including city authorities.

An estimated 4,500 fans attended the fanzones during the final four days of the event.



### Prague 2018 fanzones opening hours

Thu 6 Dec	3pm – 10pm
Fri 7 Dec	2pm – 10pm
Sat 8 Dec	12 noon – 10pm
Sun 9 Dec	9am – 7pm



Social

# Schools Programme

A major schools programme was organised around the IFF Men's World Floorball Championships 2018, creating an opportunity for thousands of children from the Czech Republic to attend the event. A total of 522 institutions participated in the programme, with 22,258 children attending Prague 2018 through the project.

Floorball enjoys high participation levels in the Czech Republic and is a sport of choice for many children in elementary and secondary schools. Through the schools programme the organisers wanted to show the children what a floorball competition at the highest level looks like.

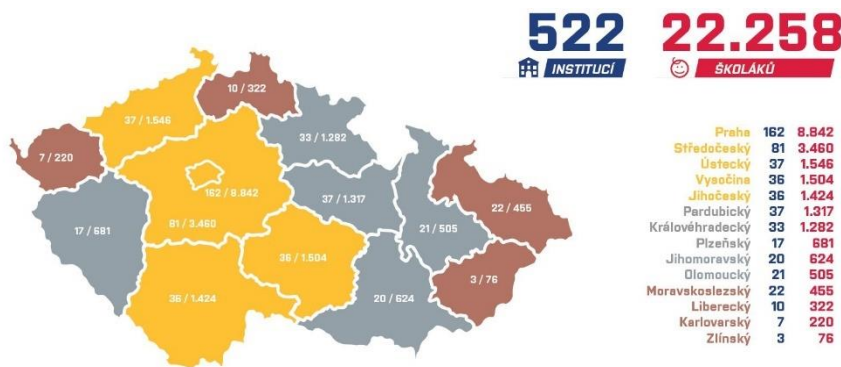
The interest in the programme surpassed the expectations of the organising committee which could not accommodate all the institutions that were keen to participate. Almost 3,000 children were on the waiting list days before the event.

Over 70 per cent of all participants came from outside of Prague, with Central Bohemia (3,460 children), Ústí nad Labem (1,546) and Vysočina (1,504) being the most represented regions.

### Key statistics

Participants - children	22,258
Foster home	230
Kindergarten / Elementary school	16,896
Secondary school	4,783
University	349
Participants - institutions	522
Foster home	16
Kindergarten / Elementary school	375
Secondary school	112
University	19

### No. of participating institutions and children by region



## Social

# Street Floorball League

To support the promotion of the IFF Men's World Floorball Championships 2018 Czech Floorball launched the Street Floorball League in the summer of 2018. Česká pojišťovna, the Czech insurance company that is one of the main partners of Czech Floorball, became the title sponsor of the project, with other federation sponsors also involved. The league consisted of a series of events held in 12 cities across the Czech Republic which acted as qualifiers for the final tournament played during the world championships.

All-male, all-female and mixed teams could enter the competition and players aged 15 and older were eligible to take part. However, male competitors who played in the top two divisions of Czech floorball in the 2017-18 season were excluded from the league.

The tournaments were played in the three-on-three format on a 24x12 metre pitch, with small goals used. The duration of one match was 12 minutes.

The 12 qualifiers were heavily branded with the Prague 2018 identity and the players and spectators had the opportunity to learn more about the upcoming world championships. A total of 222 teams registered for the league and the winning teams in each location progressed to the final tournament that was held in the O<sub>2</sub> arena on Friday 7 December. The second half of the final match was played during the break in the world championships quarterfinal between Sweden and Latvia.

The teams that advanced to the final tournament also received tickets to the Prague 2018 quarterfinals held on Thursday 6 December, including the home nation's game against Denmark, while Česká pojišťovna provided them with refreshments and organised a tour around the O<sub>2</sub> arena.



## Street Floorball League event dates and locations

10 June	České Budějovice
16 June	Liberec
17 June	Mladá Boleslav
24 June	Karlovy Vary
28 July	Ostrava
29 July	Olomouc
4 August	Zlín
5 August	Brno
11 August	Pardubice
12 August	Hradec Králové
18 August	Ústí nad Labem
19 August	Plzeň



## Social

# Member Federation Activities

## Finland's Fan Programme and House of Switzerland

Social engagement projects around IFF Men's World Championships 2018 included a couple of initiatives undertaken by IFF member federations.

### FINLAND'S FAN PROGRAMME

The Finnish Floorball Federation developed an extensive programme for the supporters of the national team who travelled to Prague.

The fans could purchase a package that included charter flights between Helsinki and Prague, airport transfers, room reservation in a hotel in the centre of Prague and tickets to Finland's match in the semi-final and the medal games on the final day of the event.

The fans got together ahead of the matches in Pilsen Restaurant Prag in the city centre where they were entertained by Finnish DJ Johannes Kastaja and could meet with Finnish floorball legends Mikko Kohonen and Toni Lötjönen.

After the semi-final a boat cruise on the Vltava river was organised, while in the evening on the final day of the competition the fans were invited to gather in Ku Club & Bar in Prague's old town.

The objective of the programme was to bring together the Finnish fans and create an engaging fan culture. It was also part of the build-up to the next men's world championships which Finland will host in 2020.

### HOUSE OF SWITZERLAND

The House of Switzerland was organised in one of Prague's restaurants (Hangar Bar) by the Swiss Floorball Association. The concept, originally developed by the Swiss Ski Federation, was tested at the world championships in Riga in 2016.

The idea behind the House of Switzerland is to create a meeting place before and after the matches for the Swiss fans, as well as other floorball fans. In Prague the visitors could purchase Swiss specialities and local delicacies, meet with the current and former players of the Swiss national team and enjoy music played by a Swiss DJ.

It was estimated that around 1,500 Swiss fans came to Prague to attend the world championships.

The House of Switzerland was open from Friday 7 December until Sunday 9 December.

### INTERVIEWS

**Janne Bruun**  
Business Development Manager  
Finnish Floorball Federation  
(Suomen Salibandyliitto)

**Michael Zoss**  
CEO  
Swiss Floorball Association  
(Swiss Unihockey)



Social

# Education & Engagement

## Other Initiatives

### INTERNATIONAL COACHING CONFERENCE

An international coaching conference was organised by Czech Floorball during the IFF Men's World Floorball Championships 2018. The conference took place on Thursday 6 December and was attended by 280 coaches from eight countries.

The conference programme comprised three keynote presentations from:

- Joonas Naava (sports director of EräViikingit, a Finnish floorball club, and a former coach of the Finland U19 national team) – How to promote teamwork and define player roles in the team?
- Marek Vojta (head coach of Florbal Ústí, a Czech floorball club) – How to train the mindset of players?
- Patrik Bäck (general manager of IBF Falun, a Swedish floorball club) – How to build and maintain team's performance in the long-term?

All presentations were interpreted to English.

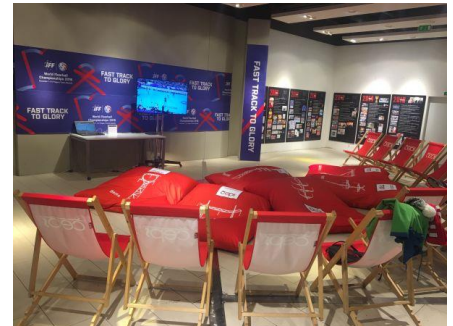


### FLOORBALL POINT

The organisers created Floorball Point in Galerie Harfa, a shopping centre adjacent to the O<sub>2</sub> arena. It was a special space with entertainment options for both children and adults: a mini floorball field, a television screen and a chill-out zone, a beer tasting stand, an information point, an exhibition area with pictures presenting the history of floorball and a merchandising stand.

Floorball fans and passers-by could take part in various prize competitions and measure the speed of their shot, while children were encouraged to draw a floorball picture and win one of the prizes funded by event partners.

Floorball Point was open for the entire duration of the world championships.



### 'BEHIND THE SCENES' TOUR

The fans could purchase tickets to attend the 'behind the scenes' tour during the world championships and get access to changing rooms, media facilities and the VIP zone.

The tour was hosted by a former Czech national team player and a single ticket cost around 30 euros.





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Legacy

*Legacy*

## Short- and Long-term Legacy

The IFF Men's World Floorball Championships 2018 were regarded as 'the best ever' by most event participants, setting a new standard for floorball and raising the bar for future organisers.

When Czech Floorball organised the men's world championships in 2008 and staged some games in the largest indoor venue in the country, the O<sub>2</sub> arena in Prague, the event had a major impact on the self-confidence of everyone involved and was a big boost for the development of floorball in the Czech Republic. The sport has come a long way in the last decade – the number of full-time staff working for the Czech elite league clubs has increased from less than 10 to over 100 and floorball has become less reliant on public funding.

Czech Floorball hoped that Prague 2018 would have the same impact on the sport as the previous men's world championships hosted in the Czech Republic. The federation set ambitious attendance targets and made a major investment in the organisation of the world championships to demonstrate that floorball is capable of delivering a world-class event, inspiring not only to the local floorball community, but also more than 50 national federations that attended the IFF General Assembly that took place during the world championships.

Czech Floorball decided to do most of the work in-house, with the substantial involvement of its permanent employees, to build the know-how that will help it to produce floorball events in the future, while a coaching seminar organised during Prague 2018 encouraged knowledge-sharing within the sport. The federation also purchased the flooring used at the Street Floorball League tournaments to be able to stage outdoor floorball events going forward.

Nearly 99 per cent of all spectators stated that they had an enjoyable time at Prague 2018, according to Sportcal's attendee survey, which is evidence of the high entertainment value of the event. The success of the event was also reflected in the positive feedback received from other stakeholder groups, including event partners. For both IFF and the local organisers the commercial growth of floorball is one of the priorities. IFF announced in Prague the four-year extensions of the sponsorship agreements with two of its main suppliers, Gerflor and UNIHOC, while Czech Floorball invited to the event major Czech companies that it is hoping to work with in the future.

*Key objectives*

"Showcase the sport at its best and increase its visibility for fans, broadcasters and sponsors"

"Continue the global development of the sport"

"Redefine the status of the sport and generate pride in the floorball community"

"Grow the commercial value of floorball and capture the interest of corporate brands"





Legacy

# Sporting Legacy

## Interest in Floorball

Sportcal asked the spectators about their interest in floorball following their visit to Prague 2018 within the event experience survey in order to gauge the impact of the event and its potential future legacies.

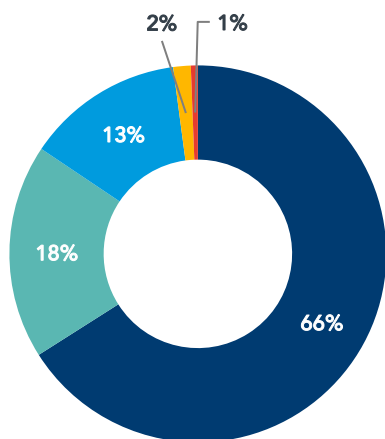
In order to assess the impact of the event on changing perceptions, Sportcal also assessed the likelihood of the spectators to have subsequently become more interested in following or participating in the sport.

The results were positive, highlighting that the event had encouraged spectators to follow the sport more upon the conclusion of the tournament, whether it be in person at an event or on television. 80 per cent of respondents stated they would follow floorball more having attended Prague 2018.

In terms of participation, the same group of respondents also showed interest in participating in the sport, with one in two respondents stating that they would like their participation in the sport to be more regular.

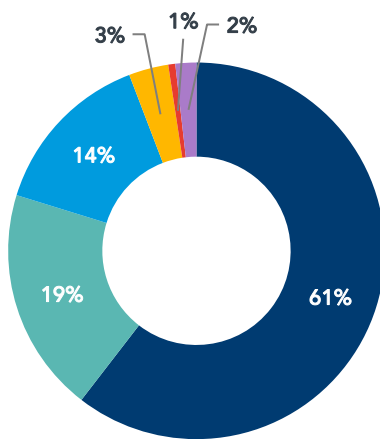
*Interest, following and participation in floorball – Prague 2018 spectator survey*

How interested are you in following floorball?



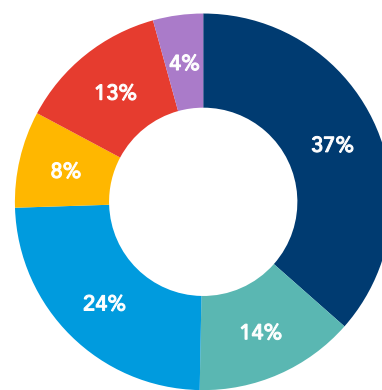
- 5 - Very interested
- 4
- 3
- 2
- 1 - Not interested

Has attending the event encouraged you to follow the sport (more)?



- 5 - Definitely yes
- 4
- 3
- 2
- 1 - Definitely not
- Don't know

Has attending the event encouraged you to participate in the sport (more)?



- 5 - Definitely yes
- 4
- 3
- 2
- 1 - Definitely not
- Don't know



---

## 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.

Two sets of comparative events were identified to conduct the analysis:

- 1) A total of 27 world championships in summer Olympic sports held in 2018 (excluding new sports which have been added to the Olympic programme from 2020)
- 2) The 2018 world championships governed by selected ARISF member federations

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 – 2018 world championships

INDICATOR	PRAGUE 2018	RANK* (WORLD CHAMPIONSHIPS HELD IN 2018)
Attendance	181,518	6/20
Athletes	325	21/29
Nations	16	=26/29
Accredited Media	212	10/22
Volunteers	378	13/20

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

### Comparative data overview – ARISF federations' world championships

INDICATOR	PRAGUE 2018	RANK
Attendance	181,518	1/9
Athletes	325	6/9
Nations	16	7/9
Accredited Media	212	4/9
Volunteers	378	2/9

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

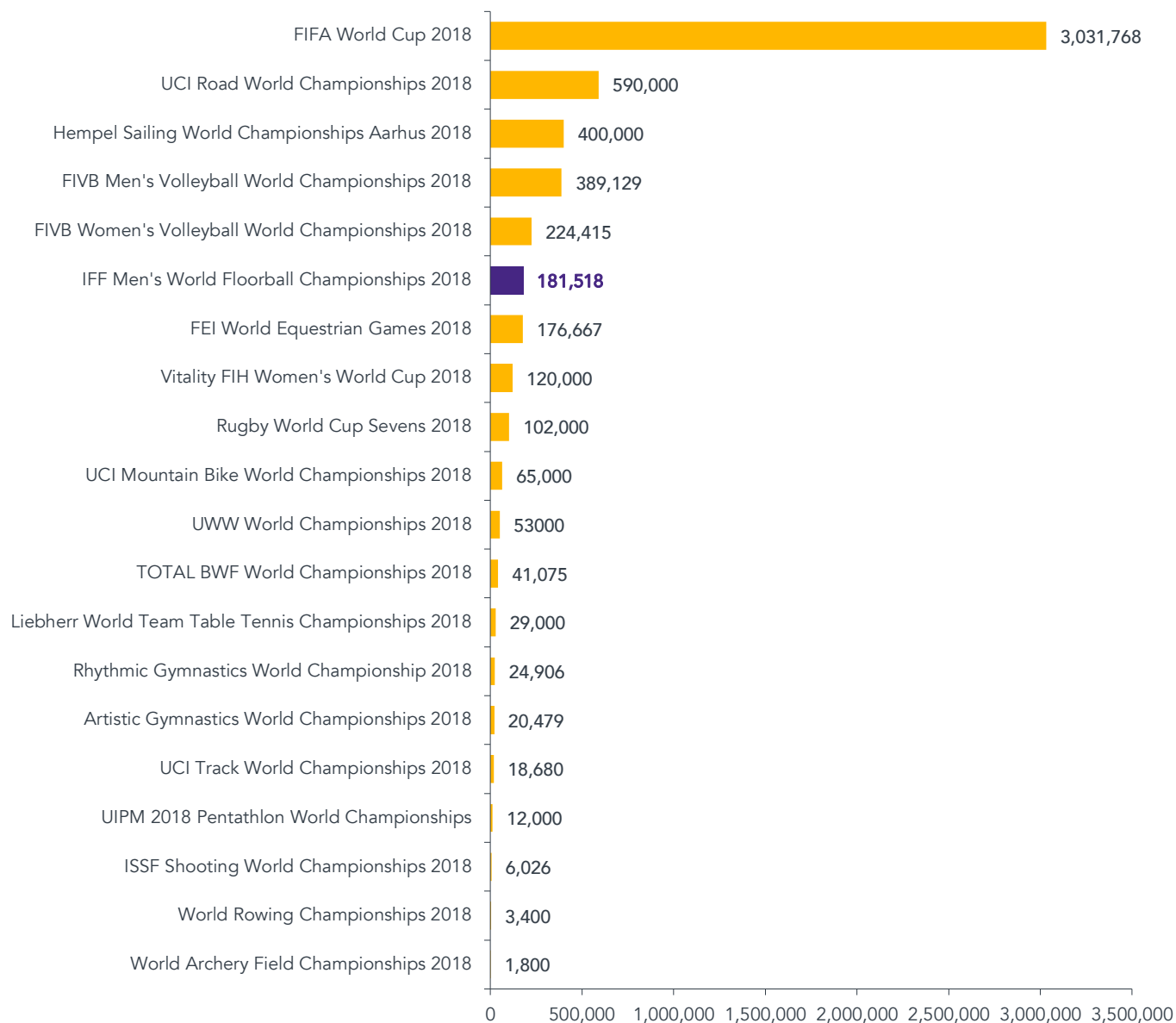
## 2018 World Championships

*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.

Comparative Data Analysis

# Attendance

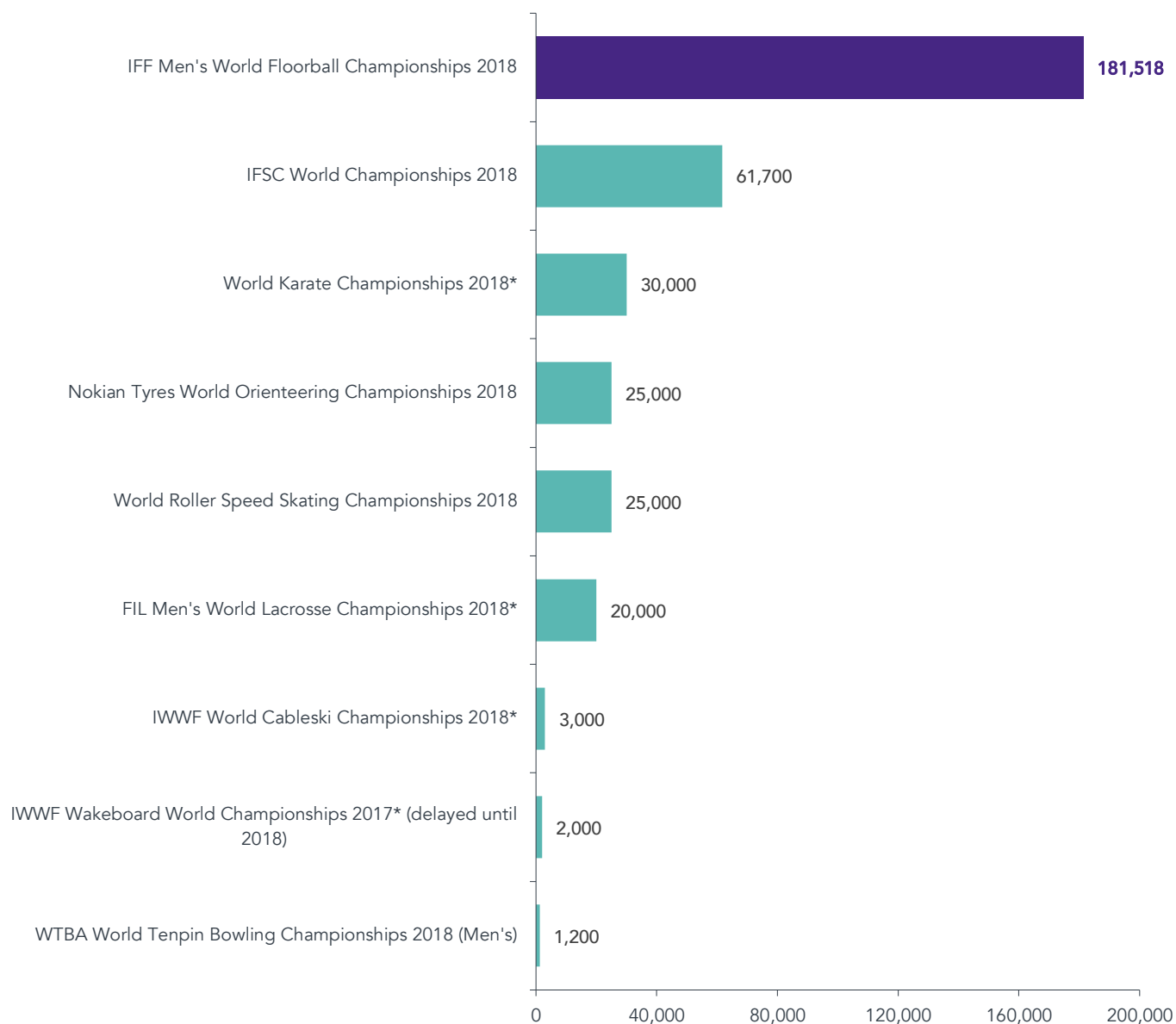
## ARISF Federations' World Championships

Attendance rank

IFF Men's World Floorball Championships 2018  
**181,518**

Rank  
**1/9** events

Attendance comparison



\* estimated data

Comparative Data Analysis

# Athletes

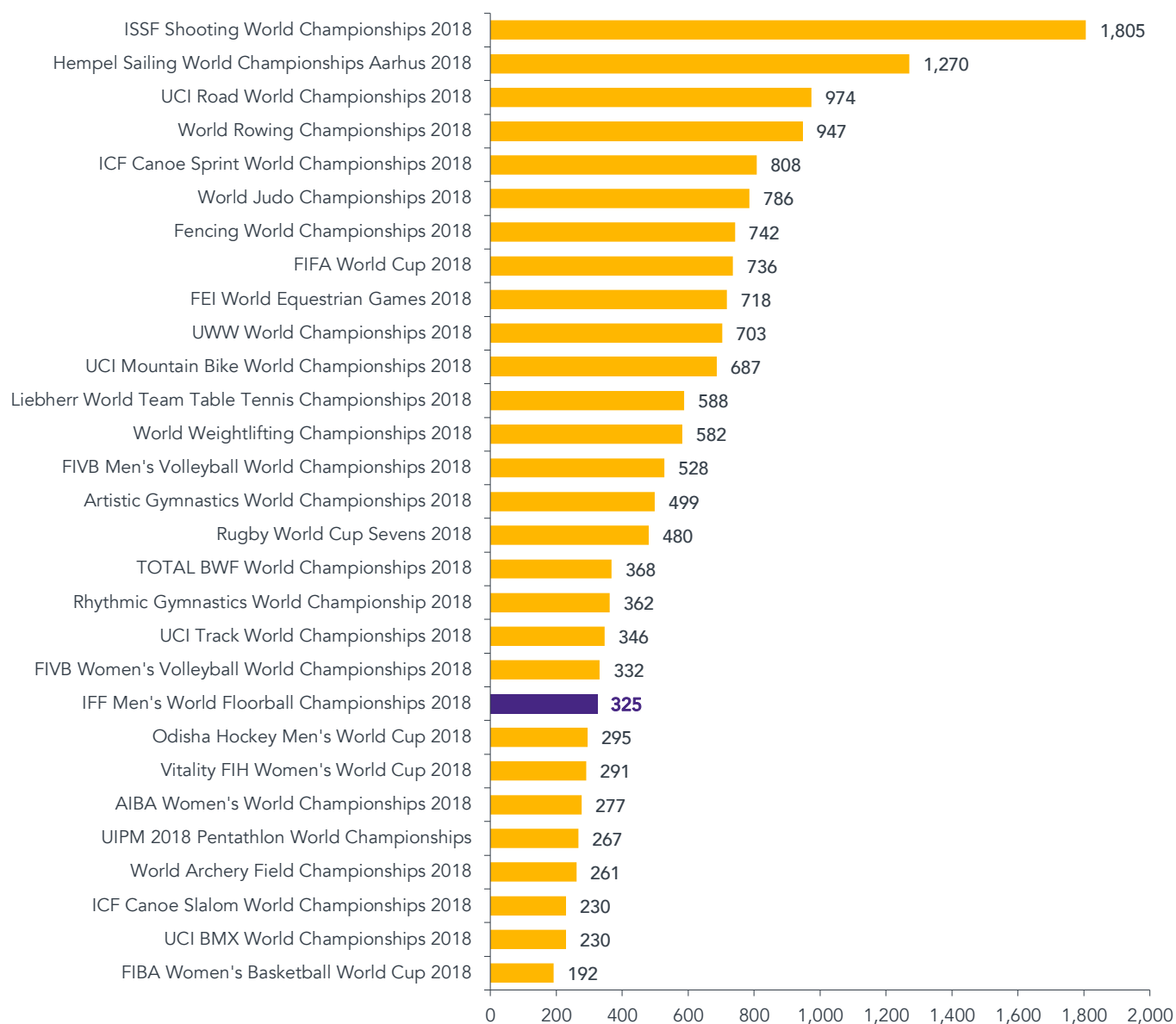
## 2018 World Championships

*Athletes rank*

IFF Men's World Floorball Championships 2018  
**325**

Rank  
**21/29** events

*Athletes comparison*



Comparative Data Analysis

# Athletes

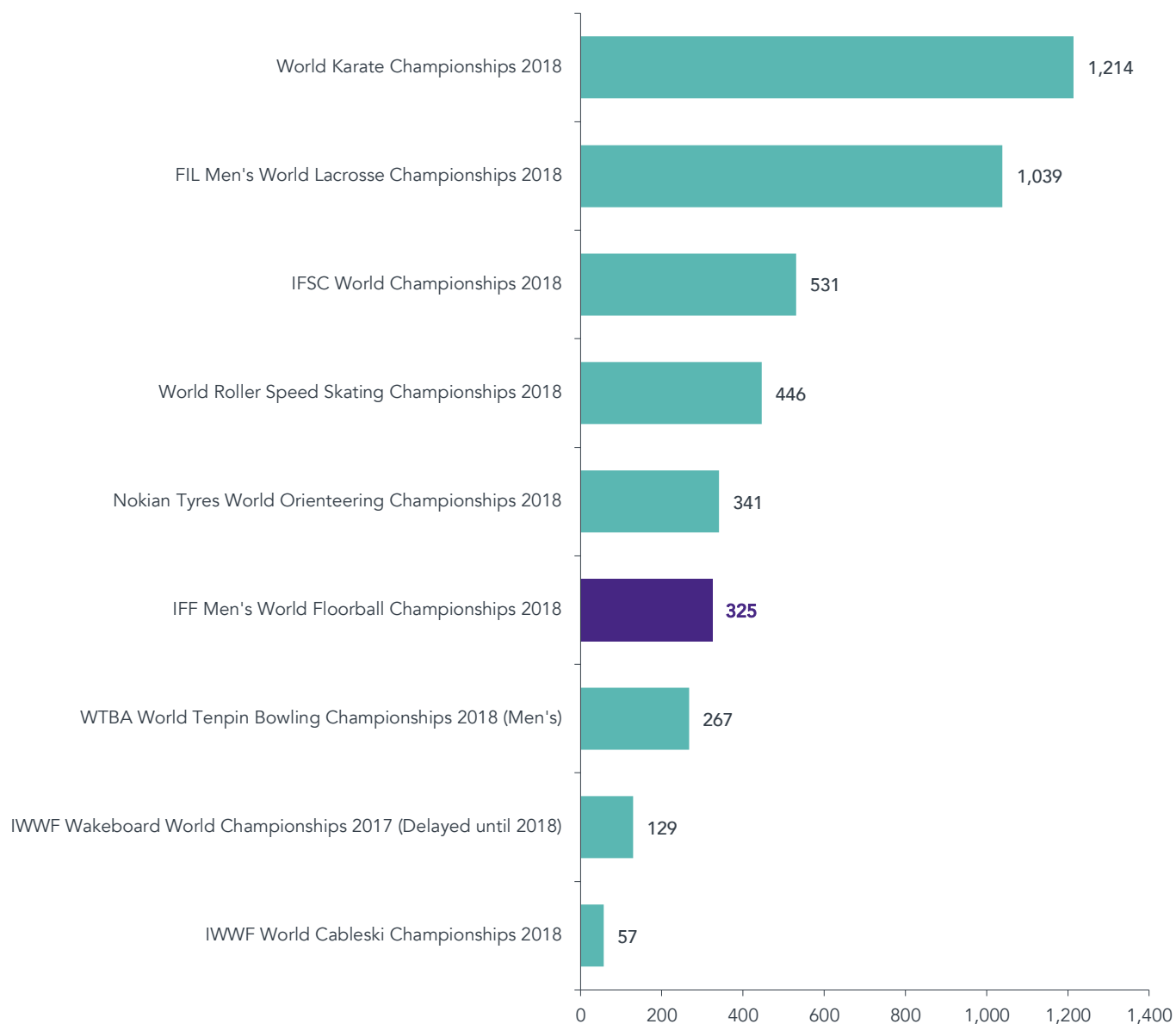
## ARISF Federations' World Championships

*Athletes rank*

IFF Men's World Floorball Championships 2018  
**325**

Rank  
**6/9** events

*Athletes comparison*



Comparative Data Analysis

# Nations

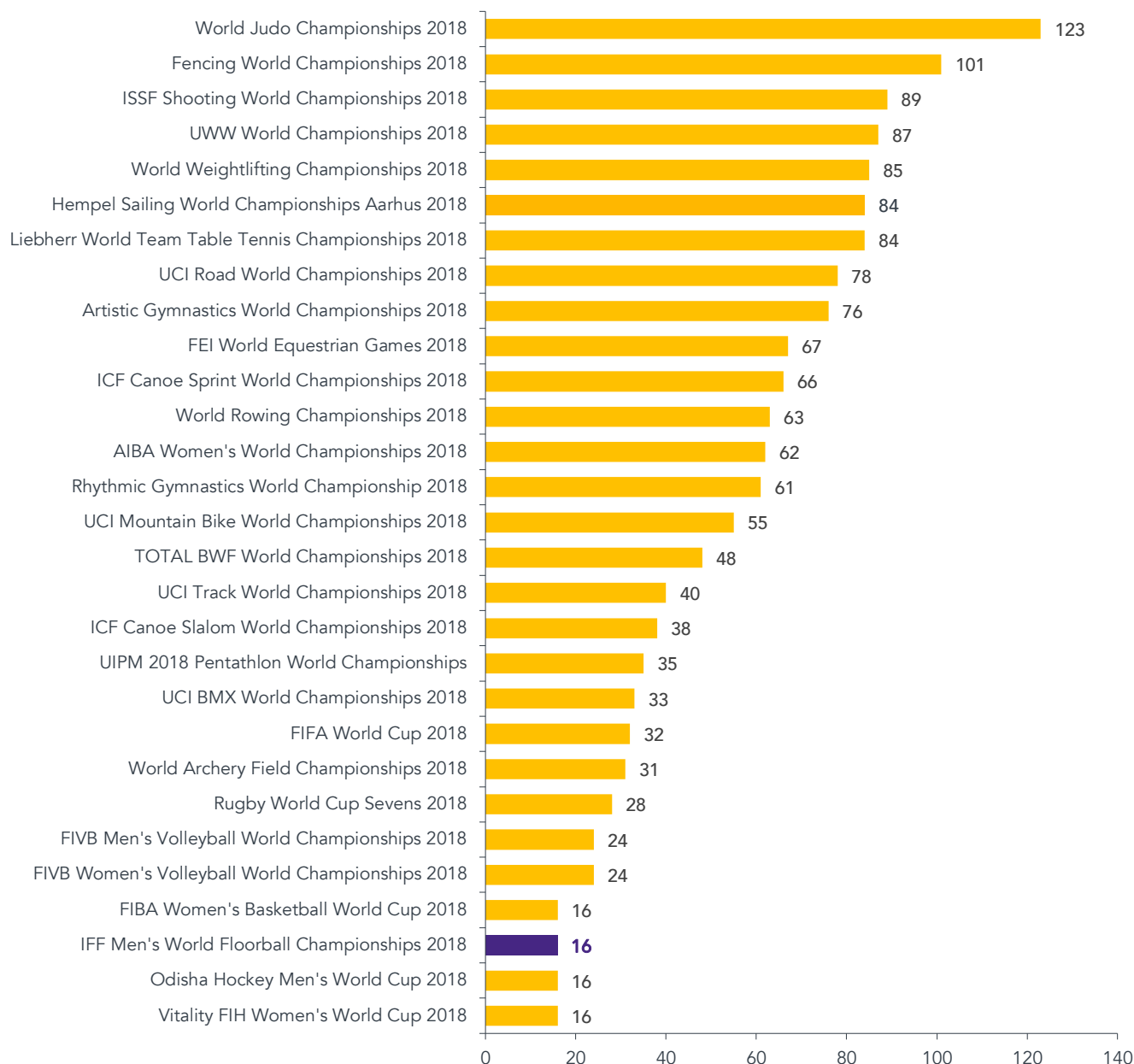
## 2018 World Championships

Nations rank

IFF Men's World Floorball Championships 2018  
**16**

Rank  
**=26/29** events

Nations comparison





Comparative Data Analysis

# Nations

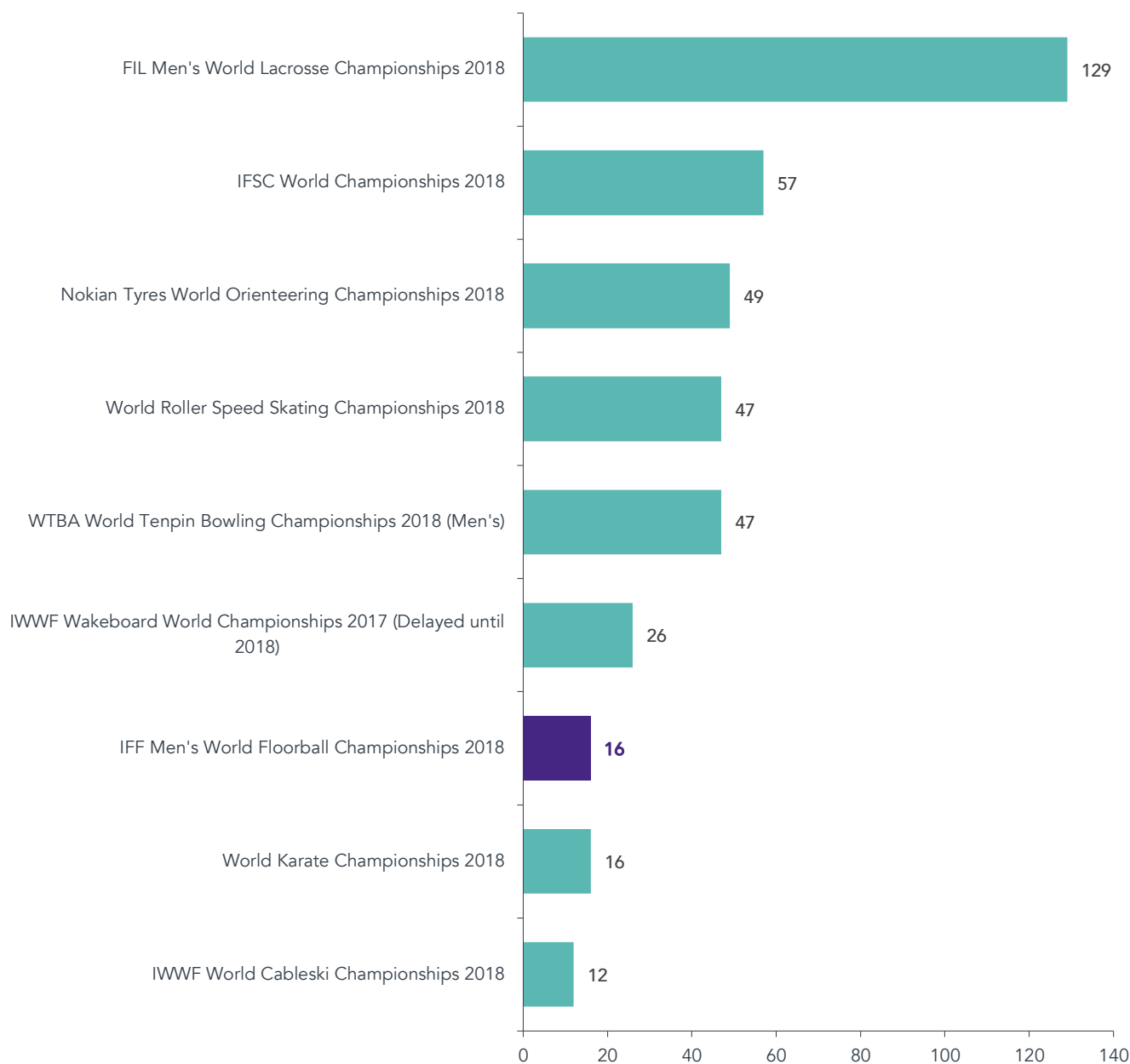
## ARISF Federations' World Championships

*Nations rank*

IFF Men's World Floorball Championships 2018  
**16**

Rank  
**7/9** events

*Nations comparison*



Comparative Data Analysis

# Accredited Media

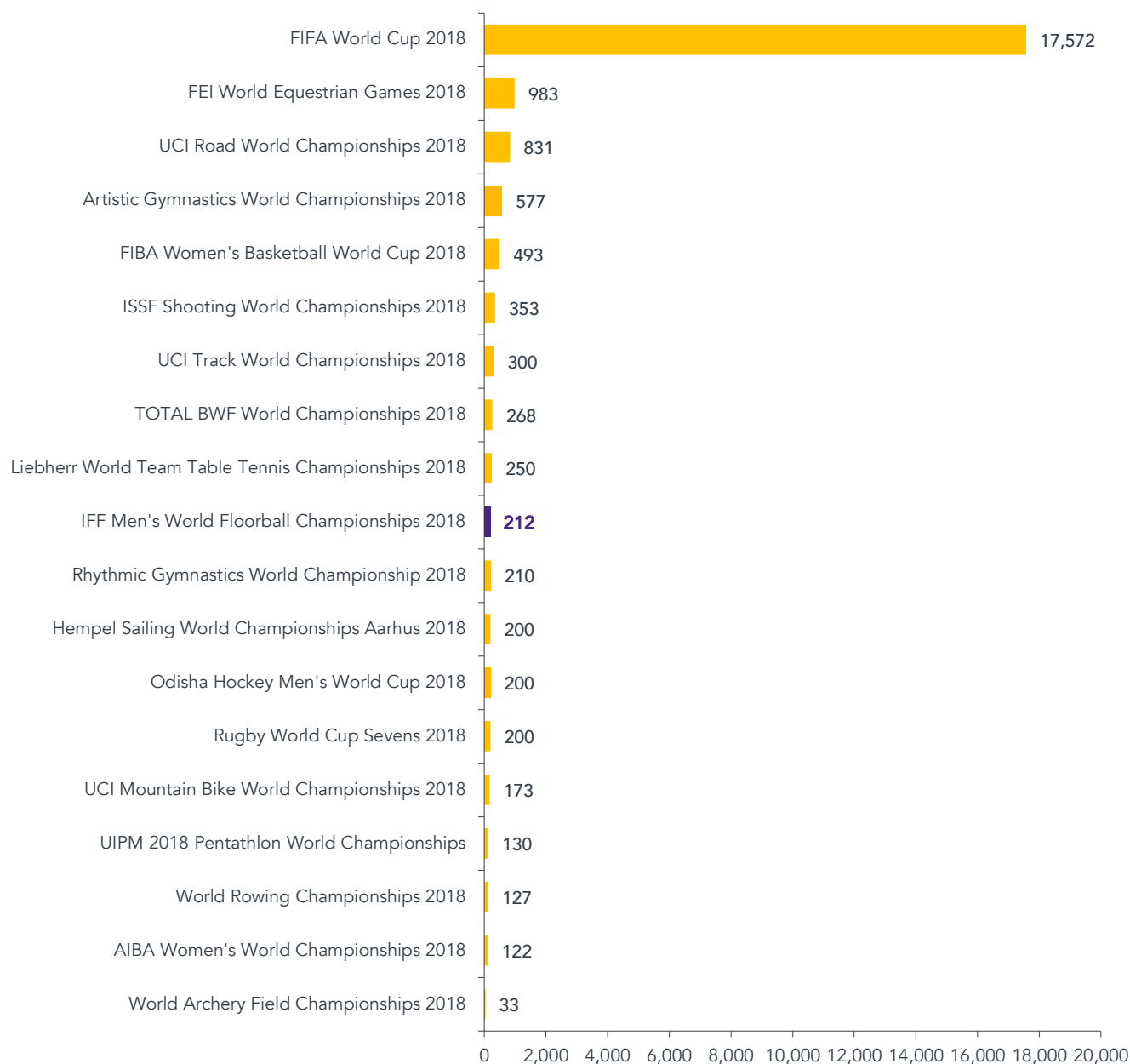
## 2018 World Championships

Accredited media rank

IFF Men's World Floorball Championships 2018  
**212**

Rank  
**10/22** events

Accredited media comparison



Accredited media figures not available for seven of 29 events used in comparative analysis.

Comparative Data Analysis

# Accredited Media

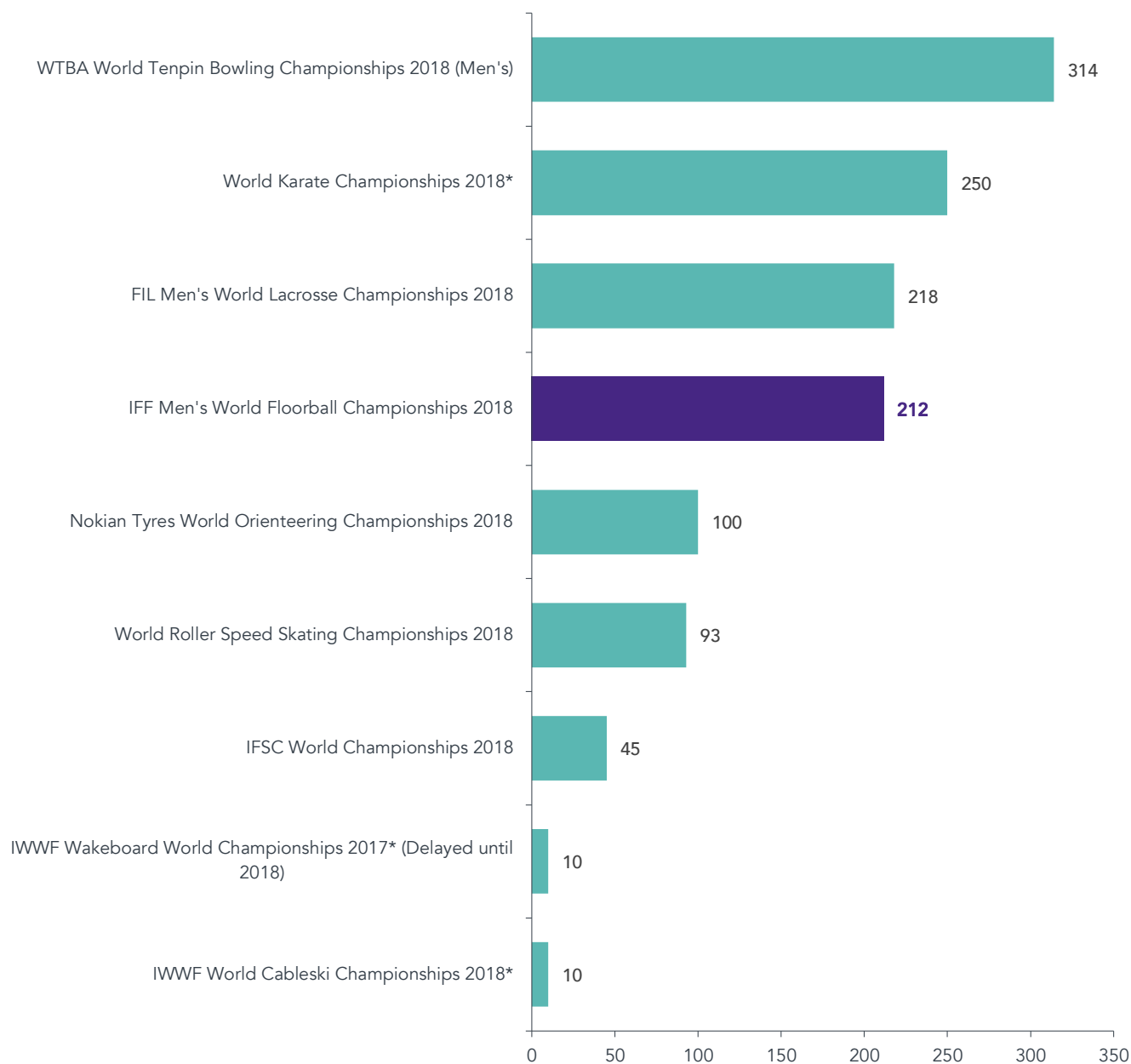
## ARISF Federations' World Championships

Accredited media rank

IFF Men's World Floorball Championships 2018  
**212**

Rank  
**4/9** events

Accredited media comparison



\* estimated data

Comparative Data Analysis

# Volunteers

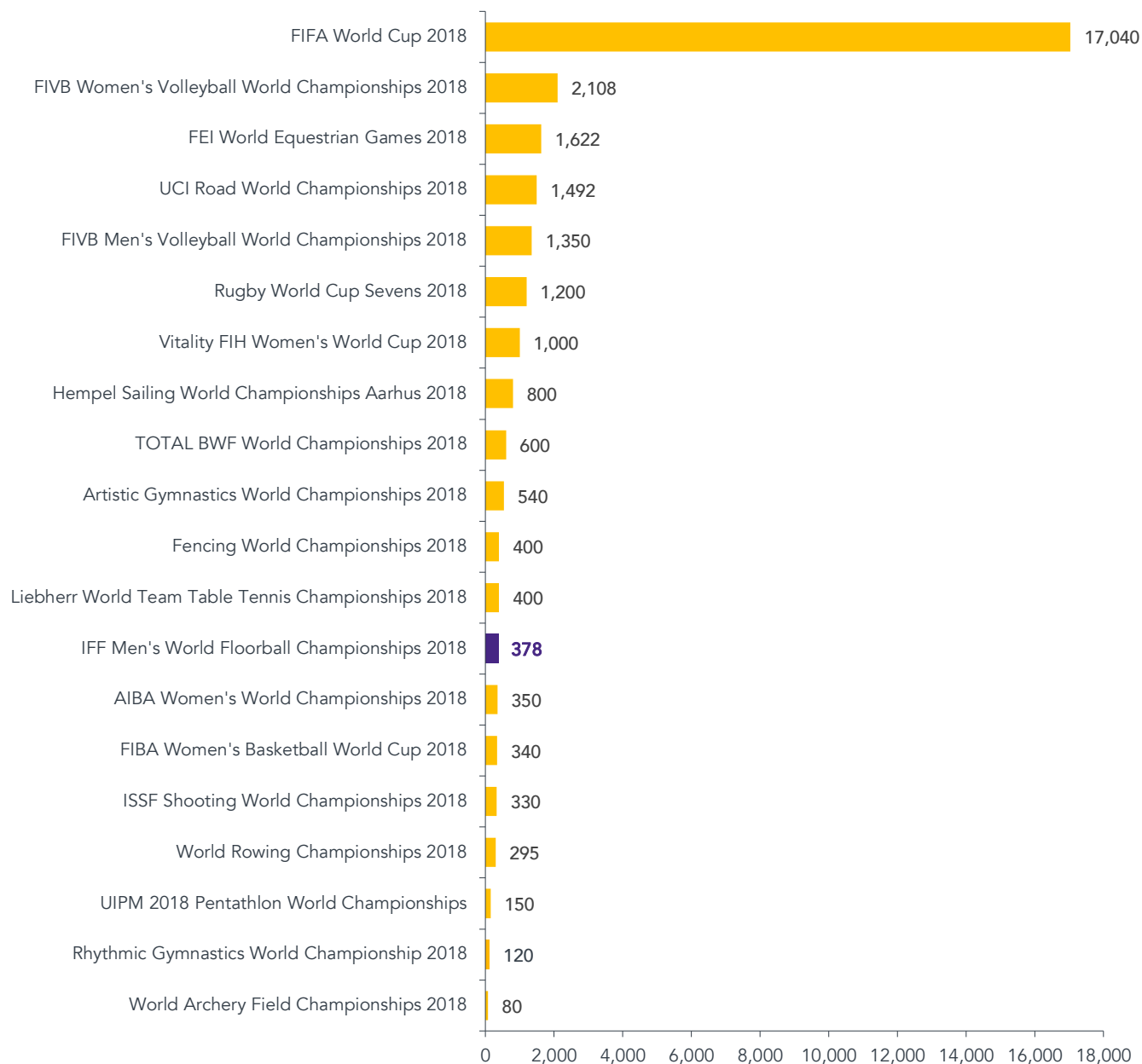
## 2018 World Championships

Volunteers rank

IFF Men's World Floorball Championships 2018  
**378**

Rank  
**13/20** events

Volunteers comparison



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

Comparative Data Analysis

# Volunteers

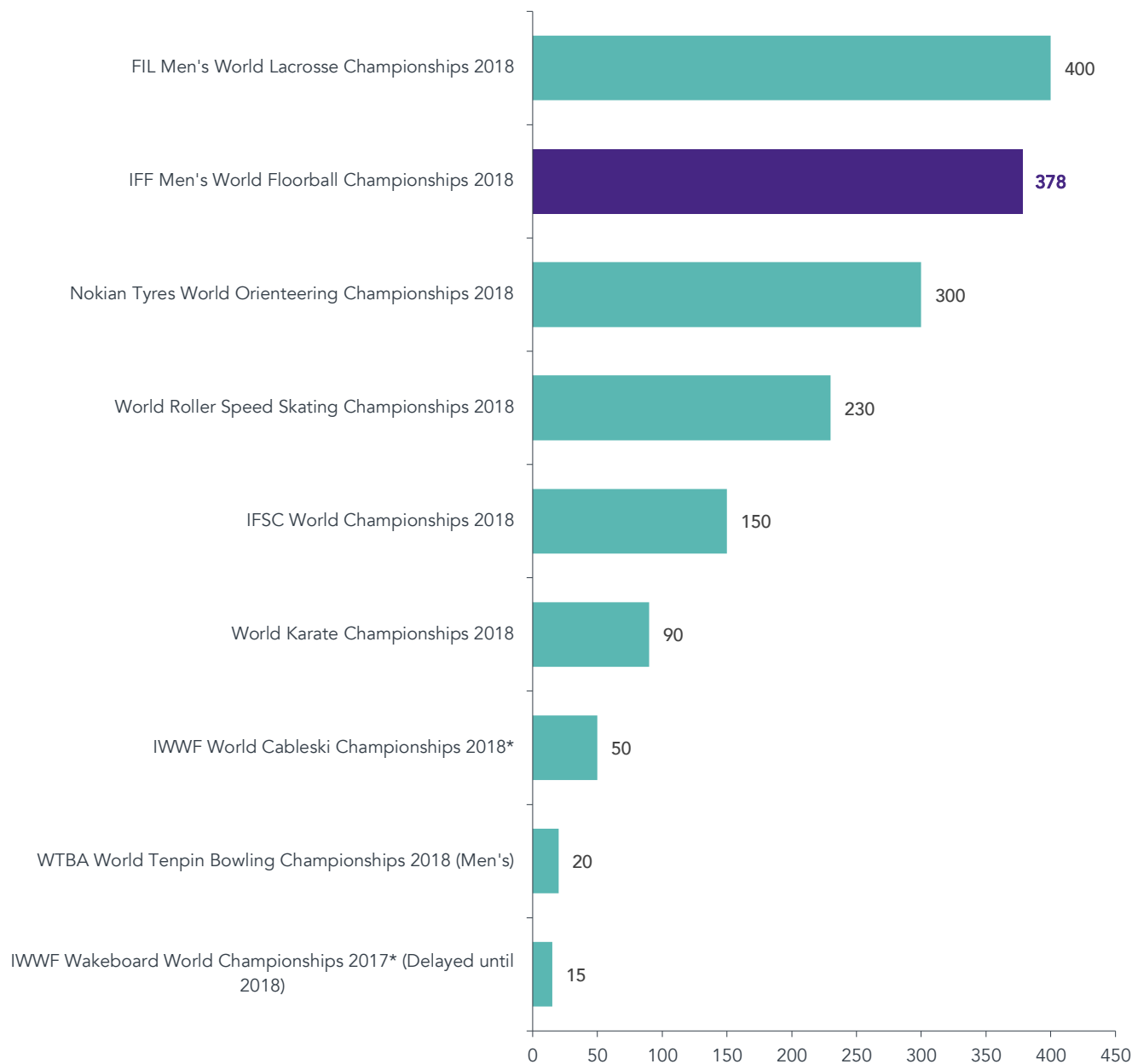
## ARISF Federations' World Championships

Volunteers rank

IFF Men's World Floorball Championships 2018  
**378**

Rank  
**2/9** events

Volunteers comparison



\* estimated data

## Comparative Data Analysis

## Comparison Events

## World championships in 2018

SPORT	EVENT	CITY	NATION
Archery	World Archery Field Championships 2018	Cortina d'Ampezzo	Italy
Badminton	TOTAL BWF World Championships 2018	Nanjing	China
Basketball	FIBA Women's Basketball World Cup 2018	Tenerife	Spain
Boxing	AIBA Women's World Championships 2018	New Delhi	India
Canoeing	ICF Canoe Slalom World Championships 2018	Rio de Janeiro	Brazil
Canoeing	ICF Canoe Sprint World Championships 2018	Montemor-o-Velho	Portugal
Cycling - BMX	UCI BMX World Championships 2018	Baku	Azerbaijan
Cycling - mountain bike	UCI Mountain Bike World Championships 2018	Lenzerheide	Switzerland
Cycling - road	UCI Road World Championships 2018	Innsbruck	Austria
Cycling - track	UCI Track World Championships 2018	Apeldoorn	Netherlands
Equestrian	FEI World Equestrian Games 2018	Tryon	USA
Fencing	Fencing World Championships 2018	Wuxi	China
Field hockey	Odisha Hockey Men's World Cup 2018	Bhubaneswar	India
Field hockey	Vitality FIH Women's World Cup 2018	London	United Kingdom
<b>Floorball</b>	<b>IFF Men's World Floorball Championships 2018</b>	<b>Prague</b>	<b>Czech Republic</b>
Gymnastics - artistic	Artistic Gymnastics World Championships 2018	Doha	Qatar
Gymnastics - rhythmic	Rhythmic Gymnastics World Championship 2018	Sofia	Bulgaria
Judo	World Judo Championships 2018	Baku	Azerbaijan
Modern pentathlon	UIPM 2018 Pentathlon World Championships	Mexico City	Mexico
Rowing	World Rowing Championships 2018	Plovdiv	Bulgaria
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 World Cup 2018	Various	Russia
Table tennis	Liebherr World Team Table Tennis Championships 2018	Halmstad	Sweden
Volleyball	FIVB Men's Volleyball World Championships 2018	Various	Bulgaria / Italy
Volleyball	FIVB Women's Volleyball World Championships 2018	Various	Japan
Weightlifting	World Weightlifting Championships 2018	Ashgabat	Turkmenistan
Wrestling	UWW World Championships 2018	Budapest	Hungary

## ARISF federations' world championships

SPORT	EVENT	CITY	NATION
<b>Floorball</b>	<b>IFF Men's World Floorball Championships 2018</b>	<b>Prague</b>	<b>Czech Republic</b>
Karate	World Karate Championships 2018	Madrid	Spain
Lacrosse	FIL Men's World Lacrosse Championships 2018	Netanya	Israel
Orienteering	Nokian Tyres World Orienteering Championships 2018	Riga	Latvia
Roller sports	World Roller Speed Skating Championships 2018	Arnhem	Netherlands
Sport climbing	IFSC World Championships 2018	Innsbruck	Austria
Ten-pin bowling	WTBA World Tenpin Bowling Championships 2018 (Men's)	Hong Kong	Hong Kong
Wakeboard	IWWF Wakeboard World Championships 2017*	Buenos Aires	Argentina
Waterskiing	IWWF World Cableski Championships 2018	Dnipropetrovsk	Ukraine

\* Event held in 2018

## Comparative Data Analysis

# GSI Events Index 2018

The IFF Men's World Floorball Championships 2018 ranked 18<sup>th</sup> in Sportcal's Global Sports Impact (GSI) Events Index 2018. The GSI Events Index is based on in-depth analysis of major multisport games and world championships to have taken place in any given year. 85 major sports events were included in the 2018 ranking.

Each event is given a weighting based on its GSI Event Rating. This rating is calculated using the latest event data across a range of indicators which measures the size, scale and impact of an event. The data considered covers the pillars of impact identified by the GSI Project methodology and scope of research.

*GSI Events Index – Top 25 of 2018 events*

RANK	SPORT	EVENT	CITY	NATION	GSI EVENT RATING
1	Soccer	FIFA World Cup 2018	Various	Russia	8,223
2	Olympics	Olympic Winter Games 2018	PyeongChang	Korea	3,389
3	Games	Commonwealth Games 2018	Gold Coast	Australia	3,150
4	Games	Asian Games 2018	Jakarta	Indonesia	2,939
5	Games	European Championships 2018	Various	Germany / Scotland	2,902
6	Ice hockey	IIHF World Championships 2018	Various	Denmark	2,698
7	Paralympics	Paralympic Winter Games 2018	PyeongChang	Korea	2,501
8	Golf	Ryder Cup 2018	Guyancourt	France	2,323
9	Olympics	Youth Olympic Games 2018	Buenos Aires	Argentina	2,320
10	Volleyball	FIVB Men's Volleyball World Championships 2018	Various	Bulgaria / Italy	2,249
11	Equestrian	FEI World Equestrian Games 2018	Tryon	USA	2,227
12	Volleyball	FIVB Women's Volleyball World Championships 2018	Various	Japan	2,083
13	Rugby sevens	Rugby World Cup Sevens 2018	San Francisco	USA	2,024
14	Athletics	IAAF 17th World Indoor Athletics Championships 2018	Birmingham	United Kingdom	1,883
15	Basketball	FIBA Women's Basketball World Cup 2018	Various	Spain	1,876
16	Field hockey	Vitality FIH Women's World Cup 2018	London	United Kingdom	1,838
17	Cycling - road	UCI Road World Championships 2018	Innsbruck	Austria	1,780
<b>18</b>	<b>Floorball</b>	<b>IFF Men's World Floorball Championships 2018</b>	<b>Prague</b>	<b>Czech Republic</b>	<b>1,704</b>
19	Sport climbing	IFSC World Championships 2018	Innsbruck	Austria	1,692
20	Cycling - mountain bike	UCI Mountain Bike World Championships 2018	Lenzerheide	Switzerland	1,633
21	Wrestling	UWW World Championships 2018	Budapest	Hungary	1,600
22	Sailing	Hempel Sailing World Championships Aarhus 2018	Aarhus	Denmark	1,526
23	Cricket	ICC Women's World Twenty20 2018	Various	Various	1,524
24	Field hockey	Odisha Hockey Men's World Cup 2018	Bhubaneswar	India	1,507
25	Cycling - cyclo-cross	UCI Cyclo-Cross World Championships 2018	Valkenburg	Netherlands	1,476



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