



IFF Event Handbook

How to organise successful
Floorball Events

Adjacent Events

10. Adjacent Events



Adjacent Events

Even though the organisation of the event might be magnificent, the value of the event will still be low if it has not really been visible in the city where it is organised. One of the main reasons for organising events is, of course, to enhance the brand visibility of Floorball in the country, by showing that there has been development of the sport.

A measurement of the success of the event is if it is possible to show that the level of awareness of Floorball among the general public has risen because of the event. The task must be to transform the event from just a sports event to a whole city experience.

TASKS AND DUTIES

Planning stage

- The objective must be to increase the visibility of the event among the city's residents - to support both the ticket sales and the knowledge of the sport
- Start by making an analysis of what it is possible to afford - for example, organising a 'Come and Try Day' in the City Square costs much less than buying advertisement spaces
- In order to raise the awareness you need to combine the adjacent activities with the stages of the preparations, such as the start of ticket sales, draw of the tournament groups, announcement of the home team players etc.
- The objective is that these activation elements will also give the event additional media coverage
- Encourage the partners, the city and the arena to use the event as a way of activating their own employees and clients
- There is a need to designate separate persons to plan and run the adjacent events, since their preparations need a different approach than the ordinary event organisation
- The most essential factor in the planning is to try



to activate all the related Floorball groups into the event: spectators, local Floorball players, other sports groups and local residents

During the Event

- Try to combine the Adjacent Events with the tournament match schedule
- In the venues, promote the Adjacent Events to all of the spectators, not just the local market



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POSSIBLE ADJACENT EVENTS

VENUE-RELATED

- Seminars organised by LOC or IFF
 - Coaching
 - Refereeing and Referee observation
 - Event organisation - Observer programme
- Special target groups - ParaFloorball, Youth, Special Olympics etc.
- Education for National Association clubs etc.
- Shadow tournament for Event Partners
- VIP receptions for City, Partners and Guests
- Exhibition booths & Fun Zone in the Arena
- Use of technical innovations, such as mobile shot radar, both in and outside the venue
- Inviting the Embassies of the participating countries to play and watch the tournament



CITY-RELATED

- Promotion Events - 'Come & Try' promos
- Building of fan base by organising tournaments and using social media
- Floorball tournaments for clubs, fans and new target groups
- Official Receptions (Government, City) in relation to IFF General Assembly or Associations' Meeting
- Challenge games with media, both before and during the event
- Activity square downtown during the event
- City visibility - using the cities own elements (billboards, city buildings, buses, hotels etc.)
- Special banners or mystery elements in the city to increase the awareness
- Event Parties in the evenings (Opening party, Final Party)
- Invite schools and the school administration to follow the group matches, integrating it to be a part of their education
- Build special fairs around the Event
- Opening Ceremony outside

