



# IFF Event Handbook

How to organise successful  
Floorball Events

## Media

5. Media



# Media

Whether your event is big or small, without media coverage it will be invisible. You need to generate as much interest in the event as possible, using all the different media channels which are now available. From TV to online live streaming,

from newspapers to social media there is a vast array of ways that you can promote your event. A detailed and clear media plan is key to ensuring that your event is seen and that you effectively use all the media resources available to you.



IFF owns all the rights for TV and Internet-TV, excluding the domestic rights, therefore it is very important to start the negotiations early with IFF to define how the production will be arranged. IFF will take care of the coordination of international sales and distribution, based on what has been agreed between the LOC and IFF.

The guidelines given in this document outline the tasks needed to be performed and serves as a reminder list, so it is for each organiser to plan and estimate how many persons are needed to provide the required media services. It is advisable that every organiser has their own Press chief, that is responsible for the Media services during the event.

The rapid continuous change of the media structure, and the fact that Floorball has a large social media presence, means that these channels should also be covered by the organiser. Social media makes it possible to make closer and faster communication with the Floorball population, with immediate reporting of results and comments.

The local needs are usually very important when planning the Media Accreditation form and each organisation should plan their own form, keeping in mind what kind of information (based on the IFF model) is actually needed to perform a good job.

Make sure that the accredited media receives all updated information (invitations, notices and press releases etc.) during the championships. Use a variety of channels to distribute the message (email, sms, social media, invitations etc.).

All the statistical data from previous IFF Events can be found on the IFF web page (under IFF Events), including the rankings, All-Star teams and player statistics. Make sure that the media know where they can find information like this.

In order to evaluate the level of the Media coverage for each event, the LOC should collect data on the visibility of the event in both TV, web pages, social media and in the written press and provide this to the IFF after the event.



## 5. Media

# Media Accreditation

All request for media accreditation are subject to approval by the local organiser. Accreditations are, in general, granted to professional and working media who are assigned by their editor to professionally cover the event.

Floorball is still in a stage where there are a lot of Floorball-related freelance journalists, who are the only ones who will report from the events from certain countries. This has to be taken into consideration when the media is accredited.



- Journalists working for TV, internet-TV and radio shall submit their accreditations through the local organiser, but for the major IFF events, the IFF needs a list of the media accreditations in advance of the start of the event.
- All accredited media shall have free access to cover most team practices and all games. The accredited media shall have access to the media centre, the media tribune (press box), the mixed-zone area and the press conference room. Photographers will also be given access to the marked photo zones around the rink.
- If the number of reporters exceeds the number of seats in the media tribune, or if an unusual number of media is expected to the mixed zone or to the press conference room(s), the organisers have the right to make special priority arrangements.
- The LOC is responsible for the Media Accreditation. The LOC shall also make a list of suitable, well-located hotels for the Media in connection to the venues.
- In general, 1-2 credentials per media outlet will be approved. For national news agencies & national daily newspapers the general limit is 3-4 and for major regional newspapers & major daily sports papers it is usually 3. Considerations will be given to special requests.

## MEDIA ACCREDITATION FORM

As a guide, the media accreditation form should include:

- Personal information:
  - ◊ Name (First name, Last Name)
  - ◊ Gender
  - ◊ E-mail
  - ◊ Phone number (mobile/office)
  - ◊ Information on AIPS/Press card (nr/ admitted by) or National Association name etc.
  - ◊ Freelance journalists might have to submit written confirmation from the editor of the media outlet that has assigned the freelancer to the Floorball event.
  - ◊ Photo
- Organisation/Media information
  - ◊ Organisation/Media name
  - ◊ Organisation address & Country
  - ◊ Organisation website/social media
  - ◊ Contact person (First name, Last name, function, contact email and phone)
- Organisation Type/Your Function
  - ◊ Journalist (Newspapers, Magazines, Agency)
  - ◊ Photographer
  - ◊ Web Media – Journalist only
  - ◊ Web Media – Photographer only
  - ◊ Web Media – both Journalist & Photographer
  - ◊ TV-Commentator
  - ◊ TV-Reporter
  - ◊ TV-Technical staff
  - ◊ TV-Production
  - ◊ Radio
- Requests for media services needed
  - ◊ Working seat at the media tribune
  - ◊ Internet service (if not provided by the LOC)
  - ◊ Telephone line/FTP for Radio transmissions
  - ◊ Possible hotel options, local conditions (electricity etc.)
- Deadline for submission of the Media Accreditation
- Special Requests/Comment
- LOC Media Contact person information



# Media Accreditation

## TASKS AND DUTIES

### Before the Event

- Plan the Media Accreditation Form and when the Media Accreditation will start. The Media Accreditation process should start at least 3 months before Final rounds and at least one month before the qualifications. The LOC can use different deadlines for different media types
- The LOC organisers reserve the right to approve or deny Media accreditation applications, but should keep in mind the general need of a broad news feed to all concerned countries
- The completion of the application form does not guarantee accreditation. Plan how to confirm the status of the applications and provide details of how and when media accreditations can be collected for the event
- Plan the seating in the press centre based on the accreditation criteria
- Send a list of accredited media to IFF

### During the Event

- Guide the media to the accreditation office for accreditation
- Be prepared that there might be late accreditation requests & decide how to handle these
- After accreditation, welcome the media in the press centre and distribute the Press Kit

### FREELANCE JOURNALISTS / FLOORBALL MEDIA

It is difficult to control the validity of the increasing number of applications from freelance journalists, so in addition to the accreditation application, a freelance journalist might need to submit the following (or some of the following) to the responsible person at the LOC and national association:

1. Copy of a valid press card from a relevant press association (AIPS, national press association, national sport press association or National Floorball Association)
2. List of media outlets that the freelancer will provide with stories, reports
3. Written confirmation from the editor of the media outlet that has assigned the freelancer to the IFF event

## ACCREDITATION APPROVAL CRITERIA TO IFF EVENTS

For IFF Events the application forms for media accreditation are distributed by the LOC to the National Floorball Associations and the following type of media (listed in order of priority):

1. National news agencies (Example: Reuters, AP, CP, DPA, Tass, STT, TT)
2. National daily newspapers (Example: Die Welt, Aftonbladet, Helsingin Sanomat)
3. Major regional daily newspapers (Example: Göteborgs-Posten, Baseler Zeitung, The Toronto Star)
4. Major daily or weekly sport papers (Example: Sport-Express, L'Equipe, Sports Illustrated)
5. Major weekly magazines (Example: Der Spiegel, Newsweek)
6. Major sport or Floorball websites (Example: ESPN.com, Innebandymagazinet, Unihockey-portal, Sport-Live.net, Pääkallo, Floorbal.cz, Unihockey.ch etc.)
7. Other Magazines (economic, lifestyle, fashion)

## THINGS TO OBSERVE FOR ACCREDITED MEDIA

The press centre, media tribune, mixed zones and the press conference rooms are areas for working press only and the officials associated with the media relations and media services.

These are designated areas for working press and must be respected as such. Therefore the following rules are to be observed:

- Wearing national team jerseys or any excessive fan apparel in those designated working areas for media is considered as improper, and accredited journalists who do this will be asked to remove the apparel
- Excessive cheering and 'fan behaviour' in the media tribune, photographers zone and press centre will be strongly reprimanded as it is considered unprofessional, and is disturbing for working media
- Accredited journalists are not allowed to ask players for autographs at any time in any of the above mentioned designated media working areas
- Accredited journalists are not allowed to switch accreditation passes with representatives of other media outlets in order to get unauthorised access

A breach of these rules may result in the media accreditation being revoked.



# Media Accreditation

Person responsible: \_\_\_\_\_



- NEEDED RESOURCES**
- One person who is responsible for the Media Accreditation
  - One person making the Media Accreditation Form
  - One person collecting the data & submitting the Media Accreditation approvals
  - Sufficient persons in the press centre to welcome media

- NEEDED EQUIPMENT**
- Online Media Accreditation form or email registration process

TIMELINE				
	Task	Deadline	Responsibility	Done
4 to 12 months	Plan the Media spaces in the Arena Ensure there is enough space for all accredited journalists Plan the Media Accreditation Form and the deadlines Confirm with IFF about TV or Internet-TV production Secure Internet connections			
6-8 weeks	Plan the welcoming of the Media			
Before start	Educate the volunteers in a briefing meeting Open the media centre as soon as the first teams start training			

**NOTES:**

# Press Kit

For each IFF event a Press Kit prepared with information for the accredited press about the event is recommended.

The Press Kit shall include the Event Match Programme and other general information about the tournament, teams and players etc. It should also include information which is specifically for the media, such as about when possible event press conferences are held, the invitations with press advisory, and information about possible post-game press conferences and/or mixed zone interviews.

Details about the press centre, press conference room, media stands, mixed zone & photographer's zones, as well as computer and internet connections shall be informed in the Press Kit. Remember to also have details of other press services available and the LOC Press contacts.

Daily Bulletins can be prepared with relevant information about the match results, statistics & daily programme.

## TASKS AND DUTIES

### Before the Event

- Prepare the layout and the topics for the Press Kit
- Decide who is responsible for the Press Kit and who is going to write which parts of it
- Collect the information about press facilities in the venues, press conferences, venue maps, contact information, etc.
- Decide about the deadlines
- Arrange the printing of the Press Kit

### During the Event

- Distribute the Press Kit when the media collect their accreditation
- Have the Press Kit and match programme available in the Press centres and press rooms



## PRESS KIT CONTENT

- Information about the teams
- Information about the tournament
- Information about available Press services
- Contact information for Media Hosts and technical support
- Information about Internet access and possible costs
- Venue Map, Access zones
- Match Programme
- Press Conference Invitations
- Information about post-game press conferences and mixed zone interviews
- Information about All Star selection and MVP selection and the nomination forms
- Information about Daily Bulletins
- Other valuable information about the Event and host city for the accredited Press
- Statistics from previous IFF Events
- Information about TV and Internet-TV
- Teams' training schedules and guidelines concerning interviews
- Information on available news from the event produced by organiser

# Press Kit



## Things to note!

### TASKS AND DUTIES - DAILY BULLETIN

#### Before the Event

- Decide if you will produce Daily Bulletins or share daily Event information with other means
- Plan the distribution of the Daily Bulletin

#### During the Event

- Decide who is in charge of sharing Event highlights
- Distribute the event information, for example, at the press centres, press rooms, information desks, VIP, team boxes, the event hotel receptions (team hotels, press hotels, IFF hotels, guest hotels) and/or via screens/e-mails/newsletters

### ALL STAR TEAM SELECTION

- Accredited media (and possibly team coaches) shall have the possibility to vote for the All Star team
- The All Star team is usually published during the 2nd intermission of the Final
- At adult WFCs the MVP is also elected (IFF responsible for the process)
- All Star team and MVP rewards shall be made ready during the second intermission and the players (usually) receive the prizes after the Final match.

### TASKS AND DUTIES - ALL STAR TEAM

#### Before the Event

- Decide how the accredited media shall vote for the All Star team in cooperation with the IFF
- Decide when to publish the All Star Team (usually at second intermission)
- At Adult WFCs a MVP is elected, IFF is in charge of the process keeping the LOC informed and is usually only published after the final

#### During the Event

- Collect the All Star team voting results and share the information with the IFF. IFF to share MVP voting results at Adult WFCs.
- Announce and Publish the All Star team and possible MVP on the web page, social media etc.





# Press Kit



Person responsible: \_\_\_\_\_

**NEEDED RESOURCES**

- One person (+ assistants) who is in charge of collecting all the information for the Press Kit

**NEEDED EQUIPMENT**

- Computers with suitable layout programs
- All information to be included
- Printers

TIMELINE				
	Task	Deadline	Responsibility	Done
4 to 12 months	Recruit persons to plan the Press Kit content and to prepare the material			
2-6 weeks	Decide the All Star team selection process in cooperation with the IFF Finalise & print the Press Kit			
Before start	Distribute the Press Kit in selected places			

**NOTES:**

# Media Hosts

The media hosts are needed in order to serve the accredited media during the IFF events. The amount of needed hosts depends on the event in question and the amount of expected press persons and planned press services, press conferences etc.

It is very important that the accredited press receives the assistance and tools needed during the event in order to communicate the event outwards. The level of service received by the accredited media affects the image of the event and therefore the task of the media hosts is to secure that everything runs smoothly in the press facilities at the IFF events.

The media hosts are the link between the media and the event, ensuring a smooth co-operation between the media and the whole event resulting in a lot of positive media visibility. Good language skills (English is mandatory) are essential for the Media hosts in order to be able to help the media from different countries.

## TASKS AND DUTIES

- To welcome the accredited Media in the Press Centre
- Distribute the Press Kit to the accredited Media
- Be responsible for the contact between the media and teams, LOC & IFF
- Shall act as a positive 'trouble-shooter' between the media needs and the running of the competition
- Responsible for the functioning of the Press stands
- Plan and host the Press Conferences
- Escort the players and coaches to the post-game Press conferences
- Coordinate pre-requested interviews in the mixed zone
- Organise and receive interview requests in the mixed zone

## Things to note!

### PLAYER INTERVIEWS

#### Reserved interviews in the Mixed zone

- Accredited media can ask for certain players for post-match interviews in the mixed zone
- Media hosts can ask the accredited media in the press tribune/mixed zone who they want to interview in the mixed zone
- Media hosts can help in coordinating the interviews in the mixed zone

#### Press conferences

- The best players of the match and coaches can automatically attend the post match press conference if so decided by the LOC
- Media hosts can escort the players to the press conference from the field right after the match.

### NEEDED NUMBER OF MEDIA HOSTS

The size of the event and the number of accredited journalists, as well as the stage of the event (group match or Play-offs), effects the number of media hosts needed.

In general it is recommended that there is at least one media host available in each of the following areas:

- Press facilities/Press centre
- Mixed zone at the end of the matches and after the matches
- To host post-game press conferences
- To escort players & coaches to the post-game press conferences

# Media Hosts

Plan your own event!



Person responsible: \_\_\_\_\_

## NEEDED RESOURCES

- At least one Media host in the Press Centre
- One media host to see to it that everything in the Press stands work
- One media host responsible for the Press Conferences
- One media host to escort the players and coaches to the post-game Press conferences
- One media host to organise and receive in-interview requests in the mixed zone

## NEEDED EQUIPMENT

- Everything needed in the Press centre (*more details in the Press Centre section - p.11*)
- Mobile phones/walkie talkies

## TIMELINE

	Task	Deadline	Responsibility	Done
4 to 12 months	Plan and divide the tasks Recruit persons for media hosts and plan their duties			
4-6 weeks	Secure that you have enough volunteers to act as Media Hosts Briefing meeting with work list and daily schedule			
Before start	Check that everything works in the press stand, press room and press conference rooms			

## NOTES:

# 5. Media

# Mixed Zone

Each Event venue shall have a mixed zone, between the playing field and the dressing rooms, where accredited press can interview the players after a match.

Each mixed zone should be easily accessible from the dressing rooms, the media working areas and the media tribune. Players and coaches shall be available in the mixed zone area directly after the conclusion of the post-game ceremonies.

In major IFF Events media hosts can take requests from the media for interviews of players and coaches and inform the venue staff of the players wanted in the mixed zone for interviews. Rights-holders (TV and Radio) have a priority to the interviews in the mixed zone area and may, with prior permission, interview players on the field directly after the match or immediately after they have left the field.

## TASKS AND DUTIES

### Before the Event

- Plan the Mixed Zone area and how the players & media are directed through it after the matches
- Plan the work tasks of the media hosts in the mixed zone and the communication with the venue staff
- Mark the Mixed Zone and plan where you need staff in order to secure the access to the area
- Add information to the Press Kit about the Mixed Zone, place and availability of players & coaches and media hosts
- Inform the teams about the Mixed Zone and how important it is for the players to exit the field as soon as possible after the end of the match via the Mixed Zone
- Stress the importance to the teams of cooperating with the media and players giving interviews when requested, when passing through the mixed zone

### During the Event

- Consider having a media host assisting the press in the mixed zone after the matches
- Media host in the mixed zone collects the interview requests and informs the team of the wanted players
- Staff to secure the accredited press access and give guidance
- At every opportunity, remind the teams of the importance of the Mixed Zone
- Monitor how the Mixed Zone works and make changes if necessary



## Things to note!

### FLASH INTERVIEWS

- The IFF recommends that teams participate in flash interviews after the first and second period, if so requested by the TV or radio broadcaster
- The maximum time for a flash interview is usually 60 seconds (max. two representatives per team)
- The interview will usually take place in an area between the playing field and the dressing rooms (eg. mixed zone)

### POST-PRACTICE INTERVIEWS

- All interviews requested after practice shall be forwarded to the team guide or team's media officer
- Coaching staff and media officers are entitled to limit 'game day' post-practice interviews to 10 minutes
- The general media access period after non-game day practices should be 15 minutes
- Interview requests for other occasions during the event shall be addressed to the team media officer or team guide

# Press Centre

Each IFF Event venue shall have a Press Centre, which functions as a media working area with desks, chairs, high-speed internet connection and an area where refreshments are provided.

The Press Centre should give easy access to and from other media-related facilities such as the media tribune, mixed zone, press conference room and toilet facilities. The press centre shall be open from the first training day and during the event it should be open at least 1.5 hours before the start of the first match of the day and close no earlier than 1.5 hours after the end of the last match of the day.

The Press Centre must offer enough seats with working conditions for all of the accredited press. Copies of the Press Kit should be available in the centre and English-speaking staff to assist with any media requests.

## TASKS AND DUTIES

### Before the Event

- Make an evaluation of how many accredited Media persons will attend the Event and decide where the Press Centre shall be
- Plan enough working places with electricity and internet access points for the accredited press
- Plan the seating system for the accredited press
- Decide upon the internet connections for the Press Centre. There needs to be effective internet connections for the working journalists.
- If decided that the accredited press has to pay a nominal cost for the use of the internet connection, this should be informed in all communication to accredited press
- There needs to be a printer in the Press centre
- Plan the catering for the Press centre
- Decide upon who shall be the media host(s) in the Press Centre
- Decide upon how to distribute the Press kit and possible Daily bulletins in the Press Centre and organise a few electricity adapters for journalists coming from abroad

### During the Event

- Have all the needed information and assistance always available in the Press Centre

## Things to note!

### PRESS CENTRE

- Desks & chairs for working journalists
- Electricity sockets at desk
- General Computers and Printers
- High-speed internet connection
- Match Programmes
- Results & Statistics
- Daily Bulletins
- Catering
- TV screen(s)
- Copying machine





# Press Centre



Person responsible: \_\_\_\_\_

- NEEDED RESOURCES**
- One person in charge of the Press Centre and deciding about the place and design
  - One media host always ready to assist the journalists in the Press centre and who sees to it that all materials (press conference invitations, match programme, daily bulletins, refreshments etc.) are always available

- NEEDED EQUIPMENT**
- Enough working places, tables & chairs with internet connections & power
  - High-speed internet connections
  - Printer & copying machine
  - Refreshments - drinks & snacks
  - Press Kit
  - Spare electricity adapters

TIMELINE				
	Task	Deadline	Responsibility	Done
4 to 12 months	Plan the Press Centre according to the amount of accredited journalists Order the internet connections and other equipment (printers, power cables etc)			
6 weeks	Make sure that the Internet connections are efficient enough Finalise the Press centre design and confirm the necessary catering			
Before start	Check that all the computers and printers work Have all material available in the Press centre			

**NOTES:**

# Press Stands

Each IFF Event venue shall have a press stand in a central position in the main grandstand that offers working conditions for accredited journalists.

The writing journalists should have reserved seats with desks including electricity/internet access. The media tribune must be marked, well-lit and provide easy access to the media working area and the mixed zone. The media tribune at each venue must include separate areas for TV and radio broadcasters, commentators, the written press and TV observers.



## TASKS AND DUTIES

### Before the Event

- Plan the best place for TV cameras and commentary positions
- Plan the Media Tribune in the venue and mark the reserved seats
- Plan the TV and Radio commentary stands
- Check the electricity and Internet access in the Press seats

### During the Event

- Distribute the match info & line-ups to the Press in the Media Tribune
- Have quick-access technical support (electricity and telecommunication) availability during the entire event



# Press Conferences

Each IFF event venue shall have at least one press conference room which is large enough to accommodate the event media as well as providing a good space for the speaker, interviewees and interpreters.

During the IFF events there can be different kinds of Press Conferences organised - those which are specific to the event, such as post-game press conferences, or those for releasing other news, such as after an IFF General Assembly. The local organisers can decide if they want to organise post-game press conferences and if they will be after all games or only the medal matches.

Information on post-game press conferences should be clearly communicated to the teams. Other Press Conferences should be planned and invited in good time before the event.

## PRESS CONFERENCES GENERAL INFORMATION

- Clearly state a good reason for holding a press conference: the news you are going to reveal has not been covered yet, or there is an emergency, or an important new issue. Decide what message you want to deliver
- Plan the major Press Conferences well in advance of the Event and inform and invite all of the accredited journalists
- Set the date and time of the Press Conference, taking into account the tournament phase, the number of journalists at the event and the competing news events already scheduled
- Prepare the speaker(s) to deliver your message. It is good to have only one or two speakers during the Press Conference so people don't talk on top of each other or mix the message. The speaker(s) should be experienced in the subject so they will be able to respond to questions after the statement
- Rehearse with the speaker(s) to make statements brief and clear & usually no longer than 10 minutes
- Often the reporters will want to interview the speaker. Let the press know that the speaker is available after the press conference. Prepare your speaker with 30-second answers for radio or TV, and quotable simple messages for print reporters
- The running order for interviews after the press conference is TV, radio and writing journalists

*More information about Post-game Press Conferences is found on page 17.*



# Press Conferences

## TASKS AND DUTIES

### Before the Event

- Prepare the topics, the speakers and media host (moderator) for the Press Conference. Decide what other languages than English are used. If needed, reserve interpreters
- Work out the location of the press conference. Find an appropriate place that is convenient and has the needed facilities. Prepare a good lighting and PA system - especially taking into consideration the needs of TV broadcasts
- Invite the media by sending a Press Conference advisory to appropriate media in good time before the Press Conference (1-2 weeks). Follow up with a phone call 1-2 days before the Press Conference to make sure that the most important media have received the advisory
- Invite guests. Make phone calls and send written invitations to guests you want to have at the Press Conference
- Prepare background materials and visual aids (charts, pictures, banners etc.) with IFF & LOC sponsors. Reporters and guests often wish to have a press release with written statements

### During the Press Conference

- Be ready to welcome media representatives and guests at least 15 minutes before the beginning of the conference and give them the background material
- The Media host welcomes everyone and briefly introduces the speaker(s).
- The statements shouldn't be longer than 10-15 minutes
- After the speakers are finished, the media host asks for questions
- Good visual aids make the story more interesting so be creative
- The Media host gives the journalists the possibility to ask questions
- The Media host chooses the appropriate time to end the press conference. Thank everyone for coming and offer additional information.
- Inform the journalists if there are opportunities for one-on-one interviews

## Things to note!

### 10 steps for a Successful Press Conference

1. Plan ahead. At least two weeks before the event, the details of the press conference should be settled. Discuss what you want to do and how you want to do it.
2. Tell your group about your ideas, get your member's ideas and decide on the message you want to get out
3. Prepare props, posters, banners with IFF, LOC & event sponsors, as well as information for the press kit
4. Organise a list of reporters (in connection to the media accreditation) you plan to contact and inform about the conference
5. Write a news advisory
6. Write the statement to be made at the conference
7. Finalise all details. Publish a press release
8. Call reporters to remind them about tomorrow's press conference
9. On the day of the conference, arrive early to prepare speakers, organise materials etc.
10. After the conference is over, mail copies of your press release & statements to any reporters who didn't attend

# Post-game Press Conferences

## TASKS AND DUTIES

### Before the Event

- Plan how many post-game Press Conferences you will organise
- Work out the location of the press conferences. Find an appropriate place that is convenient and has the needed space and facilities
- Ensure the teams are well-advised of all press conference procedures and their responsibilities

### During the match

- The Media hosts prepare the press conference room
- The lead Media host watches the match and prepares a few questions to begin the press conference with

### During the press conference

- The lead Media host presents the team representatives and asks the planned questions
- The lead Media host gives the journalists the possibility to ask questions.
- The lead Media host ends the official Press Conference

### After the Press Conference

- After the official Press Conference the journalists will be given the opportunity to interview the players/coaches/speakers

## WFC POST-GAME PRESS CONFERENCE TIPS

- A Press Conference with both head coaches and the best players/captains of each team should preferably take place after each game (in Adults WFC) in the press conference room no later than 15 minutes after the conclusion of the game
- The Press Conference will last 10-15 minutes and will be hosted in English
- The Media hosts will escort both coaches and appointed players from the dressing room to the press conference room
- Translation into English will be provided as mandatory and also translations to other languages will be provided depending on the interest level and interpretation availability. Use of the team guides are recommended here
- Upon special request, a player can be added to the post game press conference (if so decided by LOC), and the media hosts are responsible for contacting the requested player/s





# Press Conferences

Plan your own event!

Person responsible: \_\_\_\_\_

- NEEDED RESOURCES**
- Press Conference crew (one person can have several responsibilities)**
- One person who is in charge of the press conference event as a whole, delegating the responsibilities and planning the materials needed as well as the press conference room
  - Speaker(s) or Players/Coaches for the press conference
  - 1-2 persons who goes to field level and escort the coaches and best players/captains to the press conference room.

- NEEDED EQUIPMENT**
- Good lighting (for photographers & TV)
  - Sound system
  - Computer/Projector/Screen etc.
  - Tables & chairs for the Speaker(s)
  - Background materials/visual aids with IFF, LOC & Event sponsor logos
  - Catering
  - Video recording from the press conferences to be published on the official web pages

TIMELINE				
	Task	Deadline	Responsibility	Done
4 to 12 months	Plan the amount of Press Conferences & their content Send invitations Plan the placement of the Press conferences in the venue (take the TV requirements into consideration) Recruit persons to prepare the press releases and news Recruit persons who go to field level and escort the coaches and best players to the press conference room			
6 weeks	Plan who shall be Media hosts and Speaker if needed during the Conference			
Before start	Prepare the Press Conference room Advise teams of press conference responsibilities			

**NOTES:**

# Photographers

Each event venue shall provide a working area for accredited photographers with adequate desks, power supply & high speed internet connections. The photographers' working area may be combined with the press centre or may be separate, but should provide easy access to the mixed zone and photographer zones around the rink.

Where possible, the photo zones should allow photos to be taken from both ends and some part of the long sides of the arena during the match and allow easy access around the rink, without having to leave the playing field level. The photographers shall also have access to post-game press conferences and the mixed zone. Many journalists work as both photographers and reporters, which needs to be taken into account when planning the accreditation and access zones.

## TASKS AND DUTIES

### Before the Event

- Plan the photographer zones in the arena considering access and the photo angles
- Test the movement of the photographers in relation to TV, commercials and spectators. Photographers may not stand between the commercials and the playing field, and should not have access to the area behind the team benches during play
- Plan the photographers working area (press centre) and make sure that there is a high speed Internet connection which is efficient enough to send large files. Inform about possible internet costs in advance
- Plan the guidelines for the photographers that will be added to the press kit with information about access zones, internet etc.
- Mark the routes & zones for the photographers
- Check the arena lighting and the lighting in the mixed zone and press conference rooms

### During the Event

- During the first days of the event, discuss with the photographers about their working conditions and if there is a need to make adjustments.
- Have all the needed information and assistance available in the photographer's working area
- For all ceremonies provide the details concerning photographers, such as court access for cup presentations, preferably no later than the morning of the same day as the ceremony

## PHOTOGRAPHER ZONE

- Photo zones shall be clearly marked & give the possibility to take match photos from different sides of the field
- The size of the photo zones has to be in line with the number of accredited photographers, and must be planned in relation to spectators, TV and commercials
- A venue map with photographer access zones shall be included in the press kit, and only photographers with a designated photo-vest can enter the photographer zone
- If possible (and safe) some chairs can be provided in the photo zones
- Photographers are not allowed to enter the field of play during or after the match, unless advised by the organisers (eg. to a specific on-court photo zone for medal presentations)



## RECOMMENDATIONS

- The colour of the photo vest should preferably be black or another dark colour - it looks much better on television than bright colours
- During the event, try to only once change the rules that concern the photographers
- The movement of the photographers during play should be kept to a minimum and not pass in front of TV cameras or sponsor commercials



# Photographers



Person responsible: \_\_\_\_\_

- NEEDED RESOURCES**
- One person who is in charge of the photo zones, planning the placement of the zones and the routes to/from the mixed zone, media stand and press centre
  - Staff to secure the entrances to the photographer's zone and guiding the photographers

- NEEDED EQUIPMENT**
- Secure enough lighting in the arenas
  - Movement map for the photographers
  - Media kits for photographers
  - Information of all ceremonies to the photographers
  - Photo-vests for the photographers
  - Catering options for the photographers (if working in a separate facility)

TIMELINE				
	Task	Deadline	Responsibility	Done
4 to 12 months	Recruit persons who are in charge of the photo zones and to plan the access routes after you have designated the TV camera & commercial positions			
6 weeks	Make sure the internet connections are efficient enough for sending photos			
Before start	Finalise all the photographer's access areas, test the routes and lighting			

**NOTES:**

# Television Production



The TV broadcasts from the event are always handled in co-operation between the LOC and the IFF, since the IFF owns all TV rights and has the connections to the national broadcasters and satellite transmission companies.

It is important to start the TV discussions well in advance of the Event. It is also advisable to coordinate the planning of the TV production with the Internet-TV & match video production people, to coordinate the placement of the cameras and the distribution of the produced signals.



## TASKS AND DUTIES

### Preparing for the Event

- Contact IFF and agree on how the TV and Internet-TV negotiations shall be handled
- Contact local TV stations or a national sports channel in your country. This should be done at least 12-18 months in advance of the event
- Ask for their interest to act as a host broadcaster of the event and ask for an offer for production costs and their interest in broadcasting the event locally. IFF needs to have an International signal based on the need of the takers
- Agree with IFF about the timetable for sending the offer to the foreign TV broadcasters. It is important to get a production price from the TV Production Company (TPC) well in advance, in order to be able to secure production from the event
- IFF will, based on these discussions, make an offer to the TV's that usually broadcast Floorball asking for their interest and simultaneously discussing with Eurosport.
- When an agreement has been made with the TPC, a venue check has to be done of the event venue, planning the camera positions, lighting, studios and interview space, electricity, parking for an OB-van and satellite bus, camera cabling etc
- Separately a plan for TV cameras positions shall be made, since this might affect the ticket sales through blocking of seats for TV cameras
- LOC will make the proposal of the match schedule based on the local spectators and TV needs. It is important to have the TV-matches agreed as soon as possible & IFF makes the final decision
- IFF arrange the up-link and the satellite segment for the transmission of the TV signal abroad to the takers and order this service
- Agree upon what space, both inside and outside, the TPC needs and what has to be built in the arena. The build-up schedule has to be agreed separately
- Agree on what services the TV needs - commentary positions and equipment, internet connections, parking spaces, electrical power and cabling in the venue etc
- Agree on the graphic elements of the production - IFF &/or event logo
- Discuss with IFF about the possibility of placing commercials in the production
- Agree upon the length of the intermissions in the TV matches, the possible use of power-breaks and how this is communicated to the referees and teams
- Agree upon the accreditations the TV will need and if some additional match tickets are also needed for the TV Company
- Plan and agree with the TPC where the TV-studio will be and what implications that has on the lighting in the venue
- Inform the TV takers about the ceremonies & the duration of games, including possible power breaks and intermission lengths
- Discuss the flooring, ball and commercial set-up with the TPC
- If there is both a national & international TV signal, it is important to agree what goes out to the international feed (eg. interviews in the local language)
- Ask the host broadcaster if they are interested in broadcasting the non-TV matches on their internet TV, to reach a wider audience
- Assign a contact person, who will assist the TV with their problems

# Television Production



### TASKS AND DUTIES

#### Before the Event

- Check that the needed installations for TV cameras are in place and that they do not cover any extra spectator seats
- Arrange the needed equipment for the TV Studios, commentary positions and TV cameras
- Arrange the needed accreditations and tickets for the TPC
- Inform the Teams in the technical meeting of differences in TV matches, like power-breaks, intermission times, match re-start procedures

#### TV-matches during the Event

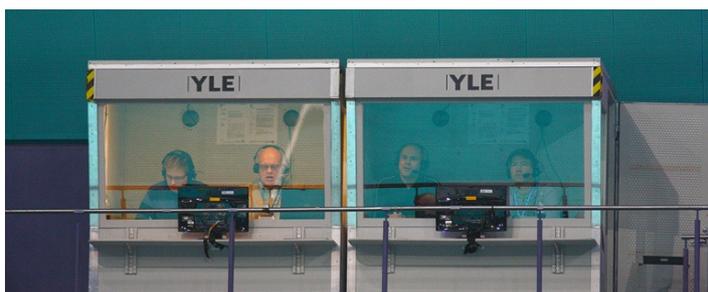
- Arrange a run-through meeting with the TPC at the start of the event, where you agree upon the run-down of the TV matches. Agree upon what interviews are being made and what is being broadcast.
- Provide the TV takers with match info and team line-ups
- Ensure that the majority of spectators is in the view of the main TV camera
- Check that the TPC has a clear signal with the match secretariat & referees on when to start/re-start the match
- Inform the teams, media, photographers & match secretary about any changes in movements in the venue or other irregularities due to TV productions (eg. Penalty shots at one end)
- Evaluate after each day if there are issues for the TPC or vice versa

#### After the Event:

- Collect the viewer and visitor statistics and share them with the IFF
- Provide IFF with copies of all the produced matches

### TV PRODUCTION CHECK LIST

- Production offer from the TPC
- Number of matches that will be televised in the organising country
- TV Camera set-up/Seating plan
- Production time table
- Needed equipment in the venue
- Technical need for the TPC
- TV Compound placement
- Confirm graphic elements
- Internet connections
- TV-studio and commentary positions
- Use of TV-signal in the venue (eg. Jumbotron)
- Player interviews
- With the TPC plan the run-down for each match and distribute it to all takers



### TV CAMERA POSITIONS

- The main TV cameras shall be located at the same side as the match secretariat & team benches
- TV cameras shall be situated so that they do not cause any disturbance or danger for the participants.

# TV Production



Person responsible: \_\_\_\_\_

**NEEDED RESOURCES**

**TV Negotiations and set-up**

- One person responsible for co-operation with the TV and IFF
- One person to take care of the practical planning of the venue

**TV Match**

- One person in the match secretary who acts as a link with the director of the production
- One person who provides the match info, including run-down and line-ups to the TV takers

**NEEDED EQUIPMENT**

- Stands for TV cameras and studio/commentary positions
- Equipment for studio & commentary positions
- TV-monitors for the commentary positions
- Internet for the studio and commentary positions
- Graphic elements for TV production

TIMELINE				
	Task	Deadline	Responsibility	Done
12 to 18 months	Recruit persons responsible for co-operation with the TV and IFF Plan layout of TV Cameras, TV schedule, Technical requirements Recruit persons to take care of the practical planning of the venue			
3 weeks	Confirm satellite order Collect and prepare the equipment			
Before start	Build TV stands, studio and commentary positions Confirm & distribute run-down			

**NOTES:**

# Internet-TV & Match Video



During major IFF events, there is an increasing number of matches shown on TV, however, Floorball still relies heavily on the live coverage that we offer via the internet. This live coverage is an ideal way to provide service for all Floorball countries, not just those participating in the Event, and opens up Floorball to the world.

Whether providing live coverage of matches or not, it is the responsibility of the organiser to video the matches and provide copies to the participating teams. These are to be given free of charge to each team in the match and other teams can purchase them at a price set by the organiser. The organiser should decide how the match videos will be handled (USB, ftp server etc) and inform the teams. Additionally, there is usually a need of having videos for referees as well.

## TASKS AND DUTIES

### Before the Event

- Contact the IFF as early as possible to discuss the way to organise the Internet-TV production
- If you have TV coverage, inform the TV production company about the Internet-TV plans and co-ordinate the distribution of the signal. Will the TV production company also do the non-TV games or will there be a separate production team?
- Agree upon the level of production, how many cameras and the way to provide for the needs of the coaches/referees (two main cameras - one close for the spectators and one overview for coaches and referees)
- Co-ordinate the camera positions with the TV production company
- Build a timetable for the production and plan the working space for the Internet-TV crew and the streaming facilities in the venue
- If the LOC has a co-operation with a provider of Internet stream, discuss this with IFF before agreeing on the contract
- Check with the production company and ensure that you order sufficient internet services for

streaming

- Inform well in advance where and how the Internet-TV will be visible and how the teams can order and receive the taped matches
- Plan the placement of the Internet-TV production team and their equipment
- Give the IFF production guidelines to the Internet-TV team
- Test the stream settings and the stream quality at least 48hrs before the start of the event.

### During the Event

- Make sure that the teams are receiving their match videos as organised
- Communicate any problems with the internet-TV to the IFF immediately so that solutions can be found as soon as possible
- Communicate any changes to the schedule to the production team immediately

### After the Event

- Give copies (in best quality possible) of all of the matches and any highlight videos to the IFF on an external memory drive.



# Internet-TV & Match Video

## IFF YOUTUBE CHANNELS

- At IFF events, every match should be made available on the IFF YouTube channels, either via live stream or video upload after the match.
- IFF has two YouTube channels, both enabled for live streaming, which are to be used for IFF events.
- All live stream matches can be shared to social media or embedded to external websites.
- For other events, such as Friendly International matches, the IFF YouTube channels may be made available to organisers for live streaming.
- Having an established platform to stream on will reduce costs and offer an already existing viewer audience. All production costs are the responsibility of the organiser, but the use of the IFF YouTube channels is free.



## INTERNET-TV PRODUCTION GUIDELINES

- The production should include on-screen information such as match clock, teams and score
- If you use commentary it should be in English, or a mix of local language and English
- The inclusion of any advertisements in the internet-TV must be approved by the IFF
- All logos/screen swipes must be approved by the IFF
- The production team should follow the IFF running order for the matches (when to start and stop the stream)
- Make sure the teams are well-informed of how they will receive their matches and how they can order other matches
- Make sure the teams are informed of the IFF rules & regarding filming of matches by non-accredited personnel
- In order to please the coaches and analytical staff of the participating teams, it is recommended that the match videos be shot from an angle which is wide enough so that at least half of the field is visible at all times



# Internet-TV & Match Video



Person responsible: \_\_\_\_\_

- NEEDED RESOURCES**
- One person to be negotiate the contract for the Internet-TV production
  - One person to be the contact between the production crew, the LOC & IFF
  - One person to coordinate the distribution of the match videos to the teams
  - One person giving technical assistance in case of problems in streaming connection (usually someone from the internet provider)

- NEEDED EQUIPMENT**
- Space for computers and streaming machines
  - Cables for the Internet connection
  - Podiums for the Cameras
  - Order form for the video matches
  - Information to the teams on how to order and receive their matches
  - External memory drive for IFF copies

TIMELINE				
	Task	Deadline	Responsibility	Done
4 to 12 months	Contact IFF concerning Internet-TV production Agree with the producer of the Internet TV Secure the facilities Reserve the internet connection			
6 weeks	Inform the teams about the system for match videos Promote the availability of the Internet-TV both nationally and internationally			
Before start	Build the editing studio (streaming platform), check the connectivity and test the signal			

**NOTES:**

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# Event Website

The Event Website is the window to the tournament before, during and after the event. The website needs to be in English and possibly also in the native language.

The Event website shall reflect and present the unique sport of Floorball and serve the media and public all over the world.

For major IFF Events the IFF has launched IFF Event websites. During the event the event website becomes the main IFF website portal.

## TASKS AND DUTIES

### Before the Event

- Plan the design and launch of the website in cooperation with IFF
- Plan how the photo gallery will look
- Ask for the IFF logo and IFF sponsor logos for the web page
- Approve with IFF all elements related to marketing before launching the website
- For major IFF Events the website should be launched at least 6 months before the event and it should always be in English with the option of also being in the local language

### During the Event

- Publish results of the matches
- Publish match photos during the matches or as soon as possible on the IFF Flickr pages.
- Publish match reports at least in English
- Video interviews, if possible

### After the Event

- In cooperation with IFF collect the website visitor statistics (IFF to collect IFF Event website statistics)



## Things to note!

### WEBSITE CONTENT

- Contact info to all different parts of the LOC
- Tournament information, format, match schedule & result service
- Host city information with hotels/travel information
- Participating teams
- Venues
- Media material (event logo) & Media accreditation
- Ticket information
- LOC & IFF Partners
- Volunteering Information
- News about the event
- Team presentations
- Possibly history of previous events from IFF web-page
- Photo Gallery with match pictures (IFF Flickr)
- Link to IFF Website & RSS feeds from IFF (if not IFF Event website)
- Embedding of Social Media on the Event website
- List of possible TV and Internet-TV coverage



# 5. Media

# Social Media

The influence of the social media has increased during the past years and as a young sport, Floorball should be one of the forerunners in utilising the social media possibilities.

Social media provides the resources that create the hype around the event and help to keep it alive throughout the whole tournament.

By launching social media accounts for the major IFF Events the organisers can build on the already existing channels. In this way more awareness for Floorball Events is achieved.

## TASKS AND DUTIES

### Before the Event

- IFF already has well-established social media channels that should be used by organisers. This will save you a lot of extra time and effort before and during your event. Please contact the IFF to receive usernames and passwords.
- Plan beforehand a preliminary schedule for what type of information is to be shared through the social media, so that you have regular updates once you have launched the social media channel. Share your plan with the IFF.
- Boost your social media channels through different information channels (own website, IFF website, IFF social media channels, floorball ambassadors, other floorball channels etc.)
- For photos and videos you should use the existing IFF Flickr and YouTube channels, to which you can add material

### During the Event

- Spread information and boost your event through all possible social media channels
- Publish match photos during the matches or as soon as possible after the matches (add match photos to IFF Flickr)
- Add possible video interviews and match highlights to your website and to the IFF YouTube channel

### After the Event

- Evaluate the social media channels in cooperation with the IFF



## Things to note!

### IFF SOCIAL MEDIA

- Facebook, Twitter, Instagram (& possible new channels) - IFF has specific Facebook pages, Twitter & Instagram accounts for the major Events and these should be used by the LOC.
- Flickr - organisers will be provided with instructions of how to access the IFF Flickr site and are expected to add photos from their Event
- YouTube - organisers will be provided with instructions on how to access the IFF YouTube channel and are expected to upload match videos, highlights and player interviews.
- LOC & IFF should agree on the event hashtags that will be used across all social media channels





# Website & Social Media

Plan your own event!

Person responsible: \_\_\_\_\_

- NEEDED RESOURCES**
- Website media crew for one match/venue**
- One person who coordinates the media crew (match reports, social media, video interviews)
  - Persons to write the match report and update the website & social media
  - Someone to take pictures from the match and upload them to IFF Flickr
  - Persons to make and upload video clips to IFF YouTube

- NEEDED EQUIPMENT**
- High quality digital camera suitable for indoor sports photography
  - High definition video camera
  - Working room with computers and high-speed internet connections
  - Passwords and instructions for IFF YouTube and Flickr
  - Video & photo editing programs

TIMELINE				
	Task	Deadline	Responsibility	Done
8 to 12 months	Plan the Website look & content in cooperation with IFF Plan the social media platforms & launch with IFF Recruit persons who update the website & social media platform(s) after the launch			
2-6 months	Recruit persons who write the match reports and update the website during the event Recruit persons who take pictures from the matches and upload them Recruit persons who update other social media pages, make videos of interviews etc. during the event Confirm the media plan with the IFF			
6 weeks	Plan the different media crews for the event Outline the media plan to all media crews			
Before start	Educate the volunteers in a briefing meeting			

**NOTES:**

## 5. Media