

PROMOTION



**Women's World Floorball
Championships 2023**
2 Dec - 10 Dec | Singapore

Promotion for WFC 2023

- Agenda
 - Importance of WFC 2023 for Floorball
 - One place for all info
 - Promotion
 - At the event
 - Collaboration
 - Various

Importance of WFC 2023

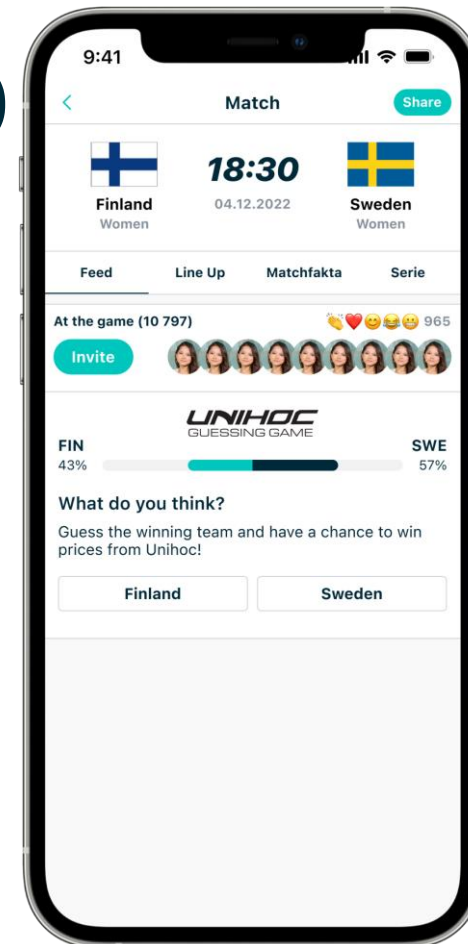
- WFC 2023
 - Return after 18 years
 - International Sports Organisations are watching
 - Outside Europe
 - Floorball community outside Europe
 - Growth strategy
 - Financial situation has changed – world wide



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One place for all info – IFF App

- The IFF App is the only place where you receive all data live
 - Game results
 - Live Stream (English commentary for all games)
 - Replays
 - Highlights
 - Standings
 - Player Interviews
 - IFF Studio (CZE vs SWE, 2x Semis, Final)
 - Overtime - Show



Promotion

- Asking for your support to promote the app
- Needed for various reasons
 - Display a great experience to floorball followers world wide
 - Registered users to be more attractive for sponsors and advertisers
 - Financial health to keep the sport growing world wide
 - Owning our own content and not giving it away for free to big Tech companies



At the event

- Media Guide

- You can film max 30 seconds for a Social Media clips
 - Total max of 3 Mins
- We provide federations highlights and replays as your data source to edit your own clips
- Use mixed zone

- No live broadcasting of the game on any channel

- All [details from this link here](#)



Collaboration

● WFC 2023 Channels



● [@iffwfc](https://www.instagram.com/iffwfc)



● facebook.com/worldfloorballchampionships



● [@iffwfc](https://www.twitter.com/iffwfc)



● [WFC Website](http://www.iffwfc.com)

● Hashtags

● #WFC2023

● #Floorballunite

#floorball

IFF | Women's World Floorball Championships 2023
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Follow all the action LIVE on the IFF App!

Available on IOS & Android
or scan the QR code above!

#wfc2023
#floorballunite

wfc2023.sg

Collaboration

• IFF Channels



• [@iff_floorball](#)



• facebook.com/IFF.Floorball



• [@IFF_Floorball](#)



• [IFF Website](#)



• [@iffchannel](#)



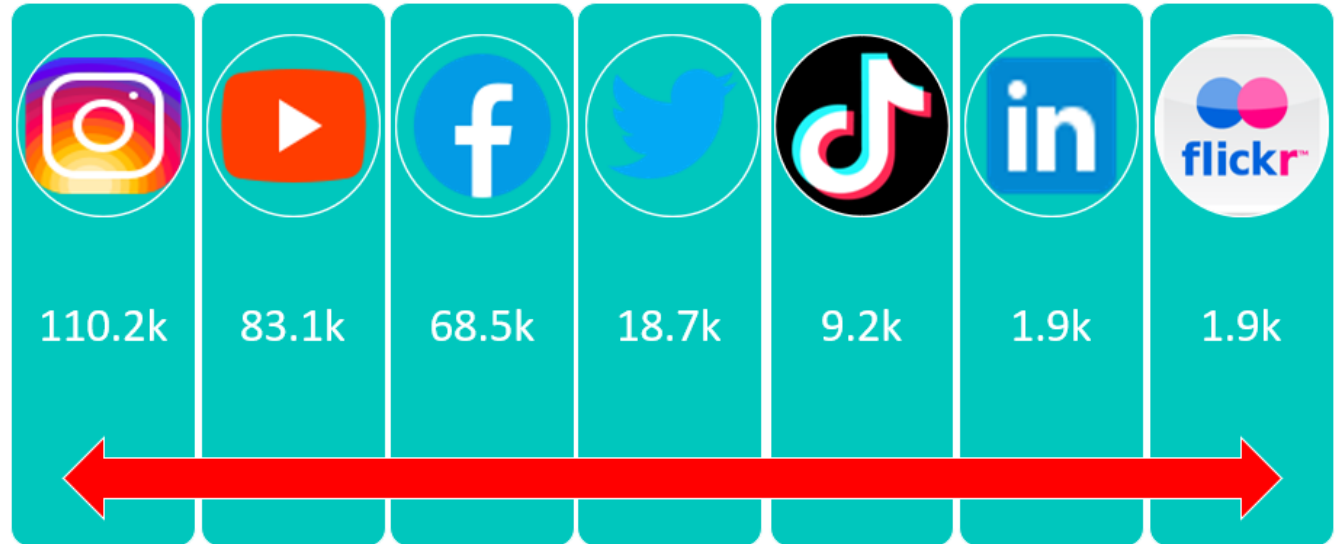
• [@iff_floorball](#)



• [Linkedin/floorball](#)



• [Flickr/iff_floorball](#)



Various

- News
 - Daily OVERTIME Show
 - Use of an AI software (Magnifi) for clipping all game events
 - Goal of the day powered by Fleurop Home
 - Daily press release, English
 - Happy to receive your contacts too



Have a great time in Singapore

- Questions?

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Follow all the action LIVE on the IFF App!

Available on IOS & Android and on desktop via app.floorball.sport

Download on the App Store

GET IT ON Google Play

#wfc2023
#floorballunite

wfc2023.sg

