

Press release

## The 2011 IIHF World Championship

# Today's marketing workshops conclude with great success.

### A three day event conducted Infront for almost 40 participants

The meeting of organizers from the previous and upcoming world championships and the subsequent sponsorship workshop met with great success in Bratislava today. *"We've had very positive feedback,"* stated a more than satisfied Christoph Mauer – the marketing director of Infront Sports & Media AG, which is the IIHF's marketing partner. *"This was the first time the majority of the 36 participants had been to Bratislava. In addition to the marketing workshop they also had the opportunity to see Bratislava, which charmed them,"* added Mauer.

The German 2010 championship organizers presented information based on their experience at the workshop. The organisers of the forthcoming 2011 IIHF World Championship in Bratislava and Košice (29.4.-15.5.2011) presented their project and the preparation progress made for the championship. Representatives of the further upcoming championships through to 2015 also gave short presentations. At the marketing workshop the participants learned more about ticket sales, price setting, the VIP program and the game plan. *"The history of collective sponsorship workshops started in 2007 and helps the organizers to exchange valuable experience,"* added Igor Nemeček – 2011 IIHF World Championship director.

As part of their stay in Bratislava, German Hockey federation representatives along with general secretary Franz Reindl accompanied by Bratislava OC director Ľubomír Lenár took a look at the area planned for use by the German team during the 2011 championship. Just as with the visit paid by Finland in August, the second visit by a participating team concluded with great satisfaction.

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