

# REPORT



## ITALY 2018

**IWAS POWERCHAIR HOCKEY  
WORLD CHAMPIONSHIP**

**24 SEPTEMBER - 1 OCTOBER 2018**

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## OVERVIEW

The 4<sup>th</sup> IWAS Powerchair Hockey World Championship was held in Lignano Sabbiadoro (UD), Italy, from 24<sup>th</sup> September to 1<sup>st</sup> October.

The event was organized under the aegis of the IWAS and the IPCH by the local organizing committee (LOC) appointed by the Federazione Italiana Wheelchair Hockey (FIWH).

The organization was a long journey started back in November 2016 with the first Site Inspection of IPCH. After the confirmation of the appointment to host the competition the LOC started to work under the supervision of the IPCH Technical Delegate and of the Italian Federation trying to find funds and to provide all the things and requirements requested by rules and regulations and by the National teams.

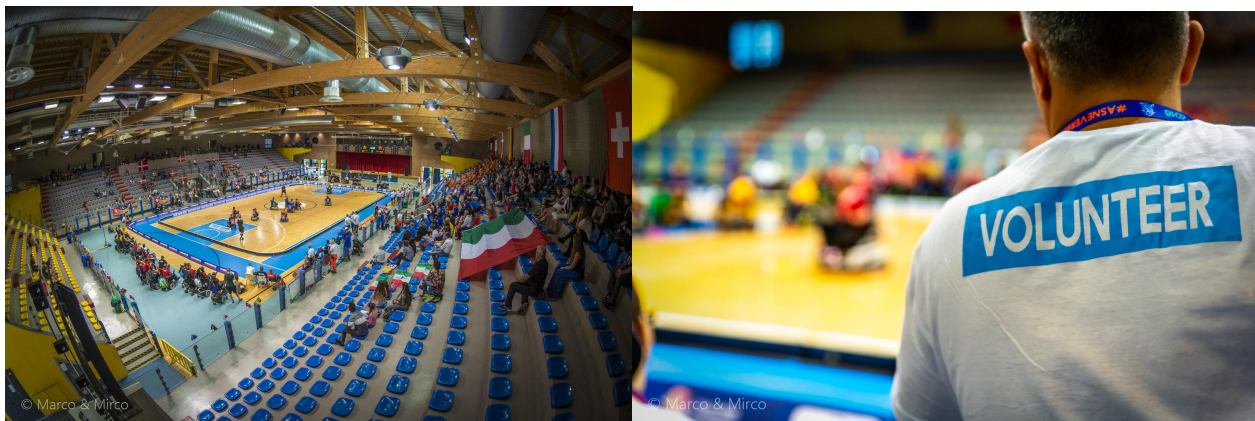
More than three hundred people were involved in the Event, considering team Delegations, Officials, VIPs, suppliers, volunteers and they all were hosted in the same facility.

An important transportation Service was organized for all National teams, Officials, IWAS Board Members, VIPs, and all accredited people.

In the World Championship 2018 about 60 volunteers have been involved, during all the Event among drivers, hospitality/hosting services for Teams, photographers, media crew, chaperon and for all the needs which could have emerged during the tournament.

Media and Communication have been taken care of with particular attention. A lot of resources were spent for the streaming service and for a long and important advertising campaign before the Event.

Really functional and professional sport Venues, both for matches and practice, were offered also to those teams who requested the possibility to arrive some days in advance to get acquainted with the village and to train in the very same facilities.



*On the left a view of the field of the sports hall, on the right a volunteer on the field*



## 1. INTRODUCTION:

### 1.1 LOC CONCEPT & AIMS

The main aim of the LOC for the World Championship was to create an event of the highest possible level, something as never before, as the hashtag of the WC says.

After the Five Stars International Tournament of the year before, the Organizers wanted to offer to all the participants an example of the typical Italian hospitality and make all the players, staff, officials, supporters feel comfortable, always in the full respect of IPCH Rules and Regulations. On the other hands, all the work of the organization was finalized to make the whole event as official and professional as possible, in order to show to supporters, media and to the overall "sportive world" the high level and the attractiveness of Powerchair Hockey.

Moreover, another big aim of the Event was to approach Institutions, Media and new volunteers too to our sport and continue the growth of our discipline.

### 1.2 ALLOCATED NATIONS

In September 2017 IPCH officially announced the allocated Nations for the World Championship. The slots were allocated based on regions and the world ranking list. Some of the Nations were not in a position to accept the slot offered to them so the next National team in line according to the World Ranking System was invited.

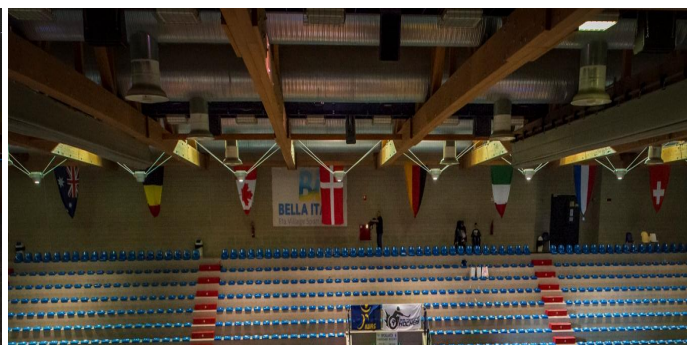
The final list of allocated nations for the WC2018 are:

1. Netherlands (Winner of the IPCH World Championship 2014 and Winner of IPCH Regional Championship of Europe EC2016 + 1<sup>st</sup> place in the World Ranking List)
2. Italy (Runner up EC2016 + 2<sup>nd</sup> place in the World Ranking List + Hosting Nation)
3. Germany (3<sup>rd</sup> World Ranking List – using the 2<sup>nd</sup> slot for Europe Regional Champion)
4. Belgium (4th World Ranking list – using the allocated slot for African Regional Champion)
5. Australia (using the Oceania Regional Champion slot)
6. Canada (using the America Regional Champion slot)
7. Denmark (World Ranking List allocation)
8. Switzerland (World Ranking List allocation – after the withdrawal of Japan not using the Asia Regional Championship slot)

For the first time a time from America Region took part to the World Championship so this was the first time 3 continents were represented in an official IPCH Competition.

This means that in the World Ranking now 3 continents will be displayed and this is also a big step for the movement towards the Paralympic status.





*Group's pic of Team Canada and, on the right, all the national flags*

## 2. GENERAL ORGANIZATION:

### 2.1 THE ORGANIZING COMMITTEE

Stefano Occhialini	LOC Chairman
Luca Alessandrini	LOC Vice Chairman
Ivan Minigutti	LOC Secretary
Benedetta de Cecco	LOC PR & Marketing
Massimo Lazzarini	LOC Logistics & Transportation
Elena Ciarrocchi	LOC Finances

### 2.2 ACCOMODATION

Bella Italia Village is a holiday resort in Lignano Sabbiadoro with several leisure and relaxing options plunged into a 60-hectare pine grove a few steps away from a beach of fine sand stretching over 1200 meters. Lots of sport activities, entertainment, games and fun here are guaranteed to adults and kids. Several hotel buildings are located within the pine grove ensuring a very high hosting capability. Most of those buildings also provide wheelchair users facilities and wheelchair friendly bedrooms.

Thanks to this huge hosting possibilities all participants, included VIP's, Media Services people, suppliers, volunteers and superset could be hosted by Bella Italia.

In order to respect the IPCH Regulations, all Team Delegations, Officials, LOC members and volunteers involved in the organization, were housed at Alle Vele building which was labelled as restricted area open only for people with accreditation.

The hotel Alle Vele, has been designed to welcome disabled guests and offer several sea-view rooms besides establishing itself as the ideal property for hosting residential conventions or sports events thanks to its proximity to the sports arena and the beach.

It is free of architectural barriers and getting to the beach is easy and handy since no road travelled by vehicles is found in between. It offers 134 rooms and has a capacity of over 400 guests.



The organizers tried their best to ensure each Team an hotel section for itself on the different floors. They also tried to divide Officials not mixing them in the floors with teams.

Special equipment, as high low beds, shower chairs and lifts, were available for renting for those who requested them.

3 meals a day were served at Alle Vele Restaurant which was also open only for accredited people as well as the cafeteria.

Some volunteers were always checking the entrances at Alle Vele as well as of the other restricted areas.

WI-FI internet connection and a laundry were available for the guests in the Hotel.

Some of the participants of the Event as media services people, IWAS Board Members, Sport Congress Delegates were housed in Santa Maria del Mare building which is only 200mt from Le Vele and the Sport Hall.

### **2.3 MEETING ROOMS**

A meeting room was available on the ground floor for the Teams on request.

On the first floor 3 meeting rooms were available for the officials.

In addition of these, one meeting room for Technical Delegates was created in room 107. Each room was equipped with a beamer, internet Wi-Fi connection and flipchart.

### **2.4 COMPETITION SPORT HALL**

The Bella Italia sport hall located 50 mt away from Alle Vele building hosted the Competition field.

The sport hall is actually a multi-purpose sports arena with maximum capacity of 2.500 seats and two 300 and 400-seat side rooms.

Inside is a parquet regulation-size field to play handball, basketball, volley ball, an equipped gym, a stage for music and theatre shows, a video-projection system, a production room as well as fiber-optic internal and external connections to make videos and audios during events.

Two dressing rooms were available for referees and four for the teams.

A First Aid Room, accessible Toilets (two around the field and one near the entrance of the Sport hall) were available for athletes and supporters.

Two antidoping rooms have been arranged and available during all matches days.

During Control Days the Equipment checkpoint was arranged in a gazebo near the field in order to allow controls on the very same floor as the competition playing field, at the check point speed control equipment and all tools were present as well as requested by IPCH Regulation.

A technical/mechanical support service was arranged and offered thanks to 3 different companies: Degonda, Porzio and Nuova Blandino. A Technical Service room was arranged and was available for the suppliers to give assistance to those who needed during the competition.

The Match Secretariat and OC office were also located in the Sport hall as well as the media room and the press room.

Near the field, the interview corner was set.





In the hall of the sport hall a Merchandising point offering gadgets of the event (t-shirts, pills, stickers, pens, etc...) to share to all participants the spirit of the World Championship was present.

On the first floor Classification session were performed in the "Orange Room" (for Technical Assessment) and in a smaller room for Physical Assessment.

Also, the Official's room was set on the first floor arranged with tea, coffee and refreshments for the Officials.

## **2.5 TRAINING FIELD**

The Municipal Sport hall Teghil, about 4 kilometres far from Bella Italia Village, was used for training sessions.

All trainings were scheduled according with the Regulations.

All training session were private, thanks to the possibility of using 2 different fields which ensured a similar floor to each other and to the competition field

An accessible toilet and a locker room is available inside the venue.

## **2.6 TRANSPORTATION**

A transportation service and support was organized starting from 21st of September until 2<sup>nd</sup> October.

Transportations were arranged from airports of Venice and Treviso or from the train stations of Venice, Treviso and Latisana.

The minivans used were provided by Italian Powerchair Hockey Teams or by UILDM sections and by the Italian Paralympic Committee.

Also GT buses (two different private Companies were our partner) were used to bring people at their arrivals and for their departures. Also,

As indicated in the rules and regulations LOC was also responsible for the transportation between accommodation and competition hall as well as training facilities. Being the competition hall so close and seen the nice weather the only transport which was actually really needed was the one connecting accommodation to the training fields Teghil Sporthall. This shuttle service was organized according to the training sessions using minivans.

With the exception of the GT Bus drivers all other were recruited volunteers.

## **2.7 VOLUNTEERS**

From the beginning one of the priorities of LOC was to find enough volunteers for managing everything in the best way.

LOC organized a strong recruiting campaign to get volunteers for the Competition. Thanks to some very relevant partnership with Università di Udine, Fondazione Allianz and to the help of local sections of UILDM and of many Italian Powerchair Hockey teams, about 60 volunteers (LOC members included) were involved.

Most of them were able to stay for the whole competition some other only spend some days in the World Championships, so the OC has to properly evaluate which tasks to assign to each and every one of them. Mauro Mattiussi was in charge of coordinating the volunteers.

Volunteers were involved specifically as drivers, as field assistants, as match secretariat staff, as marketing and media staff, at the competition info point, as hospitality and logistic assistance, as Anti doping chaperon etc...

All Volunteers were easily recognizable because of their white t-shirt with the logo of the competition and the word "volunteer" on their shoulders.

All volunteers were very satisfied for the experience gave a very enthusiastic feedback.





*A volunteers group pic in front of the Sporthall*

## 2.8 IWAS BOARD MEETING

From 24th to 25th September, the IWAS Board Meeting was held in Bella Italia Efa Village in Lignano Sabbiadoro as well. Fourteen IWAS Representative participated to the meeting and assisted to some matches and happening of the IWAS Powerchair Hockey World Championship.

All the participants of the IWAS Board Meeting were housed in Santa Maria building,



*The IWAS Board at the Opening Ceremoy of the IPCH World Championship 2018*





### 3. THE COMPETITION:

#### 3.1 IPCH OFFICIALS

All the officials have been appointed directly by IPCH, in agreement with IWAS and following the rules and regulations.

All of them took part to daily chief meeting together with the Technical Delegate and assistant. Chiefs and Assistants took also part to the Technical Meetings with Team managers and coaches.

#### TECHNICAL DELEGATES

	Name	Surname	Role	
1	Niels	Ten Hagen	Technical Delegate	NED
2	Anna	Rossi	Assistant Technical Delegate	ITA

#### REFEREES

	Name	Surname	Role	Nation
1	Davor	Matijašević	Chief Referee	SLO
2	Ilkka Antero	Siiki	Assistant Chief Referee	FIN
3	Fabrizio	Iotti	Referee	ITA
4	Kristoffer	Stormark	Referee	DEN
5	Kimmo	Virtanen	Referee	FIN
6	Gerd	Autenriht	Referee	GER
7	Matthias	Vanhove	Referee	BEL
8	Michael	Rosche	Referee	SWI
9	Pieter	Borgers	Referee	NED
10	Berrie	Van Manen	Referee	NED

#### JURY MEMBERS & OBSERVERS

	Name	Surname	Role	
1	Lauri	Oksanen	Chief Observers & Jury	FIN
2	Dorte	Berenth	Assistant Chief Jury & Observers	DEN
3	Henri	Acquah	Observer	GER
4	Marjan	De Ridder	Observer	NED
5	Ricarda Corina	Hees	Observer /Jury Member	SWI
6	Salvador	Pons	Observer /Jury Member	SPA
7	Anja	Wouters	Jury Member	NED
8	Hilaire	Swerts	Jury Member	BEL
9	Ralph	Hasna	Jury Member	AUS
10	Saila	Luumi	Jury Member	FIN

#### CLASSIFIERS

	Name	Surname	Role	
1	Kees	Van Breukelen	Chief Classifiers	NED
2	Isabelle	Pulver	Assistant Chief Classifiers	SWI
3	Alvaro	Daza Juana	Classifier	SPA



4	Hannu	Kapanen	Classifier	FIN
5	Luca	Tomasi	Classifier	ITA
6	Anna Elizabeth	Mutsiwa	Classifier	AUS

### 3.2 DELEGATES & VIP

• IPC President	Mr. Andrew Parsons	sent letter
• IPC CEO	Mr. Xavier Gonzales	sent letter
• FIPFA	Mr. Hervé Delattre	
• EPFA	Mr. Donal Byrne	<u>attended</u>
• IFF Chairman	Mr. John Liljelund	sent letter
• IFF General Secretary	Mr. Tomas Eriksson	
• IFF Head Office	Ms. Merita Buun	<u>attended</u>
• FIH Chairman	Mr. Dhruv Batra	sent letter
• FIH CEO	Mr. Jason McCracken	
• EHF President	Ms. Marijke Fleuren	
• ITALIAN NPC – CIP	Mr. Luca Pancalli	<u>attended</u>
• NPC – Regional Office	Ms. Marinella d'Ambrosio	<u>attended</u>
• FIUF – Italian Floorball Association	Mr. Giorgio Rambaldi	<u>attended</u>
• EAMDA – European Alliance of Neuromuscular Disorders	Mr. Boris Sustarsic	
• UILDM – Italian Association for Muscular Dystrophy	Mr. Marco Rasconi	
• OIFE – Osteogenesis imperfecta Federation Europe	Ms. Ingunn Westerheim	
• ASITOI – Italian Association Osteogenesis Imperfecta	Mr. Leonardo Panzeri	<u>attended</u>
• FAMIGLE SMA- Italian Association for SMA	Mr. Daniela Lauro	<u>attended</u>

### 3.3 TRAINING SESSIONS

Training sessions were hosted both in Teghil Venue and to the Sporthall in Bella Italia Village (one for each venue for each team for day). during these two days.

According to the regulation, equal training sessions were given to all the Teams during the World Championship's official days.

During Controls days each team could train for one hour once on the competition field and once on the training field.

From 27th to 30rd of September all training sessions took place in Teghil Venue. They were scheduled before the Event and each team knew in advance when their sessions were.

Some of the teams, especially during the last two days of the World Championship, decided to not use their slots.

For those teams who arrived before the official starting day of the Event, LOC offered as well the possibility to have practice sessions, in an equal day for all the teams involved and both in the Teghil Venue and in the Sporthall in Bella Italia Village.

### 3.4 MATCH SCHEDULE

The 8 nations were divided in two groups during the Drawing Ceremony held in November 2017. The Technical Delegates appointed for the IWAS Powerchair Hockey World Championship 2018 decided to take into consideration a topic that has been under discussion several times in previous competitions. Since the World Championship in Munich in 2014, it has



become a tradition to schedule the first match to be played right after the opening ceremony usually in the evening.



GROUP A	GROUP B
 THE NETHERLANDS	 BELGIUM
 ITALY	 AUSTRALIA
 CANADA	 DENMARK
 SWITZERLAND	 GERMANY

This, of course, affects the whole schedule. Still before, some nations have benefited from it (having a more relaxed match schedule) and some the opposite (having to play 2 matches with only 1 game in between).

Since our sport aims to involve the most severe disable players we are convinced that having a fairer time schedule for all can only be a benefit for the sport and the competition.

Furthermore, up to now, according to the Competition Regulation, the home/hosting Nation Team is not necessarily playing the opening match, which is otherwise common in many other sports like football for example.

In PCH we have been somehow lucky because the only time this "problem" would have arisen it would have been the EC in Spain. Germany won the WC2010 so it was team 1 in group A in 2014 and this is why they played that opening, not because they were home team but because they were 100% entitled to play it. Same happened for The Netherlands in 2016.

In addition to those general considerations, Technical Delegates faced the official request of the Organizing Committee about the possibility to have Italy playing the opening match because of media and sponsorship reasons.

Because of all this the Technical Delegates, together with the chiefs and Assistants chiefs of Referees and Jury Members decided to review the schedule suggested by the Competition Regulation with the aim of making it fairer to everyone. The main aim was to ensure no team had to play 2 matches too close to each other; for this reason the alternance of A and B group is not always respected but once again the well-being of the players was preferred over a too tight schedule.

SEC also arranged a motion to Competition Regulation to give the possibility for Technical Delegates to manipulate the general schedule for the good of the competition and of the players and in case of media/sponsor relevant request.

The final match schedule was the following:





**ITALY 2018**

IWAS POWERCHAIR HOCKEY  
WORLD CHAMPIONSHIP  
24 SEPTEMBER - 1 OCTOBER 2018



**GROUP MATCHES**

**WED 26<sup>TH</sup> 18.30**

**WED 26<sup>TH</sup> 20.45**

**THU 27<sup>TH</sup> 09.30**

**11.30**

**13.30**

**15.30**

**17.30**

**19.30**

**FRI 28<sup>TH</sup> 09.30**

**11.30**

**13.30**

**15.30**

**17.30**

**PLAYOFF MATCHES & SEMIFINALS**

**SAT 29<sup>TH</sup> 09.30**

**12.00**

**14.30**

**17.00**

**7<sup>TH</sup> OR 8<sup>TH</sup> PLACE**

**SUN 30<sup>TH</sup> 09.30**

**5<sup>TH</sup> OR 6<sup>TH</sup> PLACE**

**SUN 30<sup>TH</sup> 12.00**

**3<sup>RD</sup> OR 4<sup>TH</sup> PLACE**

**SUN 30<sup>TH</sup> 14.30**

**1<sup>ST</sup> OR 2<sup>ND</sup> PLACE**

**SUN 30<sup>TH</sup> 17.00**

**SUN 30<sup>TH</sup> 19.00**

**OPENING CEREMONY**

**ITA 9 - 5** **SWI**

**DEN 6 - 2** **BEL**

**NED 4 - 5** **SWI**

**CAN 0 - 22** **ITA**

**BEL 12 - 3** **AUS**

**GER 6 - 1** **DEN**

**CAN 0 - 33** **NED**

**BEL 1 - 10** **GER**

**DEN 17 - 1** **AUS**

**SWI 25 - 0** **CAN**

**NED 4 - 0** **ITA**

**AUS 1 - 11** **GER**

**SWI 22 - 0** **AUS**

**BEL 13 - 1** **CAN**

**NED 3 - 4** **DEN**

**GER 1 - 2** **ITA**

**AUS 2 - 4** **CAN**

**SWI 6 - 2** **BEL**

**NED 4 - 3** **GER**

**DEN 1 - 2** **ITA**

**GROUP A**

**1** **NED**

**2** **ITA**

**4** **CAN**

**3** **SWI**

**GROUP B**

**3** **BEL**

**4** **AUS**

**2** **DEN**

**1** **GER**

3<sup>RD</sup> GR. A - 4<sup>TH</sup> GR. B

3<sup>RD</sup> GR. B - 4<sup>TH</sup> GR. A

1<sup>ST</sup> GR. A - 2<sup>ND</sup> GR. B

1<sup>ST</sup> GR. B - 2<sup>ND</sup> GR. A

LOSER A3/B4 - LOSER B3/A4

WINNER A3/B4 - WINNER B3/A4

LOSER A1/B2 - LOSER B1/A2

WINNER A1/B2 - WINNER B1/A2

**AWARD CEREMONY**

SUPPORTED BY

**Fondazione Allianz**  
**UMANA MENTE**







*Pictures from the opening match*



*Switzerland – Belgium*



*Two moments of the Final: the drawing of the kick-off and one of the penalties*





### 3.5 FINAL RANKING

The final ranking of the 4<sup>th</sup> IWAS Powerchair Hockey World Championship is:

1. Italy
2. Denmark
3. The Netherlands
4. Germany
5. Switzerland
6. Belgium
7. Canada
8. Australia



*The eight teams (1st and 2nd in the middle, 7th and 8th on the left and right external sides) before the prizegiving*

## 4. CEREMONIES:

### 4.1 OPENING CEREMONY

The opening ceremony was designed to be not only the first institutional moment of the world championships but also a great show, something never seen before in powerchair hockey, something to welcome supporters and teams from all over the world in the best way possible and give the right mood to the event.

The responsible of marketing and communication wrote a first rough script basing it on some essential points coming from the experience of the technical delegates and mixing these directives with the philosophy behind this event.

The opening ceremony had to take place right before the opening match, last maximum 1 hour and a half and, of course, needed to be as funny and entertaining as possible. The philosophy of the three keyword chosen by the LOC (Integration, Passion, Competition) was at the foundation of the structure of the ceremony, subdivided in three different acts, preceded by an introduction.

The project was very ambitious involving a lot of persons and professional figures: the master of ceremonies, artists from different disciplines, sport and dancing champions, lighting service, audio service, streaming service, the DJ, the singer and her piano, politicians and other authorities for the institutional speeches, powerchair hockey players and of course a huge number of volunteers to make this big machine work perfectly.

It's easy to understand that this great show was very expensive and before passing to the operative plan was mandatory to find the budget through sponsorizations and donations. Once a proper budget was collected and all the professional and artistic figures was selected it was possible to write the final script of the ceremony.

The ceremony was staged right on the field of the main sport hall. This fact required an impressive work by the organisers and the volunteers and by all the other workers involved. The dutch team had the right to train on that court till 5 p.m. and for this reason, with the opening ceremony set at 7 p.m., there was a lot to do in a very short amount of time. Not only the scenography had to be completed but also the sound and lights check. In the meanwhile artists and athletes had the opportunity to test their numbers for the first and last time before the show. Similarly at the end of the opening ceremony to set the court ready for the warmup of the opening match (8:30p.m.) in the faster and cleanest way possible was mandatory.

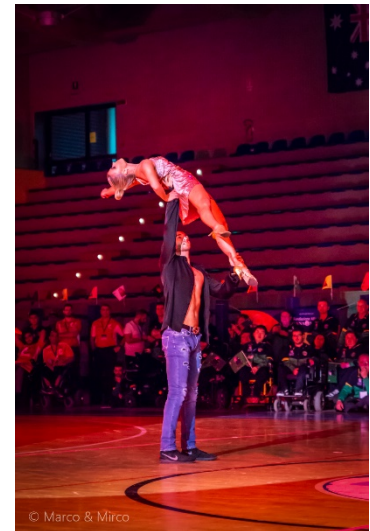
Everything worked smoothly thanks to a great planning made by the responsible in the previous phases, not only scheduling every detail but also by choosing very Open, friendly and helpful professionals and experts.

It is important to underline also the important role of the volunteers and, in the planning phase, the work made by Mauro Mattiussi, the person behind the scouting, selection and management of the volunteer's team.

Note: team Switzerland and team Italy was placed nearby the locker rooms entrance and authorized to leave the ceremony before the ending in order to let the players be ready and focused for the opening match. In the same way the referees involved in that match could leave the field.







*Moments from the opening show*

#### **4.2 CLOSING CEREMONY AND AWARDS**

The idea behind the closing and award ceremony is similar to the opening one. To create something interesting and entertaining and not only a simple sequence of speeches and prize givings.

So it was used the same lighting service and audio service, spectacular exhibitions and the same master of ceremony connecting all the parts of the event.

All the protagonists of the world championship (delegations, officials, referees and volunteers) were lined up in the centre of the field for the first greeting of the audience and for the first part of the concept named "the sense of sport". In this moment a painter started to draw something mysterious on his canvas while the MC started to read a deep and important thought.

When, thanks to the help of the authorities, all the cups, medals (for teams from 8th to 2nd place) and individual prizes were given, the moment of the winners arrived. All the groups were placed around the field, leaving the centre for the most awaited segment: the cheerleaders brought the World Cup inside the court, the MC read the last part of the emotional and motivational speech and the painter unveiled his piece: a portrait of Stephen Hawking, one of the brightest minds of our times who, in spite of his severe disability, was able to give a great contribute to the scientific research. The winners were invited in the centre and the Cup was finally put in the hands of the captain of team Italy, who raised it up under a confetti rain, for the most epic and memorable picture.





As it was for the opening ceremony, also for the closing it was fundamental to work as fast as possible in order to clean everything up and set the location ready for the final party. Again the organisers underline the importance of the volunteers group, their ability and working attitude.



*Two important moment of the Awards; on the left the TDs with the "Rising Star" of the World Championship; on the right on the right the World Champion 2018*

#### **4.3 FAREWELL PARTY NIGHT**

As it was mentioned above the farewell happening took place in the main sport hall and it was divided into two different moments: the dinner and the party.

Right after the closing ceremony everybody was invited to leave the sport hall. A professional catering service, chosen by organizers, needed time and calm to prepare the great buffet in the entrance of the sport hall, with typical food, local wines and beverages. When everything was ready the doors were opened and people could start to eat.

The same service prepared also the field with tables all around and building an amazing open bar, activated with the start of the last, but not least, event of this world championship: the final party.

All the lights of the venue were turned off and the field was animated by coloured light beams and disco effects. All the presents were gifted with glow sticks, glowing in the dark skin paint and all around balloons with LED lights fulfill the atmosphere. Two DJs made people dance and be happy till 2 a.m..

Organizers decided to let all the delegates, officials, special guests, volunteers and professionals participate to the buffet for free, without paying any extra fee, while supporters who wanted to participated had to pay a little fee. The final party (from 10.00 p.m.) was free entrance for everybody.



## 5. PATRONAGES SPONSORS AND PARTNERS

### 5.1 Patronages

The event was organized under the aegis of the IWAS and the IPCH by the local organizing committee (LOC) appointed by the Federazione Italiana Wheelchair Hockey (FIWH).

The National Paralympic Committee – Comitato Italiano Paralimpico also patronaged the competition ensuring consultancy and organizational support for the whole organizing period before during and after the competition.

### 5.2 Sponsors

In order to give life to the ambitious LOC's project, to find strong sponsorships was the primary task of our man in charge for Communication and Marketing, Benedetta De Cecco.

First of all she decided to create different levels of sponsorship, asking the companies to choose between predetermined sponsoring packs.

All the partners who decided to support the organisation of the world championship and the opportunity to meet the organisers and the Italian national team during the sponsor day. this was an important side event thought to involve the companies outside the cold walls of the business world.

In the end the sponsors was divided between three main categories: Main Sponsors, Premium Sponsors, Official Sponsors.

#### Main sponsor:

##### Allianz Umanamente:

The assurance company Allianz, one of the biggest in the world. Alliance decided to be the main partner of the World Championship through their charity project Allianz Umanamente. This partnership was fundamental not only on the economical aspect but also because the company gave to the organization a considerable number of volunteers.



##### Fondazione Terzo Pilastro Internazionale – Italia e Mediterraneo

The Fondazione Terzo Pilastro Internazionale – Italia e Mediterraneo operates in different areas: it consolidates relationships and creates partnerships with national and international entities and institutions that pursue the similar aims of the Foundation.

The future is in the hands of the young generations, and the educational aspect becomes essential to build a new leadership, able to overcome the historical challenges that the Mediterranean area is called to face.

It promotes training activities, he works to promote social and economic development. It desire to achieve integration between peoples and the construction of a common identity.

This is why the Foundation favors the creation of partnerships with other units and institutions, in the pursuit of shared goals. In this context, promoting the project “the Paralympic sport from the basic activities at the Games of Tokyo2020 and Beijing 2022” has decided to support powerchair hockey and the world championship!



### Premium sponsors:

Two companies were put in this category, Nuova Blandino and ioPrint.

Nuova Blandino supported the World Championship not only paying an important fee but also renting to the Australian team five of their new sport wheelchairs and offering, during all the event, the presence of their official technical service.

ioPrint was the other strong economical partner of the event and thanks to its important investment it was put in this relevant group.



### Official Sponsors:

All the companies that invested between €1,000 and €3,000 were named as official sponsors. In this category we find the following partners:



**ottobock.**

### Official Suppliers:



### 5.3 Partners

In addition to these categories LOC had the support from public authorities.

Because of this the IPCH World Championship - Italy 2018 was in partnership with:

Università degli studi Di Udine (University of Udine). The responsible of communication and marketing had the opportunity to have several classes to teach the students about powerchair hockey and the world championship. After these classes a lot of students decided to participate to the event as volunteers.

Municipality of Lignano Sabbiadoro. The hosting City Council assigned to the organisers the Public Sport Hall for free. This location had an important role in the geography of the world



championship because this venue, with its two fields, sited less than 5 minutes from the central venue was the perfect place for the teams' practice sessions.  
Promo Turismo FVG. Helped the local committee providing information material about the hosting region.



## 6. COMMUNICATION AND MEDIA

Starting from the beginning, one of the most important aims of the loc was to work on the communication of the event, in order to show to the world how interesting powerchair hockey can be, upgrading all the aspects of the communication.

### 6.1 LOGO, FLYERS, PROGRAMM BOOK AND BANNERS.

**Logo** - The WC's logo was created by an Italian Communication and Graphics company (NEXT) whose members are involved in Powerchair Hockey as players in an Italian team. The design represents the years when the competition take place ('18) and two of the tools of powerchair hockey: the ball and the hand-stick. The design is dynamic and seems a player handling an hand-stick. The logo's colors remind Italy, the hosting nation, in the light blue lower part and thanks to the green and red appendix in the left part aaround the H-stick.

At the same time the number eight has inside all the colors, without borders and with a never ending continuity. It's enveloping a ball designed to represent the earth and the meaning of the logo is deep: all the world is gathering in Italy and is mixing all his colorful diversities thanks to the love for powerchair hockey.







**ITALY 2018**

**IWAS POWERCHAIR HOCKEY  
WORLD CHAMPIONSHIP**

**24 SEPTEMBER - 1 OCTOBER 2018**



**ITALY 2018**

**IWAS POWERCHAIR HOCKEY  
WORLD CHAMPIONSHIP**

**24 SEPTEMBER - 1 OCTOBER 2018**

*Italy-2018 logo, designed by "NEXT" Company.*

### **LOC printed flyers in two sizes:**

**A3** - The bigger print was affixed as poster in the city centre, around the village and in the sport hall. It's an A3 with an increased height to show the sponsors' logos without ruining the poster's aesthetic.

The design shows all the basic informations, the official logo and the motto but the most relevant part is occupied by an epic photomontage representing dynamism, passion and happiness.

**A5** - Is printed on the both sides. The front side is identical to the A3 flyer (without sponsors) while the back has the logos of all the sponsors. This flyer was distributed not only among the participants but also spread around the city to promote the event.





The poster front and flyer's front and back

**Program Book** - According with the rule C.3.14 of the IPCH Organizers Regulation Competition book the LOC provided the program book containing all the requested elements. With the TD's approval the Book was printed only in English and its design was fitting the event's style. A Total of 28 pages.



COMPETITION		MATCH SCHEDULE	
WED 26 <sup>TH</sup>		18.30	OPENING CEREMONY
WED 26 <sup>TH</sup>		20.45	ITA _____ SWI _____
THU 27 <sup>TH</sup>		09.30	DEN _____ BEL _____
		11.30	NED _____ SWI _____
		13.30	CAN _____ ITA _____
		15.30	BEL _____ AUS _____
		17.30	GER _____ DEN _____
		19.30	CAN _____ NED _____
FRI 28 <sup>TH</sup>		09.30	BEL _____ GER _____
		11.30	DEN _____ AUS _____
		13.30	SWI _____ CAN _____
		15.30	NED _____ ITA _____
		17.30	AUS _____ GER _____
SAT 29 <sup>TH</sup>		09.30	_____
		12.00	_____
		14.30	_____
		17.00	_____
SUN 30 <sup>TH</sup>		09.30	_____
		12.00	_____
		14.30	_____
		17.00	_____
SUN 30 <sup>TH</sup>		19.00	AWARD CEREMONY



## OFFICIALS TECHNICAL DELEGATES



Niels  
Ten Hagen  
The Netherlands



Anna  
Rossi  
Italy

## OFFICIALS CLASSIFIERS



Kees  
van Breukelen  
**Chief**  
The Netherlands



Isabelle  
Pulver  
**Ass. Chief**  
Switzerland



Alvaro  
Daza Juana  
Spain



Luca  
Tomasi  
Italy



Anna E.  
Mutsiwa  
Australia



Hannu  
Koponen  
Finland



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## TEAMS THE NETHERLANDS



**Head Coach:**  
Paul Mennink

**Assistant Coach:**  
Koen Kasper

**Team Manager:**  
Fleur Elshof

**Players:**

- 1 Pascal Vredegoor
- 2 Ilse van Kemenade
- 3 Cyrill Teewen
- 4 Max Lambregts
- 7 Rodi Feller
- 8 Maud Reusken
- 10 Kamal Tahtahi
- 14 Dennis van the Boomen
- 17 Jules van der Heijden
- 21 Minas Minasyan



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Examples from Program Book's pages

**Banners** - Following the image of the event big banners was printed too. The 2x0,8m ones was used to dress the venues while the bigger ones (4x2m) was put in the designated portals in the city streets and plazas.





*Small and big banners*

## 6.2 GRAPHICS

As mentioned above Moon studio was chosen by the LOC and the Italian Federation to work on all the designs of this event. Their first work was the creation of the official logo and after this, following the direction of the responsible of communication and marketing, they produced all the other designs such as the website, the furniture for the outfitting of the venues, the banners, flags, merchandising and everything concerning artworks. In this way the organizers achieved the task of create a very strong and refined visual identity, with a very recognizable and smooth homogeneity between all the Aspects.

## 6.3 WEBSITE

[www.italy-2018.com](http://www.italy-2018.com) is the official website of the world championship and it was designed, created and managed by moon studio. it was meant to be not only a place where to find the schedule of the match but to be the home of the event. supporters and teams was invited to visit again and again the website because it contains an impressive number of information about the teams, players, statistics, pictures, touristic curiosities and of course informations about the sponsors. Of course, it's possible to find in it all the history of the competition, with final scores and results.

## 6.4 SOCIAL MEDIA

In order to reach the biggest audience possible in the easiest and fastest way, the organising committee chosen to work on the social media starting the two official accounts on Instagram and Facebook more than one year in advance.

Before the event a constant posting schedule showed The construction of the world championship but also gave to the audience news and curiosities about powerchair hockey, about the hosting territory and told about the Heterogeneity of the Italian powerchair hockey scene thanks to the flag tour, a project that brought to all the teams around Italy the official flag of the competition. Another important side Project developed on the social media was the involvement of Federica Pellegrini as testimonial of the event. The greatest Italian swimmer, world and Olympic champion, was asked to pose in a set with a sport wheelchair showing this as a normal sporting tool and not as a restrain.





During the competition the responsible of communication and marketing lead a dedicated team able to follow the game schedule and update in Real-Time the social networks before, during and after each match, with customised images and scoreboards. This team lived almost all the event in the media room watching the matches on a big screen and being ready to update social media, graphic designs and the website.

Moreover they worked in symbiosis with the two official photographers who was able to provide fresh pictures during every half time.

## 6.5 LIVE COVERAGE

Officially the entire event was live streamed online, through different channels, starting from the opening ceremony till the closing match and the following prize ceremony.

LOC provided a professional service with 4 cameras on the field, arranged by the company Rano Films with a crew of 4 techs, following all the aspects of the live streaming and trying to solve all the unforeseen problems. Thanks to their direction and following the communication and marketing chief's idea, there was also a corner for the interviews, with a dedicated scenography and lights set up. During the breaks in the matches and between the matches, the professional speaker of the event held the chats with the protagonists.

It was also provided the live commentary of all the matches thanks to the work of Clauss Vestergaard, who made an incredible job. Clauss was guested by the organisers.

The IPCH crew, leaded by Rasmus Nielsen, was also accredited in order to create additional contents and to manage the live signal On the official IPCH Facebook page and YouTube channel.

Moreover all the matches and interviews had personalized overlaying graphics, designed by Moon Studio, the same company behind all the visual identity of the event, in collaboration with RanoFilms. Probably for the first time in the history of this sport the scoreboard presented also the timer on the screen.

Despite of all the efforts of the committee we had no live coverage on the national or local televisions. Some local television made services about the world championship before and during the event. The most important report was made by RAI Sport.



*The control room for the streaming service*



## 7. IPCH SPORT CONGRESS

During the Sport Congress 2018 the Elections for Sport Executive Committee for the period 2018-2022 took place.

Attendees of the Sport Congress:

WITH VOTING RIGHTS:

1. Mick Waite (AUSTRALIA)
2. Salvador Pons Arano (SPAIN)
3. Julian Wendel (GERMANY)
4. Martin Wenger (SWITZERLAND)
5. Antonio Spinelli (ITALY)
6. Danni Mogesen (DENMARK)
7. Radka Kucirkova (CZECH REPUBLIC)
8. Paul Mennink (THE NETHERLANDS)
9. Riina Kaisa Ojala (FINLAND)
10. Kenny Verbraekel (BELGIUM)

WITHOUT VOTING RIGHTS:

1. Ross Newcombe (AUSTRALIA)
2. Michael Roshe (SWITZERLAND)
3. Paolo Cifronti (ITALY)
4. Rasmus Nielsen (DENMARK)
5. Hetti Wieringa (THE NETHERLANDS)
6. Miro Reijonen (FINLAND)
7. Hilaire Swerts (BELGIUM)

Current chairman Fabio Rodo (Italy) and Miro Reijonen (Finland) was candidates for the position as the chairman. Fabio Rodo was re-elected as chairman of the Sport Executive Committee.

Anna Rossi (Italy) was running unopposed as Technical Officer and won re-election.

For the position as Development Officer, Miro Reijonen (Finland) was running against Nikolaj Richelsen (Denmark). Nikolaj won the election and is now a new member of the Sport Executive Committee.

Former Development Officer, Niels ten Hagen (the Netherlands) didn't receive support from the dutch federation and could therefore not seek re-election. We thank Niels ten Hagen for the hard work and time he have put into the Powerchair Hockey movement. We look forward to work with you again.

For the position as Communications officer, Rasmus Dissing Nielsen (Denmark) was running unopposed and received election.

After the result of the elections in the Sport Congress that followed the IPCH World Championship 2018, the new elected SEC decided to recruit some more people to fulfill some of the vacant positions left.

Kenny Verbraekel accepted to join the Sport Executive Committee as Secretary Officer

Niels ten Hagen accepted to join the Sport Executive Committee as Competitions Officer

Since they have not been elected directly by the Sport Congress they will participate in all activity of the Sport Executive Committee but without voting rights.

