



International Inline Skater Hockey Federation

Communication 2022-15

26th September 2022

Topics:

- 1. IISHF Interim Report: Communication Results 2021/2022.**

1. IISHF Interim Report: Communication Results 2021/2022

The IISHF Communications Department has drafted an interim report on results achieved in 2021 and 2022. A particular focus is directed towards Title Event related communication results for the 9 European Cups from August 2021 to August 2022. Graphs and figures are provided that display significant increases in **Views**, unique **Users** and **Interactions** over five IISHF communication channels. These results were possible due to several changes, foremost a new website, a new and integrated Tournament Management tool, a bettered team around the new IISHF Communication Director, Viola Lorenz, and IISHF Vice President, André Poddubny, enhanced and standardized communication production, and an increasing cooperation with the IISHF Title Event Hosts.

On behalf of the IISHF Presidium
Erik Sommer (President)