

HOW TO TARGET THE WORKPLACE TO RAISE EMPLOYEES' ACTIVITY AND HEALTH LEVEL



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COMPANY SPORTS

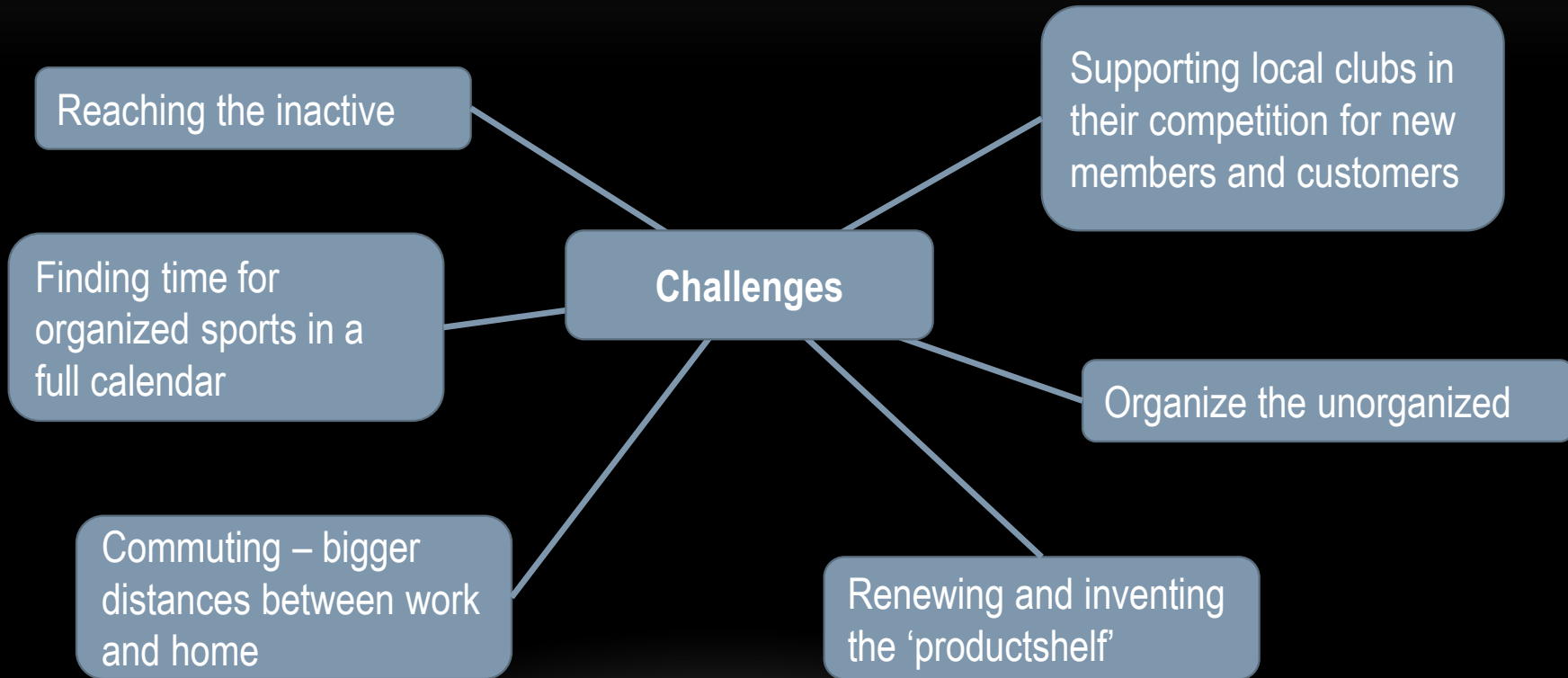
WHO ARE WHE -AND WHO DO WE TARGET

- We target the entire active workforce
- Danish Federation for Company Sports – is the third largest sports organization in Denmark
- Approx. 325.000 members in our 90 local clubs
- Furthermore, we directly organize health activities for more than 300.000 employee's a year.
- Our mission is to motivate the workforce to do company sport and to promote health.



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THE CHALLENGES



OUR APPROACH

- Central development and local distribution
- Focus and engagement in strong communities
- We do "workout" during office hours
- From member to customer and vice versa
- Making solo activities social and team oriented
- Voluntary in a special way
- Event based
- Across levels
- The social aspect as an important value



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FIVE EXAMPLES



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FIRMA MULTI MOTION

- Adventurerace with various levels and in various classes



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FIRMA MULTI MOTION

- Adventurerace with various levels and in various classes
- Teambuilding
- Participation across various levels
- Company event
- One central race – sandbox for other races



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BIKE & RUN

- Combined relay race with cyclists and runners



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BIKE & RUN

- Combined relay race with cyclists and runners
- Still a new and developing event
- Most adopted race in our clubs
- Broad appeal - inactive as a targetgroup
- Non-runners can still be part of a relay team
- Social event
- Highly targeted towards companies



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XTREME MANDEHØRM

- Cross Country run for males only



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MAY THE FORCE
BE WITH YOU!







XTREME MANDEHØRM

- Cross Country run for males only
- Different and well branded
- Straight forward individual run – but still teamoriented
- + 80 % participants are from teams
- German style "Oktoberfest"



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NEW TRENDS

- Discovery, promotion and development



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NEW TRENDS

- Discovery, promotion and development
- Education
- Implementation
- Examples - Zumba, Powerhoop, Spinning



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FOCUS ON "TECHNICAL COLLEGE'S"

- Reduce the drop-out



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FOCUS ON "TECHNICAL COLLEGE'S"

- Reduce the drop-out
- Social responsibility – also for a local voluntary club.
- New target group
- New approach – transforming members to customers



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KEY LEARNINGS

- It's an ongoing challenge to maintain event participants as members in the voluntary clubs
- Voluntary clubs like product development
- Voluntary clubs can compete on a commercial basis – they can deliver high level products with the service a customer expects



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THANK YOU



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