

A long, straight road stretches into the distance under a hazy, golden sky. The road is flanked by flat, open land, and the overall atmosphere is one of vastness and forward motion.

**GABRIEL MONIDELLE**

**CEO HOCKEYALLSVENSKAN**

IF EVERYTHING SEEMS **UNDER CONTROL**,  
YOU'RE NOT **GOING FAST ENOUGH**. MARIO ANDRETTI



# ABOUT ME


25+ years in the entertainment industry


- Football
- Hockey
- Concerts
- Festivals
- Film & Tv






# MOST MENTIONED BRANDS IN SWEDEN 2017

 Facebook 375 000


 Twitter 305 900

 Instagram 304 000

 Youtube 157 300

 AIK 123 900

 ICA 105 500

 Google 101 400

 Volvo 98 100

 H&M 87 000

 IKEA 83 500







# MODUS OPERANDI

## FOCUS

- Our business is to do good things that benefits the clubs
- Create interest
- Increase in revenue
- Atmosphere and reach
- Near automatic

## DANGERS

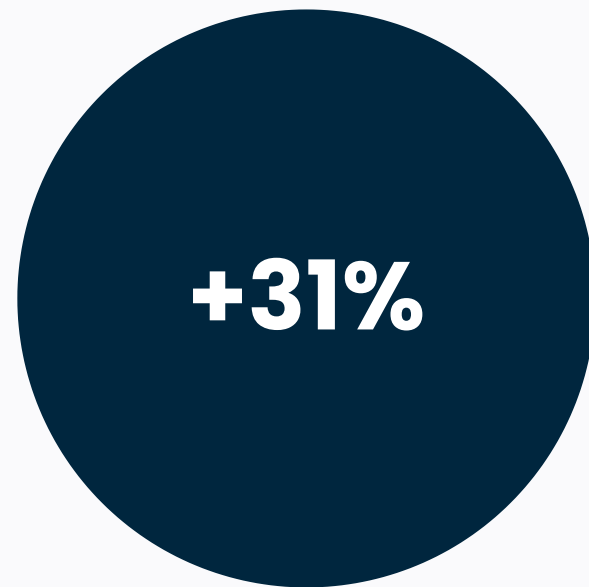
- Fat n' happy
- Bureaucracy
- Poor relationships with the clubs
- Don't look at ourselves in the mirror



# GROWTH

2021-2024

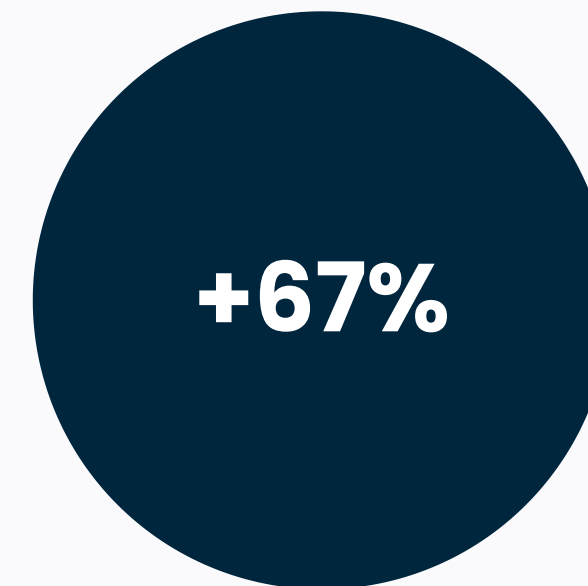
**ATTENDANCE**



**TV RATINGS**



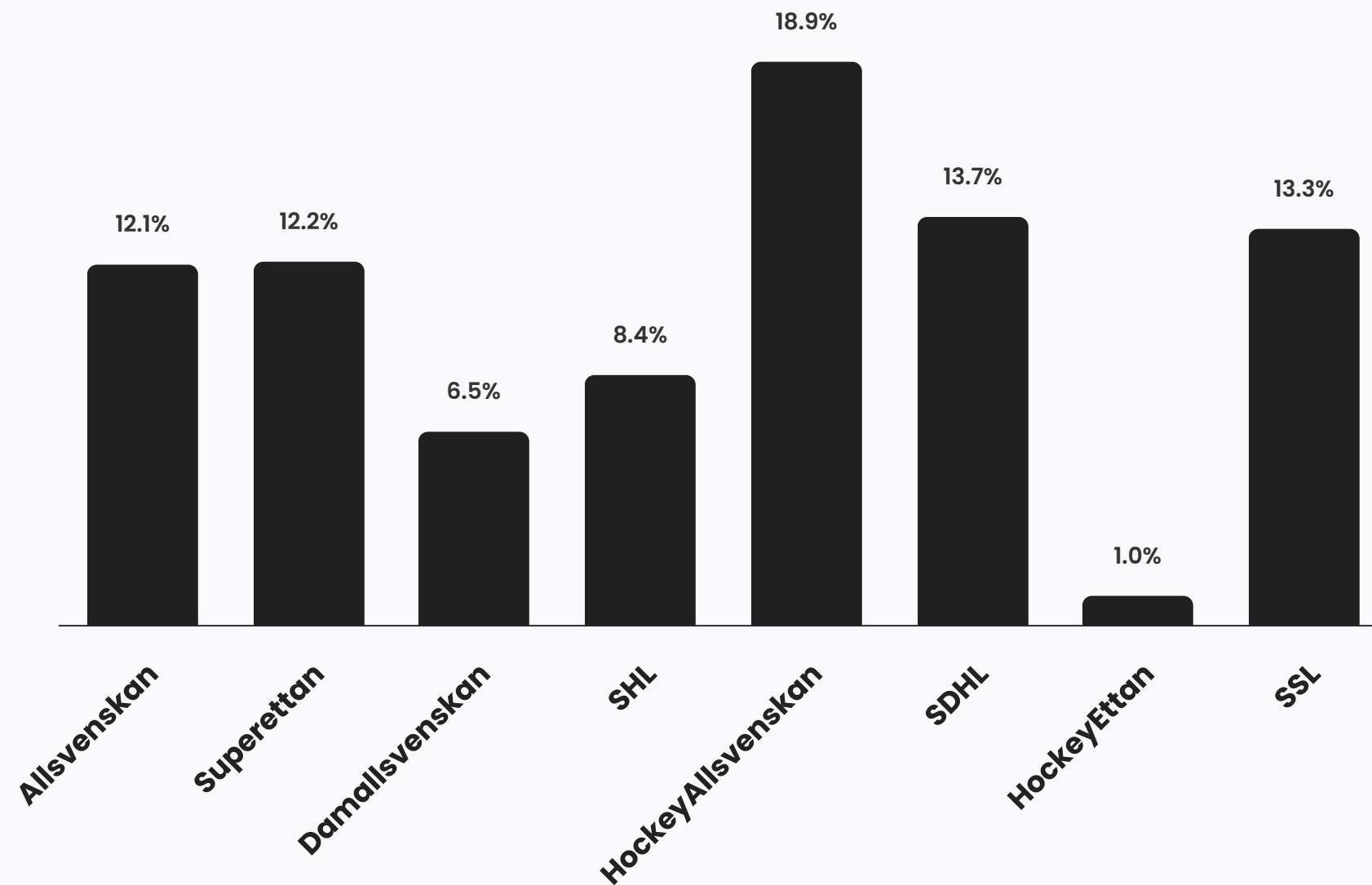
**REVENUE**





# DIGITAL GROWTH

2023-2024



## POWER RANKING

22 JANUARI

LAG	5 SENASTE	KOMMENTAR
1 BRYNÄS	●●●●●	Gävlelaget fortsätter gå som tåget om man bortser från matchen mot Västerås. Har 12 poäng ner till Södertälje.
2 KARLSKOGA	●●●●●	Tuff första halva av säsongen, men man har verkligen ryckt upp sig med 6 (!) raka segrar och är glödgheta i powerplay.
3 AIK	●●●●●	Sedan ett par förluster har man nu visat högklass.
4 MORA	●●●●●	Laget från Dalarna har hemma i Smidjegrav.
5 SÖDERTÄLJE	●●●●●	Efter en lång period i förlorat 2 raka samt t
6 BJÖRKLÖVEN	●●●●●	Ingen i Umeå är nöjd med Wiklund och Po
7 DJURGÅRDEN	●●●●●	Endast 3 poäng på de skador. Kan formen v
8 NYBRO	●●●●●	Nybro har mött topp-3 av de matcherna. H
9 KALMAR	●●●●●	Efter 5 raka förluster senaste matcherna. I
10 VÄSTERÅS	●●●●●	Man lyckades vinna r inte bra. Förlust mot
11 ALMTUNA	●●●●●	Uppsalalaget var nys förluster och svejjer p
12 ÖSTERSUND	●●●●●	Sedan en period av t 2 av de 3 senaste me
13 TINGSRYD	●●●●●	1 vinst på de 9 senas slutspel ser det inte i
14 VÄSTERVIK	●●●●●	Seger mot Västerås r inte gjort mer än 2 m

### SLUTRESULTAT

4 - 5

30 SKOTT 29 (EFTER FÖRLÄNGNING)

82,8% RÄDDNINGSPROCENT 86,7%

0 POWERPLAYMÅL 0

PUBLIKSIFFRA 6887



# REALITY OF A 2ND TIER LEAGUE

- Open vs Closed
- You will never have the same resources as the 1st league
  - Too bad, deal with it.
- But what do you have?



Complaining is not a strategy. You have to work with the world as you find it, not as you would have it be.

*Jeff bezos*





## COMPETITION FOR ATTENTION

Our opponent isn't other hockey leagues or football.  
It's everything else you can do on a Friday night.

In a world where everyone is a better, faster and more agile  
content creator than you are. What can you do?



**A-D-C**



**STRATEGY &  
DECISION MAKING**







**A GOOD PLAN VIOLENTLY EXECUTED NOW IS  
BETTER THAN A PERFECT PLAN NEXT WEEK**



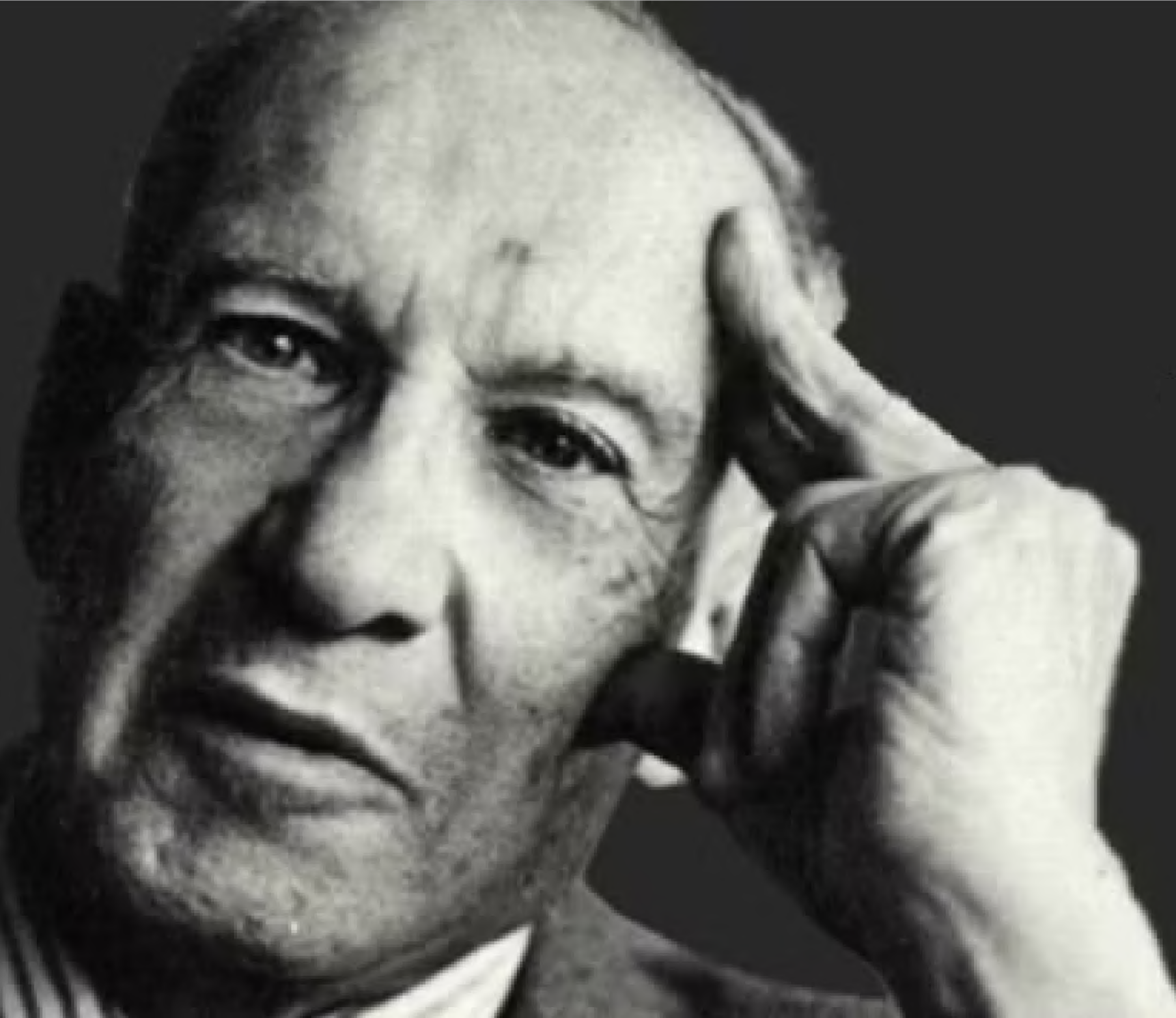
**REMEMBER – SUCCESS ISN'T ABOUT MEETINGS, IT'S ABOUT THE RELENTLESS EXECUTION OF THE BASICS.**

**BE MORE DISCIPLINED THAN THE REST. DO THE EASY WORK BETTER THAN EVERYBODY ELSE. DON'T WAIT, DON'T OVER ANALYZE.**

**JUST DO IT**







**CULTURE EATS  
STRATEGY FOR  
BREAKFAST**



**TREAT IT LIKE MEDIA**





**IN SIX MONTHS YOU WILL EITHER  
HAVE SIX MONTHS OF EXCUSES  
OR SIX MONTHS OF PROGRESS.**

**THE CHOICE IS YOURS.**

**ALL THAT SOUNDS GREAT BUT WHAT DO WE DO ON MONDAY?**