



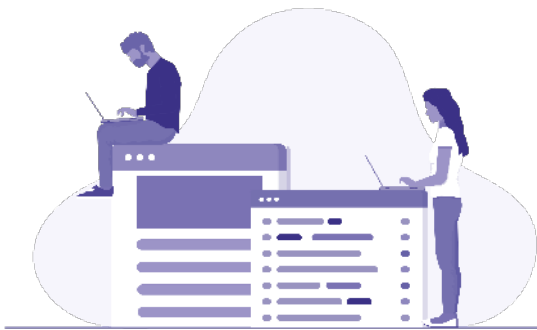
Digital Transformation Now & the Future

International Sports Federations Week 2021
Powered by MAMF

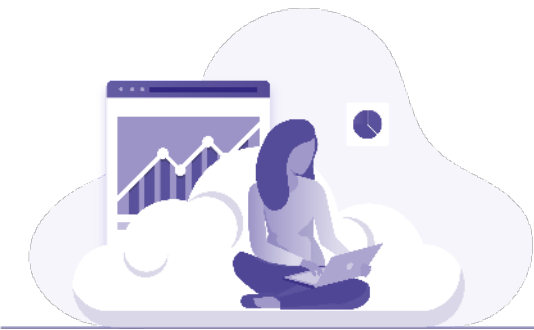


The business of sport

Running a federation



daily tasks



goals to reach



control

TOPIC INTRO

How to manage the rules of a sport worldwide?

01

00

Topic intro

02

03

04

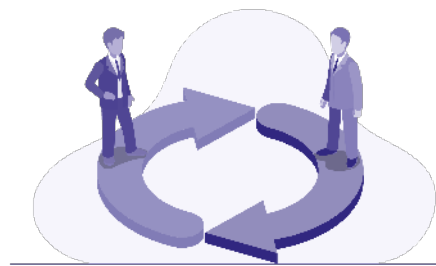
05

06

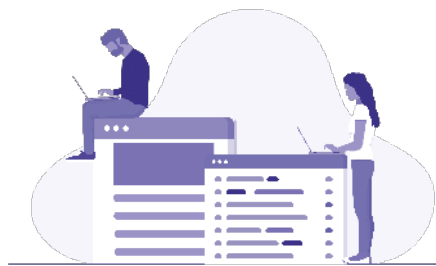
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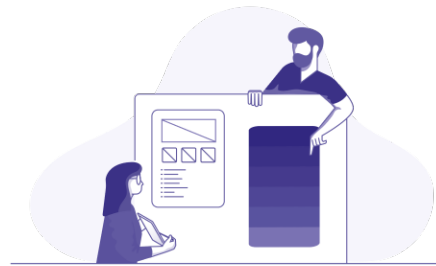
Problems for your organisation



Rules change



Need to be distributed



Sources & versions



Unclear knowledge



Global impact

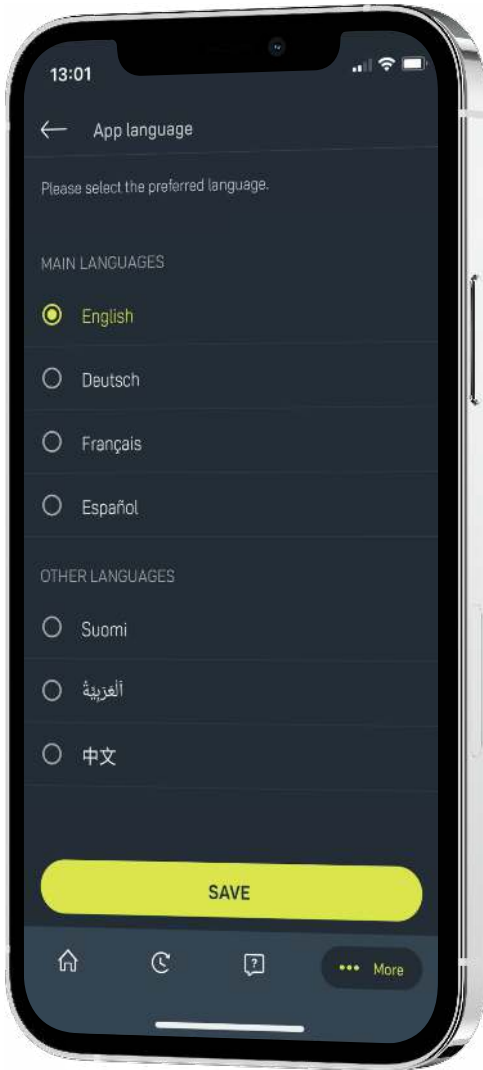


Multiple tools

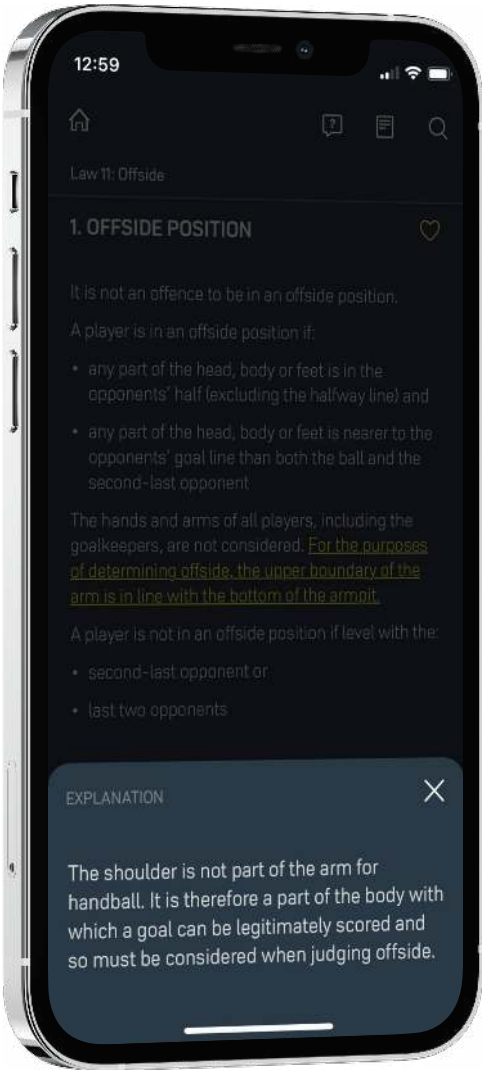
Laws of the Game app for The IFAB



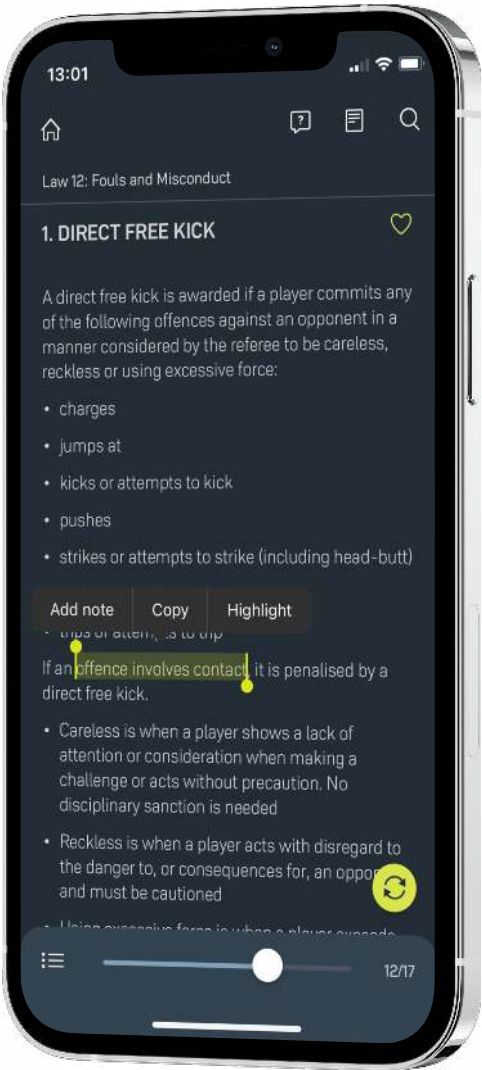
Home



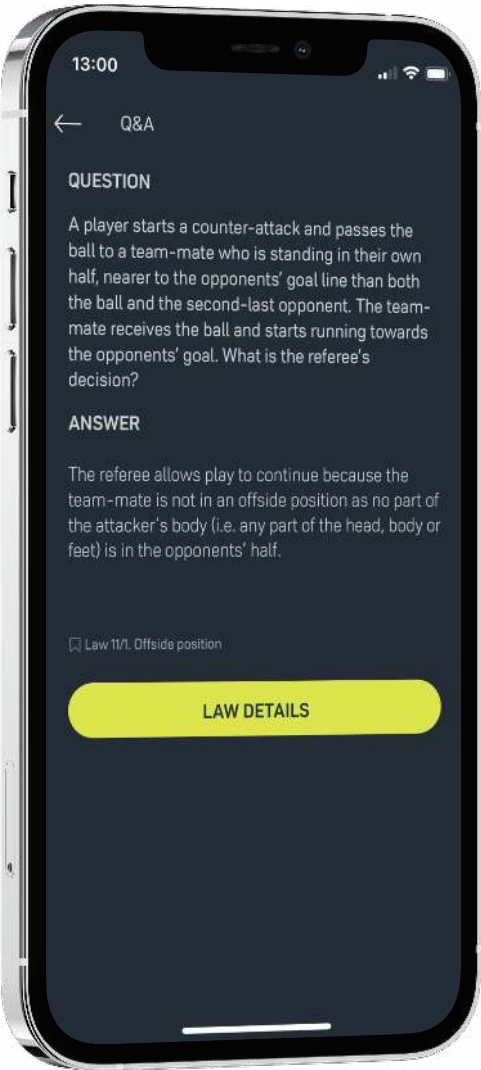
Languages



Explanations



Note-taking



Q&A



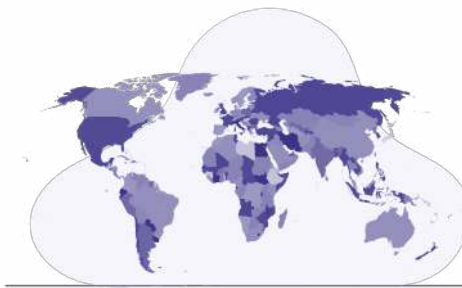
Outcome

May 2019 - August 2021



335k

app users



6

continents



>190

countries



7

**language
versions**

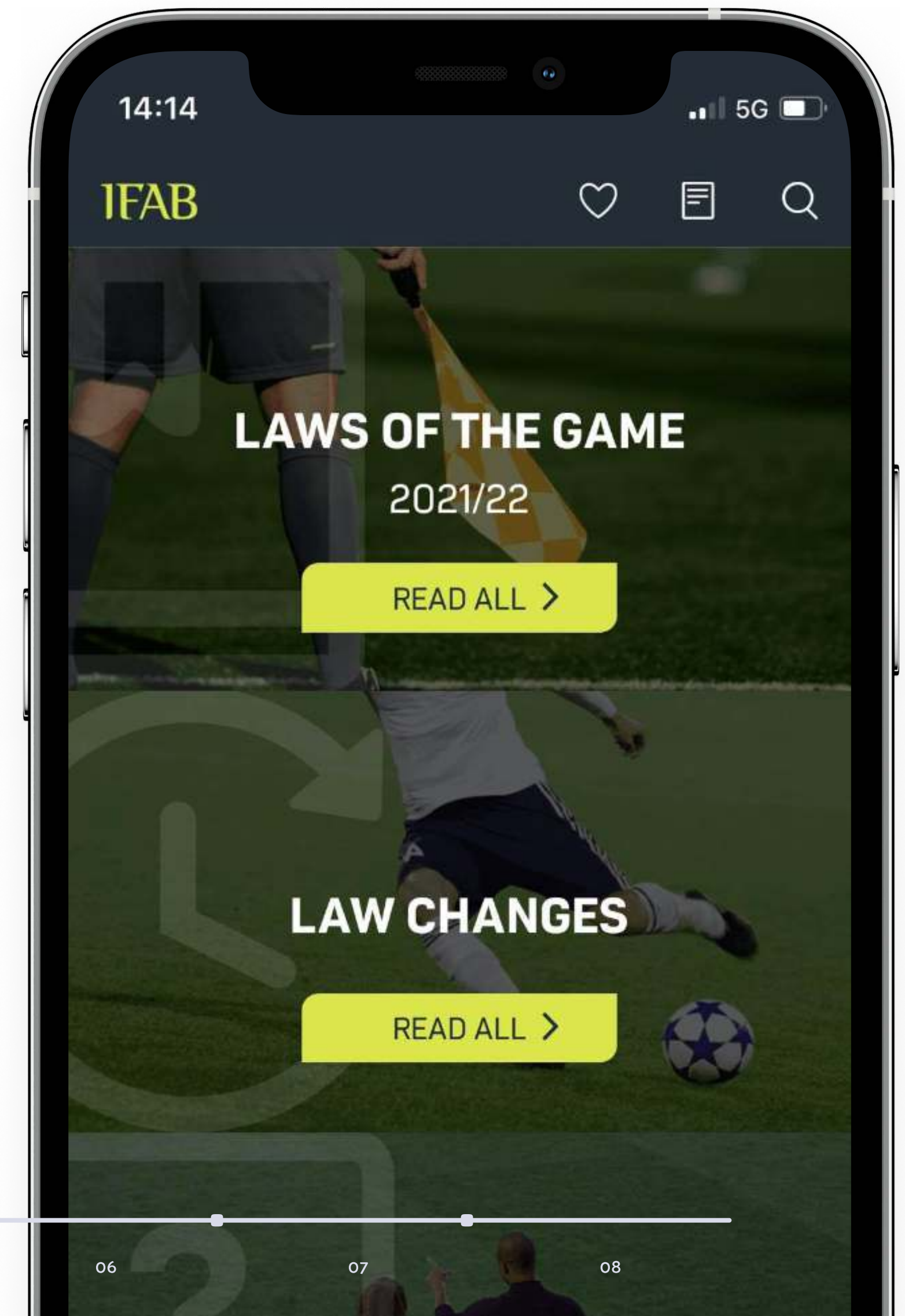
More data on the content and users

1 Laws of the Game: 2021/22 & 2020/21

2 Top 10 countries

3 Top interests

4 Age distribution



What else
is possible



fan engagement



knowledge challenges



two-way communication



sport promotion

Managing the rules of your sport made easy with an app



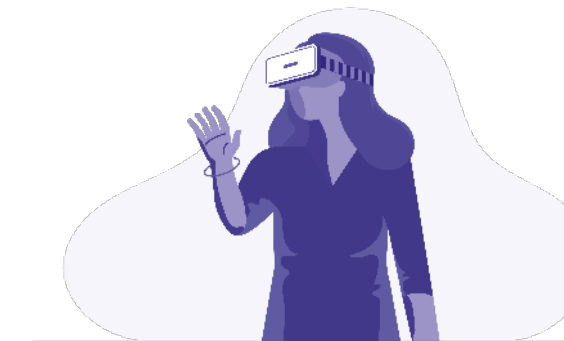
easy global distribution



**laws & regulations
always up-to-date**



available to everyone interested



fully digital & modern

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us at:**



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Register for the next webinars at ISC website:

**[https://internationalsportsconvention.com/events/
international-sports-federations-2021/](https://internationalsportsconvention.com/events/international-sports-federations-2021/)**

Save the date and meet us

**in Lausanne
on November 25th.**