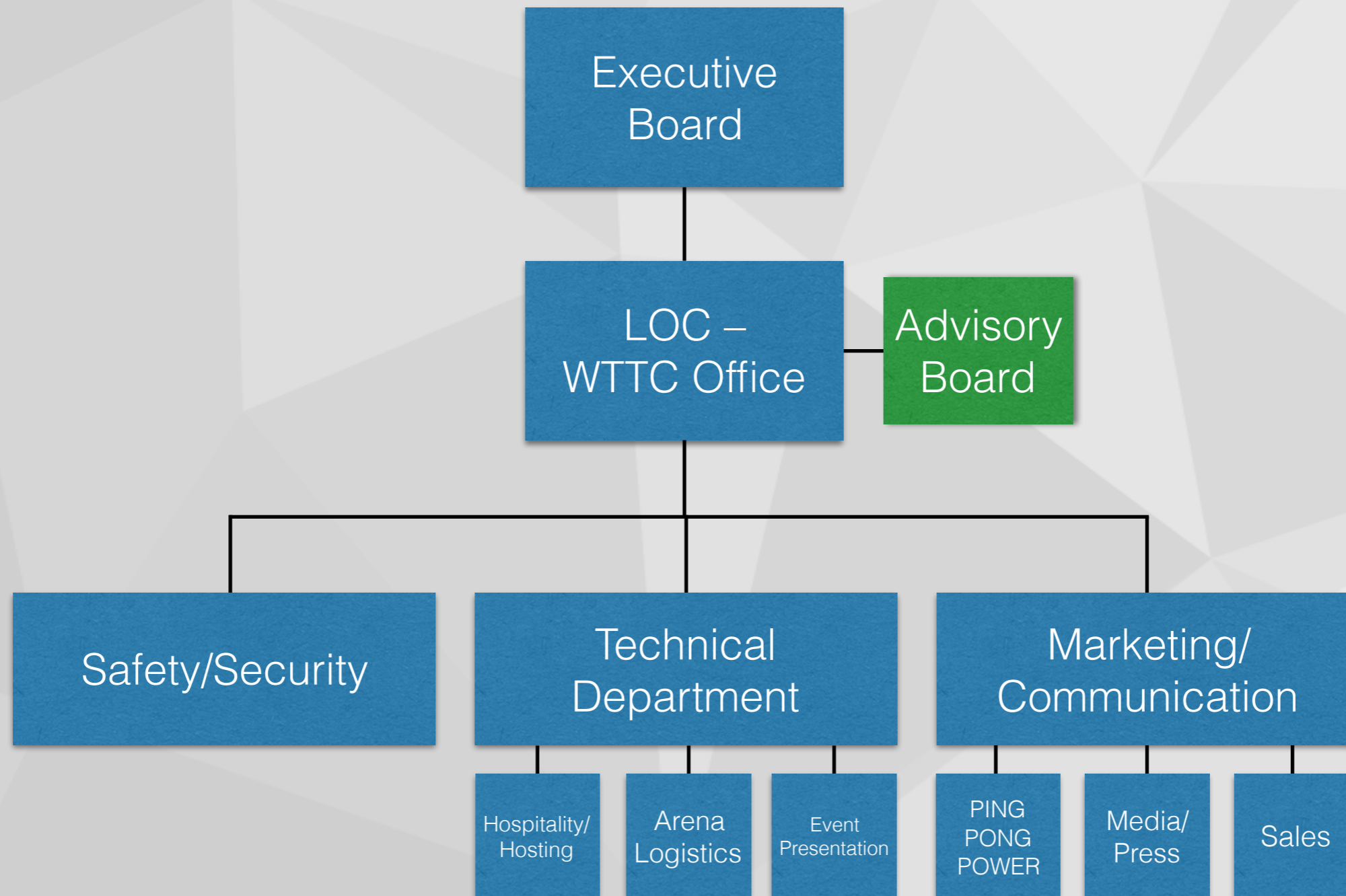




# Organisational Plan Overview



# Swedish Table Tennis Association Staff

Name	Function	%	Time period (ends 31/5)
Max Ansbro	Media & Press Officer	20 % 50 % 100 %	1/1-17 1/10-17 1/3-18
Bengt Andersson	Competition Management	100 %	1/10-17
Malin Karlsson	Hospitality Coordinator	100 %	1/3-18
	Administration & International Relations	50 % 100 %	1/10-17 1/1-18

# Executive Board

**Henry Bengtsson**, Director Municipality of Halmstad

**Johan F Lundberg**, Chairman of the board

**Petra Sörling**, President Swedish Table Tennis Association

**Ola Magnusson**, Director Sport and Leisure Department City of Halmstad

**Lina Siljegård**, Acting CEO Destination Halmstad

## Key Responsibilities

- Board level planning. Strategic meeting plan.
- Underwrites the WTTC 2018 and the PPP project.
- Secures the political backdrop and solid community buy in for the project and World Championships.
- Oversee the financial aspects of the complete project.
- Governs the operations and staff.
- Calls on staff expertise for evaluations and progress reports.
- Interacts with various bodies and partners for the greater good of the championships.

## Connecting Staff

**Ann Johansson**, Head of Operations

**Johnny Ewerstein**, Project Manager World Championships

**Thomas Buza**, Director of Marketing and Communications

**Malin Andersson**, Director of Finance

# LOC and WTTC Office

## Key Responsibilities

- Project management.
- Overall strategic planning.
- Responsible body for the implementation of the PING PONG POWER project and the 2018 WTTC directives and contracts.
- On the go evaluations.
- Responsible for staff functions.
- Calls on the Local Advisory Board for advice and marketing initiatives.
- Calls on the Executive Board for advice and to double check on financial deviances. Steering control for finances and budget issues.
- WTTC Office including all set up and admin functions.
- Official communication platform for the WTTC 2018.

## LOC Operations

**Johnny Ewerstein, WTTC**

**Thomas Buza, WTTC**

**Mikael Andersson, WTTC**

**Ann Johansson, WTTC**

**Ann-Mari Mäkikangas, Municipality of Halmstad**

**Mikael Peterson, General Secretary STTA**

## WTTC Office

**Johnny Ewerstein, WTTC**

**Peter Johansson, WTTC**

**Mikael Andersson, WTTC**

**Thomas Buza, WTTC**

# LOC and WTTC Office

## Work force and responsibilities

**Mikael Peterson**, Structured input from sporting bodies in Sweden. Connects with Swedish Table Tennis Board and its members.

**Ann Johansson**, Chair Local Organizing Committee. Head of Operations with emphasis on Destination Halmstad's employees and working staff for the championships.

**Johnny Ewerstein**, Project Manager. Head of operations, implementation, budget and contract signing.

**Thomas Buza**, Director of Marketing and Communication.

**Peter Johansson**, Operational Manager PING PONG POWER, Marketing & Branding Coordinator.

**Mikael Andersson**, Technical Director.

**Ann-Mari Mäkikangas**, Director of Safety and Security.

**Lennart Jacobsson**, Volunteers Manager

**Niclas Wilhelmsson** Sales & Sponsorship

**TBD** (e.g. NNNNNN), Hospitality Coordinator.

**TBD** (e.g. NNNNNN), Administration and International Relations

**TBD** (e.g. NNNNNN), Ticket Manager.



# Safety & Security Department

## Personnel

**Ann-Mari Mäkikangas**, Director

**Johnny Ewerstein**, Staff Support

**Ann Johansson**, Staff Support

**Mikael Andersson**, Strategic Support

**Kent Johansson**, Venue Manager

**TBD**, International Relations

and Visas

**TBD**, (e.g Anna Wallefors) Head of Communications

Department, Municipality of Halmstad

## Key Responsibilities

### Safety and Security

Fun Park in City

Other City Activities

Transport

Venue

Internal Security

External Security

Hotels

Visas

### POSOM

Police-, Medical-, and Fire Department

# Technical & Logistics Department

## Personnel

**Johnny Ewerstein**, Project Manager

**Mikael Andersson**, Technical Director

**Bengt Andersson**, Tournament  
Management

**Kent Johansson**, Venue Manager

**Peter Johansson**, Branding Coordinator

**Lennart Jacobsson**, Volunteers Manager

**TBD**, (e.g Kaj Kvemo), Meeting Planner

**TBD**, (e.g Malin Ågren), Ticket Manager

**TBD**, (e.g Malin Karlsson), Hosting & Hospitality

## Key Responsibilities

### Technical Department

Exhibition/Fun Park

IT Solutions

TV-production/support

Competition Planning and Support

Branding Plan

### Event Presentation

Opening Ceremony

Closing Ceremony

Implementation Sponsorship and Sales

### Hospitality and Hosting

Hotels

Transport

Food and Beverages

Hosting

VIP/VVIP

Ticketing

Volunteers Planning and Recruitment

Meetings (Arena and Hotels)

### Arena Logistics



# Marketing & Communication

## Steering Group

**Thomas Buza**, Director of Marketing and Communication

**Max Ansbro**, Press and Media Manager

**Sarah Forss**, Communication Manager DH

**Peter Johansson**, Marketing & Branding Coordinator

**Anna Wallefors** Strategic communicator, Municipality of Halmstad

## Connecting Staff

**Johan Larsson Jufvas**, (DHAB)

**Michael R Svensson**, (Halmstad kommun)

**Lasse Partanen**, (DHAB)

**Carina Robertsson**, (Halmstad Arena)

## Personnel Sales & Sponsorship

**Niclas Wilhelmsson**, Sales and Sponsorship

**Johnny Ewerstein**, Project Manager

**Mikael Andersson**, Technical Director

## Key Responsibilities

### Marketing/Communication

Marketing Plan

Communication Plan

Website

Social Medias

Layout

### Sales

Sponsorship

Partnership

### PING PONG POWER

### Press and Media

# Advisory Board

## Personnel

**Jörgen Persson**

**Sofia Arvidsson**

**TBD**, Local Business Representatives

## Key Responsibilities

Link and door opener to local business

General advisors

Commercial/promotional activities