

Sponsor Workshop Agenda

2026 IIHF Ice Hockey World Championship

Date: 8 October 2025
Workshop location: Swiss Life Arena, Zurich
Room Bellevue & Turicum (Entrance T)
Contact numbers on-site: Chantal Steffen: +41 76 261 84 61
Giannina Rageth: +41 78 720 06 00

OFFICIAL PROGRAMME

Wednesday, 8 October 2025

12:30 - 13:30	Individual arrival & light standing lunch
13:30 - 13:40	Welcome by Infront <i>Claude Hollenstein, Head of Ice Hockey, Infront</i>
13:40 - 13:45	Welcome by 2026 IIHF WM Organising Committee <i>Christian Hofstetter, General Secretary, 2026 IIHF Ice Hockey World Championship</i>
13:45 - 14:25	Event information for the upcoming 2026 IIHF WM <i>Pascal Mühlheim, Head of Marketing, 2026 IIHF WM</i>
14:25 - 15:00	Infront information & marketing update <i>Claude Hollenstein</i>
15:00 - 15:10	Official Merchandising Programme <i>Sacha Ochsner, Official Merchandising Partner</i>
15:10 - 16:00	Official Fan Zone & Infront VIP Hospitality visit incl. coffee break
16:00 - 16:30	IIHF WM Digital Insights & Sponsorship <i>Alexis Champierre de Villeneuve, Digital Account Management, Infront</i>
16:30 - 17:00	IIHF WM Media & Production Insights <i>Katie Reynolds, Media Sales, Infront</i>
17:00 - 17:20	Preliminary event information for the 2027 IIHF WM, Germany <i>Claus Gröbner, General Secretary, 2027 IIHF Ice Hockey World Championship</i>
17:20 - 17:30	Q&A

SUMMARY OF LOCATIONS

Accommodation

Mercure Hotel Zürich City
Vulkanstrasse 108b
8048 Zurich
Phone: +41 43 523 12 11

Workshop location

Swiss Life Arena
Vulkanstrasse 130
8048 Zurich

Dinner, 8 October

Zunft Haus zur Saffran
Limmatquai 54
8001 Zurich