

Second Worlddidac Council Meeting of 2017

The second Worlddidac Council Meeting of 2017 took place on **October 9** at Hotel Novotel in Bangkok, Thailand, directly before Worlddidac Asia exhibition. New Worlddidac Director General Danny Gauch, welcomed President Chula Gangoda, Vice-President Nader Imani, Treasurer Rainer Klose, and Council members Steven McKee, Juha Merinen, and Sylvie Legras to the meeting.

Despite the turbulent times for Worlddidac toward the end of 2016, **much progress has taken place this year** since Danny Gauch began with Worlddidac at the beginning of April. Not only have the fires been put out, but the Association is gaining ground again. Throughout this spring and summer, the Secretariat in Bern, Switzerland, led by Danny, has prepared many changes for the Association; and these changes will be voted upon in the upcoming **General Assembly** (voting open Nov. 9-24). These changes will allow members a much better return on investment, and will provide the scalability that Worlddidac needs in order to truly become the encompassing international Association it was meant to be.

Perhaps the most notable change is with regards to the **membership structure**. It is planned that at the start of 2018, Worlddidac will adopt a tiered membership structure allowing members of all types to choose from a simple Basic-Silver-Gold-Platinum list of memberships. Providing members this flexibility will allow them to customise their levels of involvement and investment; and offering a wider range of membership plans will appeal more to agents, distributors, and other types of members.

Also discussed in the Council meeting was Worlddidac's home exhibition in Bern, Switzerland—**Worlddidac/Swissdidac Bern**. The Association is already well on its way into the preparation of the exhibition which **will take place Nov. 7-9, 2018** with its exhibition partner Bernexpo. Many fringe events have already been planned, and for the first time in the history of the show, the local government of canton Bern has written a recommendation for the teachers to be given time off to attend the show. Discussions have also begun on the long and short-term strategy behind the **Future Talk Conference**. The Association plans to develop Future Talk into a world-renowned event which will draw more and different types of visitors to Worlddidac/Swissdidac Bern 2018.

Other points discussed include the Vision, Mission and Values statements, as well as a code of conduct to serve as a guideline for Members of Worlddidac. The Secretariat has proposed new **Vision, Mission and Values** statements along with a **Code of Conduct** proposal and during the Council meeting, the proposals were re-worked and final versions were accepted.

The Council is pleased with the progress made this year. The **2017 Member Survey** was the first of its kind and has provided the Association with very valuable and detailed information on where Worlddidac stands and where it should go. The survey will now take place annually and the Council would like to thank all the members who took the time to participate this year. Also, the **new discount programs** (i.e. Loyalty Program, Referral Program and Affiliate Program) have received much positive feedback; they will take effect on schedule as planned. Lastly, Worlddidac will continue adding content to the new **Market Research Library** in order to build it into a valuable resource for members.