

First Worlddidac Council Meeting of 2017

The first Worlddidac Council Meeting of 2017 took place on **March 13** at The H Hotel in Dubai, UAE, directly before GESS Dubai exhibition. New Worlddidac Director General Danny Gauch, welcomed President Chula Gangoda, Treasurer Rainer Klose, and Council members Steven McKee, Caroline Wright, Valeriy Lebedev, Juha Merinen, Filippo Prospero, and Michael Koltai to the meeting.

Changes are on their way as Danny Gauch defines the vision for the next few years. "Worlddidac's environment is changing." said the new Director General, "It is imperative that we stay true to our long standing history, and at the same time learn how to adapt to these new challenges, providing real value to our members at every step."

Perhaps the most notable of these new steps to be taken will concern the current **membership structure**. The Director General plans on introducing a new structure by the end of 2017 which will allow members to realign their standing within the association and therefore improve their return on investment. In order to ensure that these next steps are in the right direction, Worlddidac will soon be conducting **surveys** regarding the membership structure and the value added by Worlddidac.

Next to be discussed in the Council meeting was Worlddidac's home show in Bern, Switzerland. This event changed venues in 2016 and took place as World Education Days alongside Swiss Education Days. In the Council meeting, it was decided that World- and Swiss Education Days will be discontinued; and in 2018, a new pair of events will take place. These will be called **Worlddidac International, and Swissdidac**. Planning has already begun for the events which **will take place November 7-9, 2018**.

One major point of interest is working out ways to get more **agents and distributors** on board. Worlddidac will be exploring new possibilities on this front because it wants to be able to build better bridges between distributors and its members.

Other points discussed include the Worlddidac Award and Future Talk. The Council has seen an opportunity in the **Worlddidac Award** and will be investing to increase its value. Possibilities are being sought out on expanding the Worlddidac Award to include awards in different categories; and the council is contemplating a series of **Regional Worlddidac Awards** with the first one to take place alongside Worlddidac Asia 2018. Worlddidac will also be investing in **Future Talk 2018** to develop it into a world-renowned event that will draw more different types of visitors to Worlddidac International in Switzerland in 2018.