

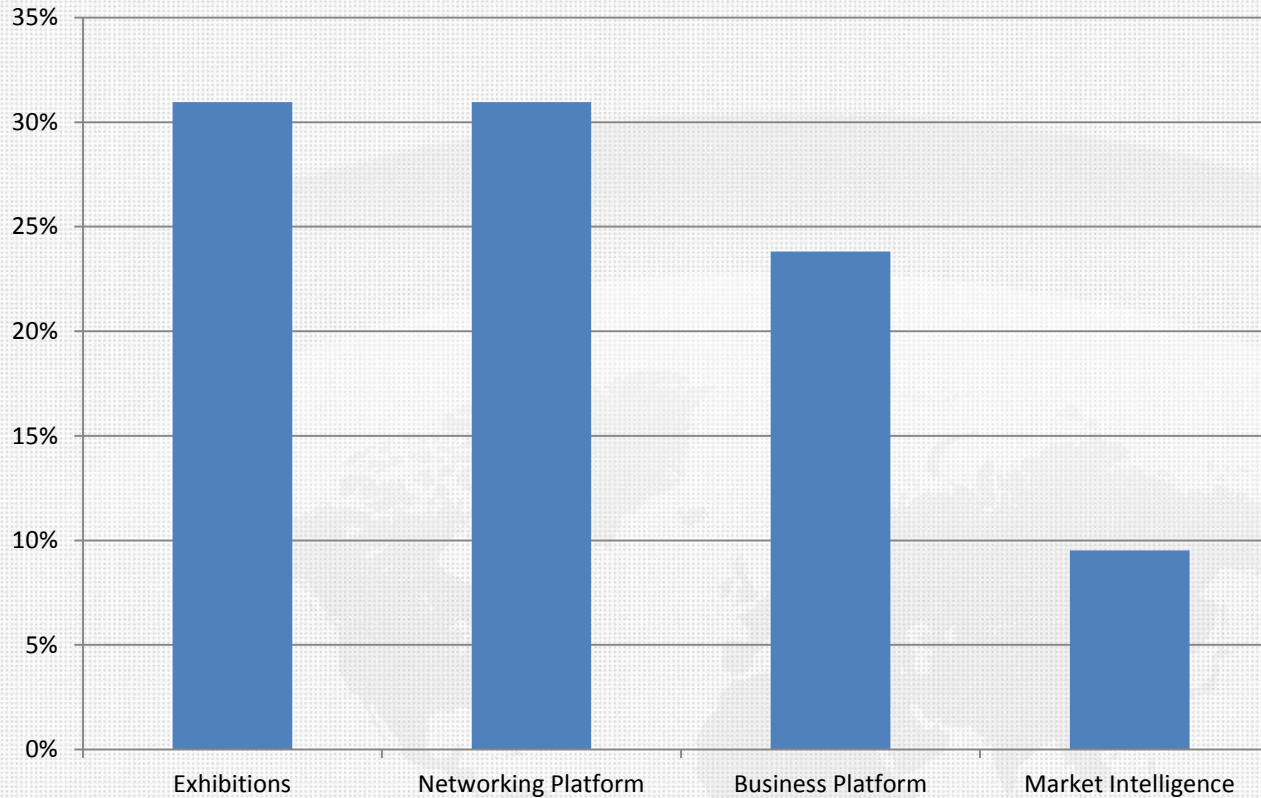
# Worlddidac Member Survey 2017 Summary

Survey open from June 22<sup>nd</sup> – August 4<sup>th</sup>, 2017  
Replies: 30 EN, 12 DE

Survey Administrator:  
Elijah Philson [philson@worlddidac.org](mailto:philson@worlddidac.org)

## What do you believe is the primary function of the Worlddidac Association?

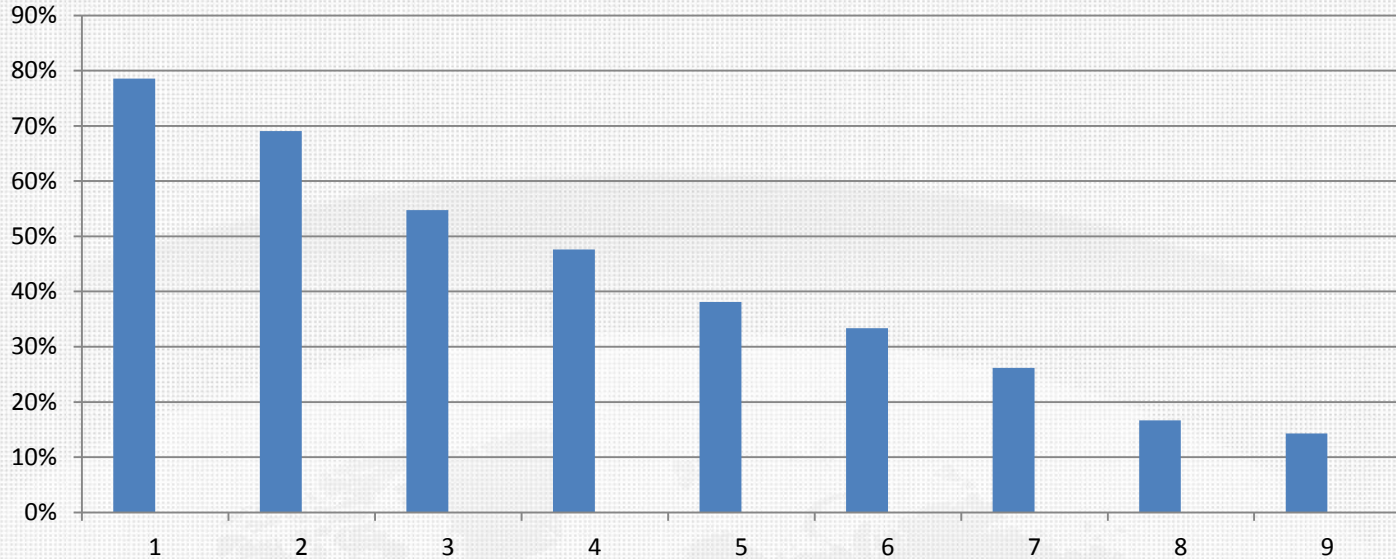
(only one answer was possible)



“One third of the replies underline Worlddidac’s role in exhibitions however over half understand it to be for networking and business purposes, which coincides very much with the perception of the team in Bern.

This is a direction which Worlddidac plans to take in the near future.”

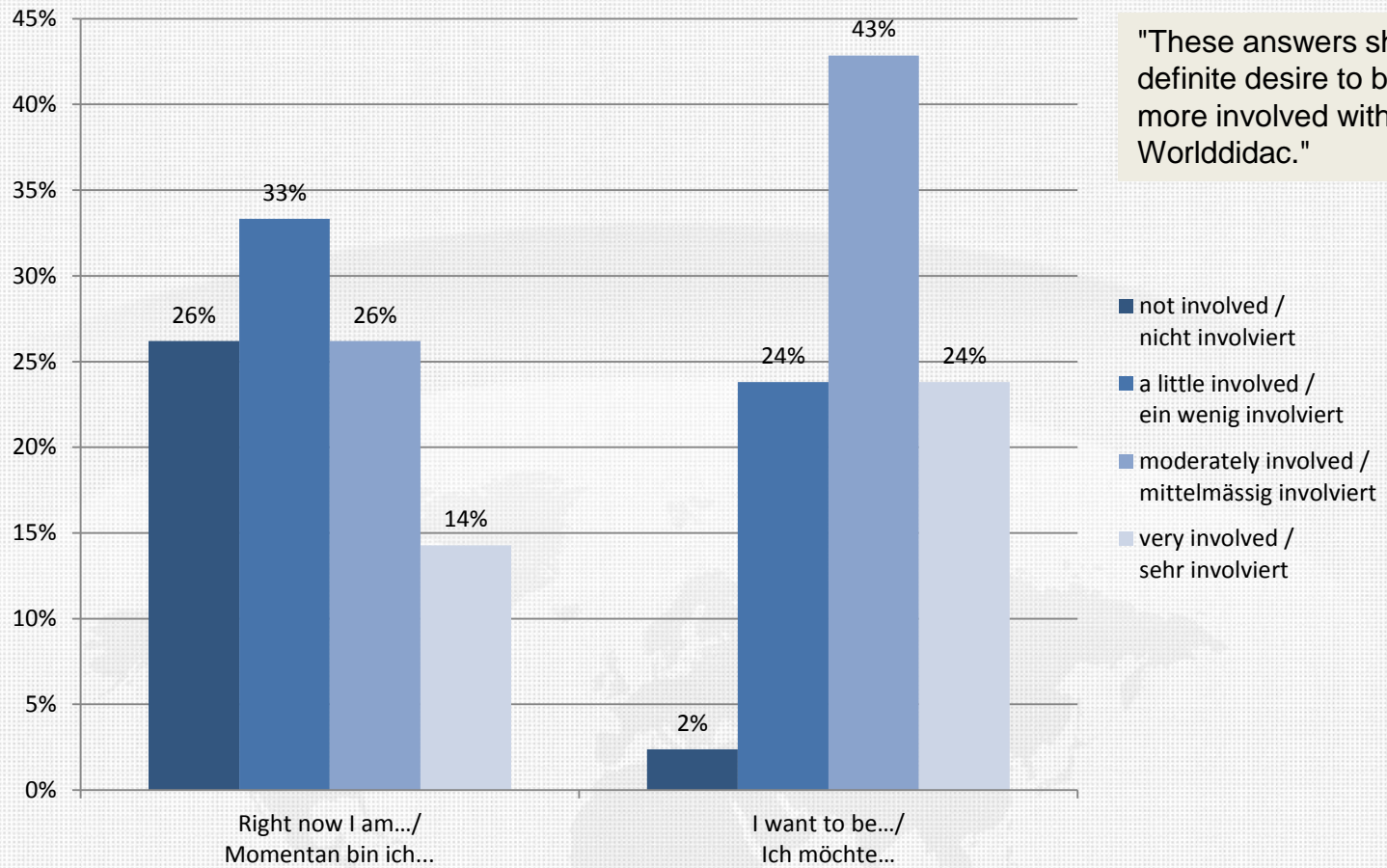
## For what purpose(s) has your company become a member?



### Legend:

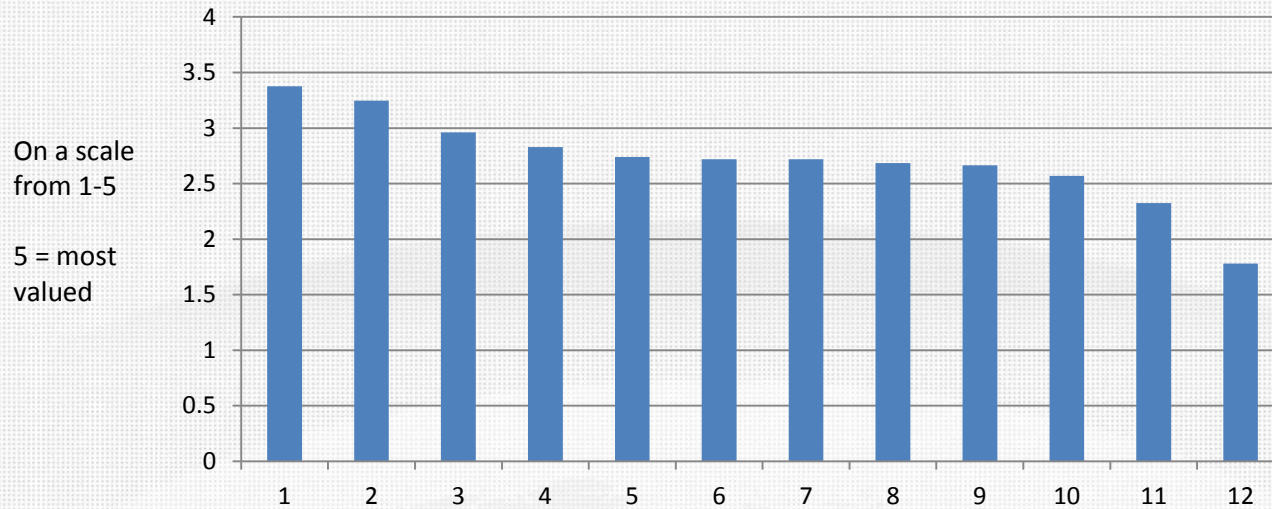
1	To make contacts / networking	Wir sind an neuen Kontakten interessiert
2	We are interested in international exhibitions	Wir sind interessiert an den internationalen Messe Events
3	For access to distributors	Wir suchen Händler für unser Produkt
4	To promote your company via Worlddidac	Wir möchten für unser Unternehmen via Worlddidac werben
5	To receive tenders / generate leads	Wir sind auf der Suche nach Ausschreibungen / möchten unser Produkt verkaufen
6	We are interested in trade missions	Wir sind interessiert an Handelsmissionen
7	To wear the Worlddidac Brand	Wegen dem renomierten Namen
8	Out of an interest in the Worlddidac Award	Wegen der Teilnahme am Worlddidac Award
9	To receive and submit publications	Wir sind an Fachpublikationen und allgemeinen Informationen im Bildungsbereich interessiert

## Tell us about your involvement in Worlddidac



"These answers show a definite desire to become more involved with Worlddidac."

## What current offerings do you value?



"We are now aware of the high interest in networking events and will work out how we can improve this for our members.

We are currently working on a concept in which we plan on providing an online exhibition platform for our members to promote themselves according to different learning fields."

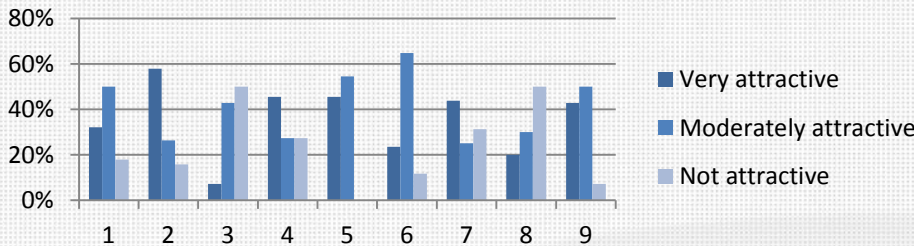
### Legend:

1	Networking Events	<a href="#">Networking Events</a>
2	Company Profile Page on Worlddidac.org (customizable)	<a href="#">Das individuelle Profil Ihres Unternehmens auf Worlddidac.org</a>
3	Access to Distributors	<a href="#">Zugang zu Handelsvertretern</a>
4	Ability to exhibit from within the Worlddidac Pavilion at International Exhibitions	<a href="#">Möglichkeit sich innerhalb des Worlddidac Pavillons auf internationalen Ausstellungen zu präsentieren</a>
5	Worlddidac International Lounge at International Exhibitions	<a href="#">Ermäßigungen bei internationalen Ausstellungen</a>
6	Monthly Newsletter (news about worlddidac)	<a href="#">Monatlicher Newsletter</a>
7	Wearing the Worlddidac Brand	<a href="#">Nutzen des Worlddidac Labels</a>
8	Member Newsletter (news about worlddidac members)	<a href="#">Member Newsletter (das Publizieren eigener Produktinformationen)</a>
9	Business Opportunities (weekly posted tenders)	<a href="#">Wöchentlicher Zugang zu öffentlichen Ausschreibungen (Business Opportunities)</a>
10	Worlddidac International Lounge at International Exhibitions	<a href="#">Worlddidac International Lounge an internationalen Ausstellungen</a>
11	Worlddidac Award	<a href="#">Worlddidac Award</a>
12	Trade Missions	<a href="#">Trade Missions</a>

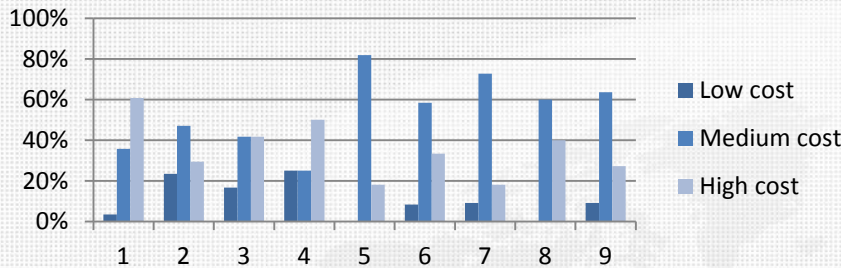
# Exhibitions / Ausstellungen

Answers not required (percentages may not equal 100)

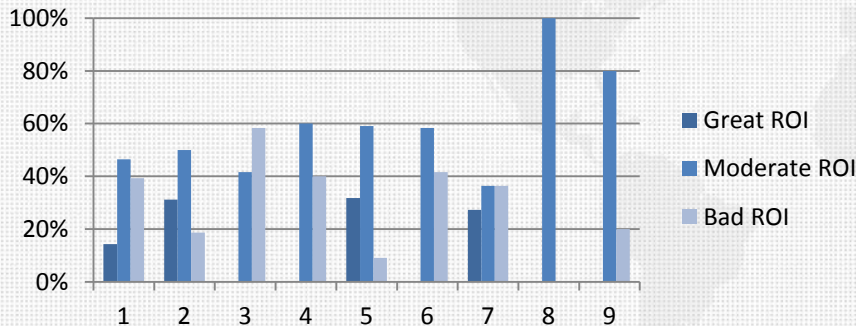
**Attractiveness of the regional market to you**



**Cost for you to exhibit (direct and indirect costs)**



**Value of exhibition compared to cost of exhibiting**



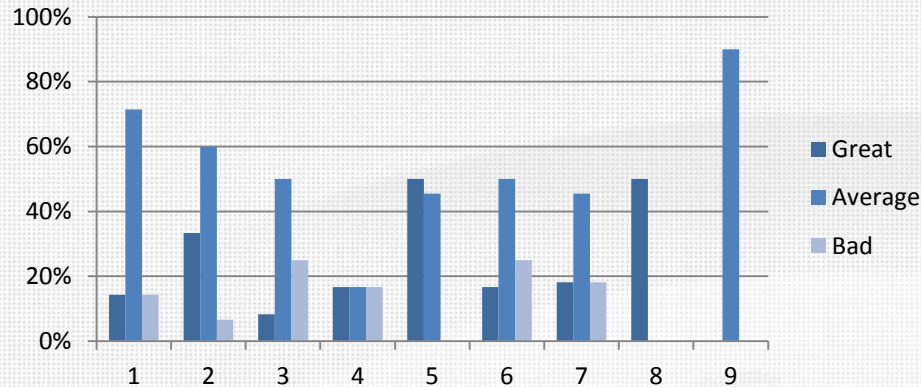
“Based on your feedback, we shall analyze the different exhibitions with regard to value for price and see where we can improve this.

We are constantly in negotiations with the different event organizers in order to provide our members with better conditions.”

Legend	
1	Worlddidac International in Bern, Switzerland (and Swissdidac)
2	Worlddidac Asia
3	Worlddidac Astana
4	Worlddidac Russia
5	GESS Dubai
6	GESS Mexico
7	Eduweek South Africa
8	ISTE, USA
9	DIDAC India

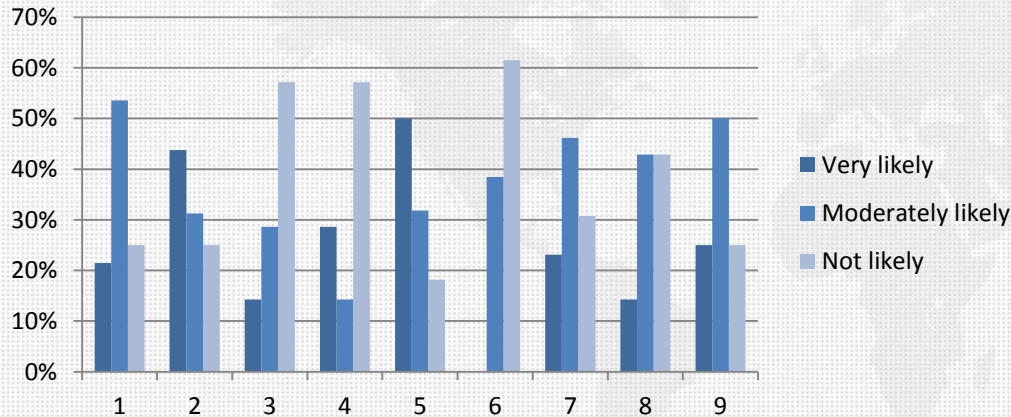
# Exhibitions / Ausstellungen

**Overall quality of the event**



"Some of the most positive responses went to Worlddidac International, Worlddidac Asia, and GESS Dubai."

**Likelihood of exhibiting here in the future**

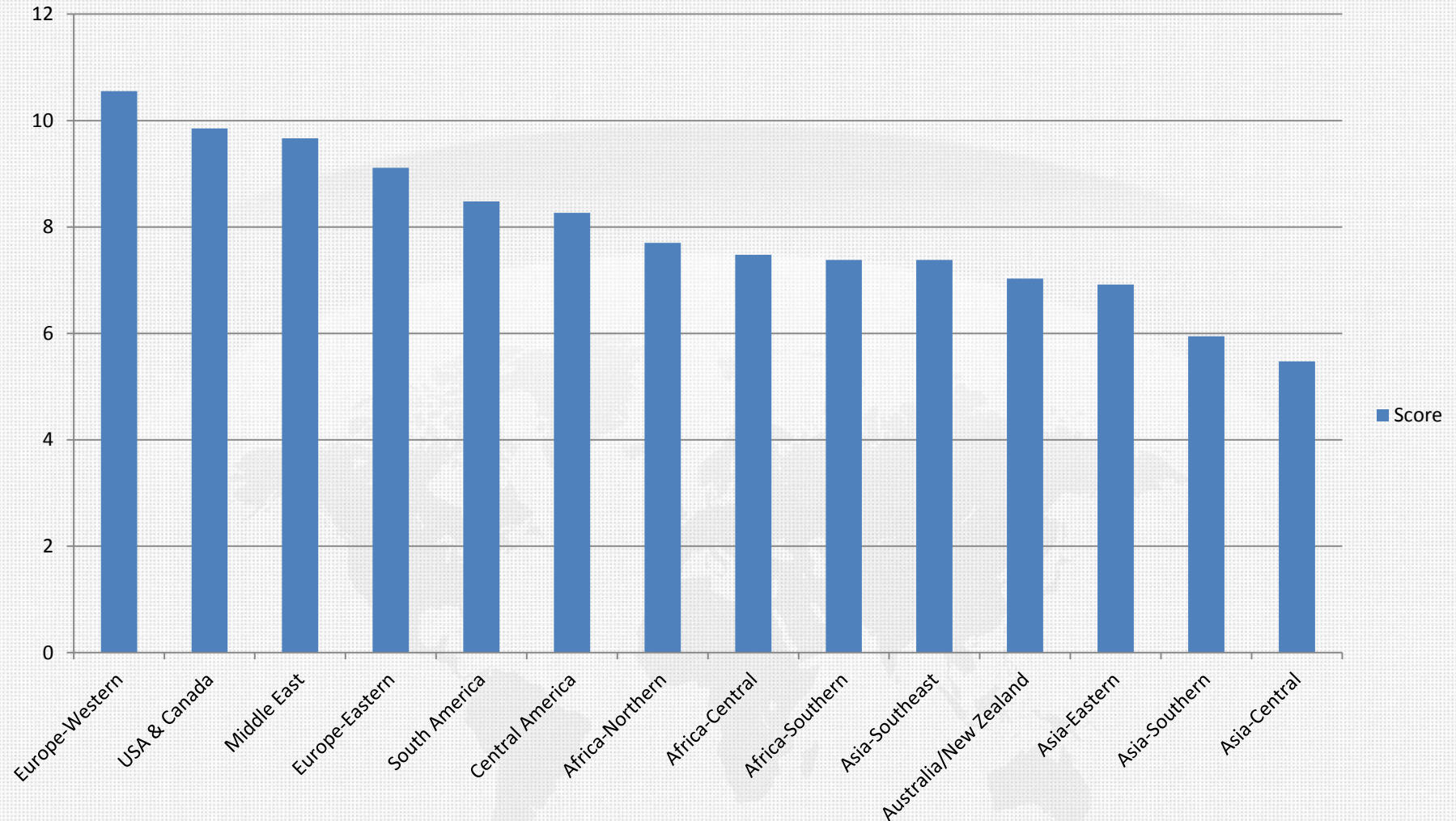


**Legend**

- 1 Worlddidac International in Bern, Switzerland (and Swissdidac)
- 2 Worlddidac Asia
- 3 Worlddidac Astana
- 4 Worlddidac Russia
- 5 GESS Dubai
- 6 GESS Mexico
- 7 Eduweek South Africa
- 8 ISTE, USA
- 9 DIDAC India

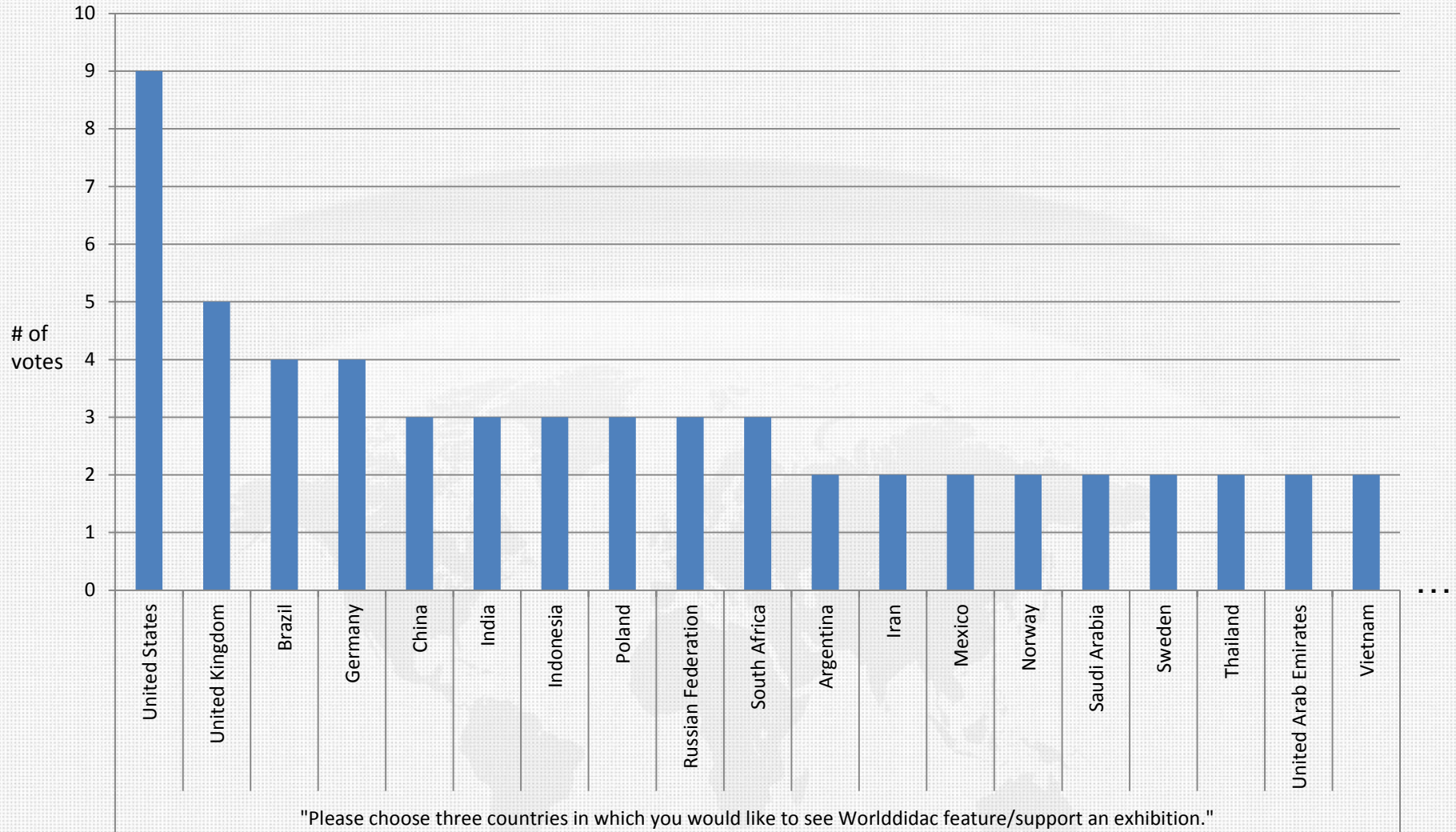
## Most Attractive Markets

(values reflect average placement when regions were arranged from most to least attractive)

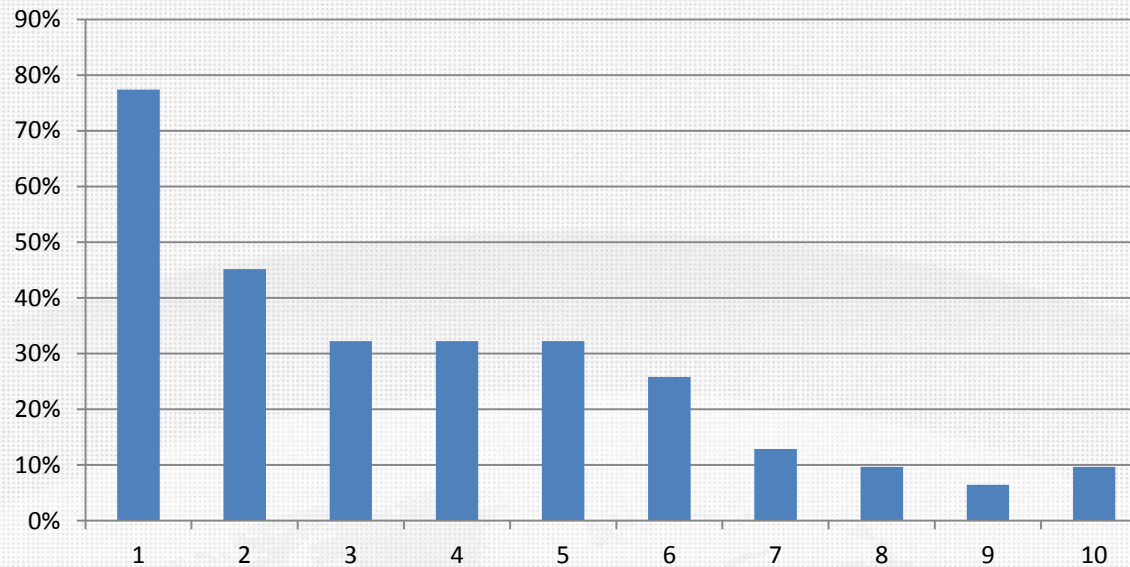




## In which country should Worlddidac feature another exhibition?



## Most valued at international exhibitions



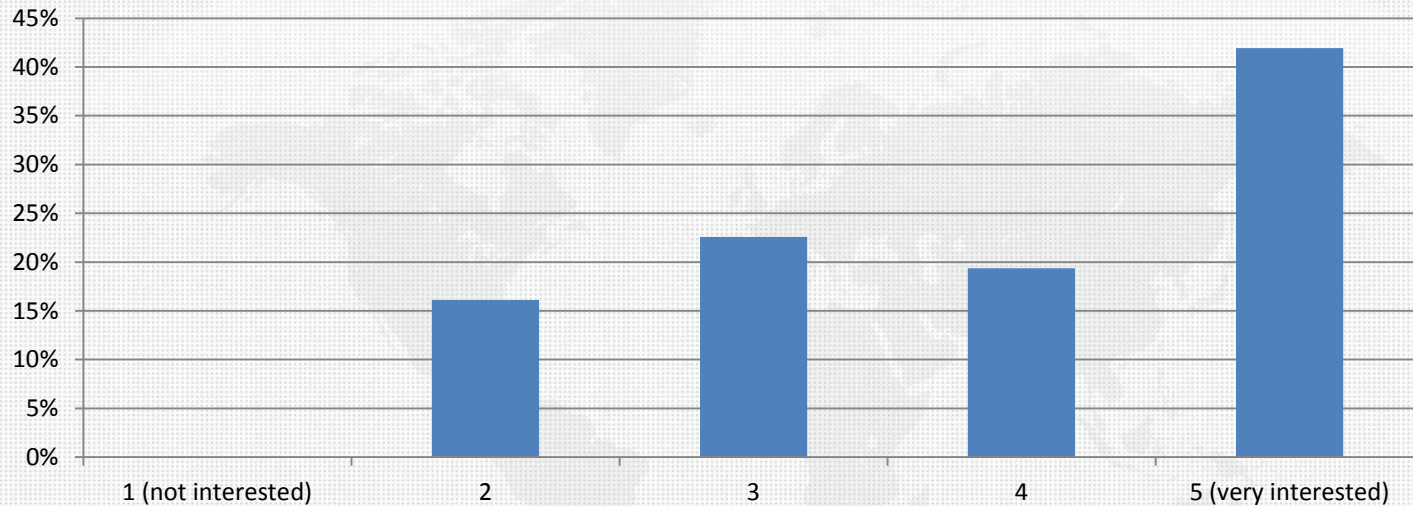
"Dealers and agents clearly play the largest role in providing value at exhibitions and we are continuously working on expanding our network/database"

Legend		
1	Interaction with new dealers and/or agents	Kontakt zu neuen Vertriebspartnern / Agenten
2	Interaction with own dealers and/or agents	Kontakt zu eigenen Vertriebspartnern/ Agenten
3	Interaction with high ranking government officials	Kontakte zu hochrangigen Regierungsbeamten
4	Interaction with end-users	Kontakt zum Endnutzer
5	Interaction with departmental government officials	Kontakte zu Abteilungsbeamten
6	Observation of competitors	Blick auf die Konkurrenz
7	Interaction with other manufacturers	Kontakte zu anderen Herstellern
8	Attending conference programs and side events	Teilnahme an Konferenzprogrammen und Nebenveranstaltungen
9	Media coverage (publicity)	Medienpräsenz / Publizität
10	Other (please specify)	Anderes

## How interested is your company in collaborating with other Worlddidac Member companies to accomplish larger projects?

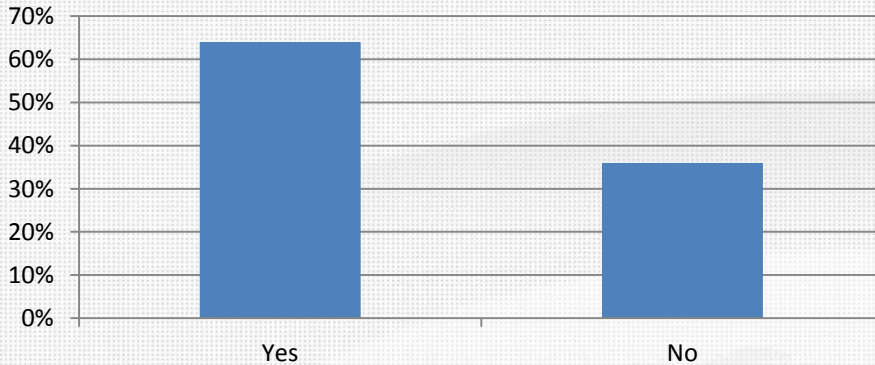
Wie beachtlich ist Ihr Interesse an einer Zusammenarbeit mit anderen Verbandsmitgliedern, um eventuell grössere Projekte zustande zu bring

"These answers agree in large part with our findings on slide #3 about how we should look into building Worlddidac in terms of a business platform."



**Do you see a benefit if Worlddidac establishes a Ltd. company to source projects?**

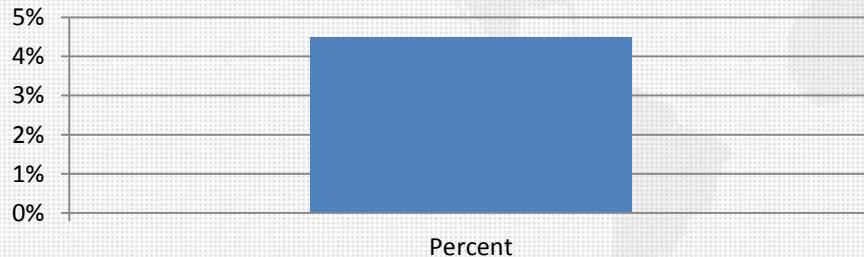
Wäre es Ihrer Meinung nach von Vorteil, wenn eine Worlddidac GmbH zur Handhabung von Projekten gegründet würde?



"These answers also agree with slide #3, confirming our expectations."

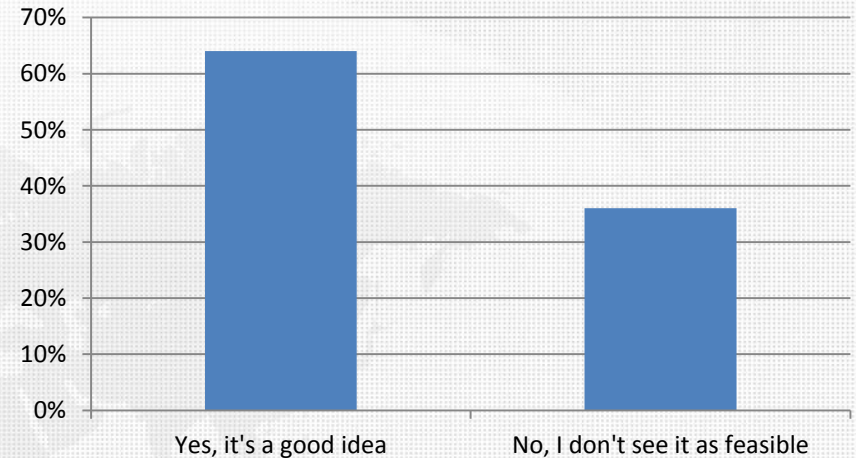
**If Worlddidac brought additional turnover for your company, what percent would your company be willing to return to Worlddidac in exchange?**

Wenn Worlddidac zusätzlichen Umsatz für Ihr Unternehmen generieren würde, welcher Gewinnprozentsatz wäre Ihrer Mein...



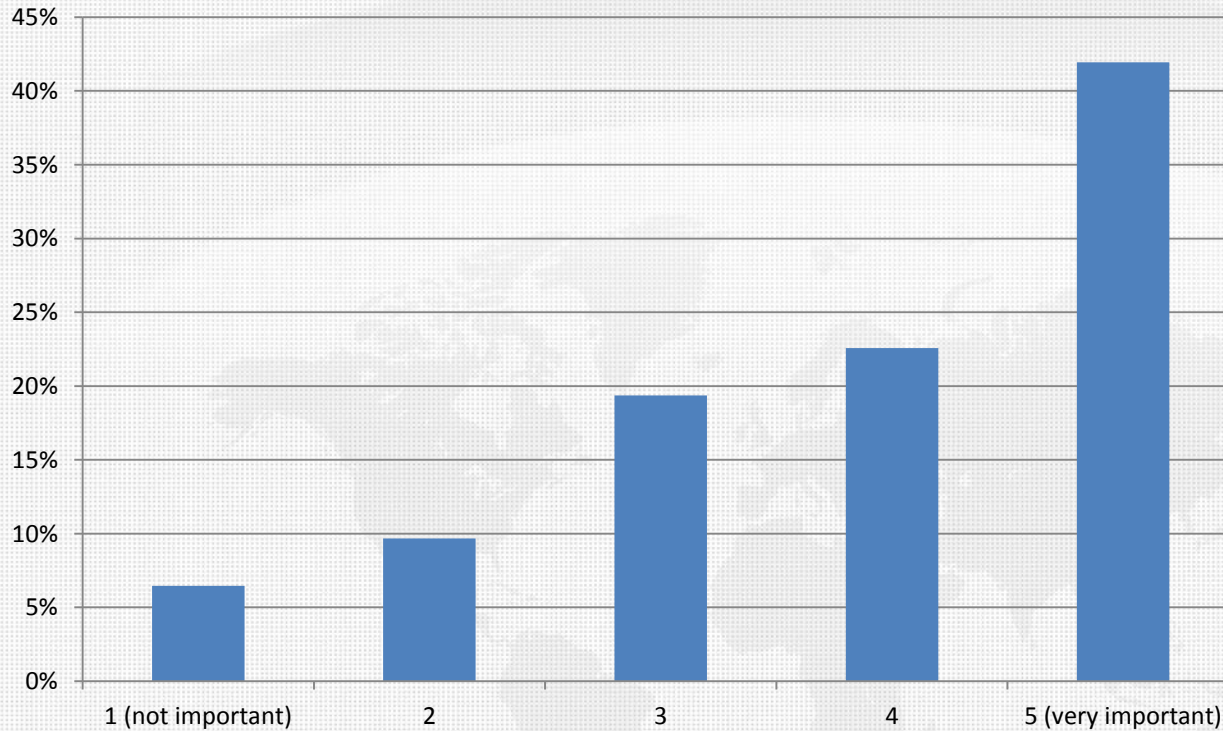
**If today there were a vote upon the establishment of such an Ltd., what would your answer be?**

Wenn Sie heute über die Gründung einer solchen GmbH abstimmen müssten, wie würde Ihre Antwort ausfallen ?



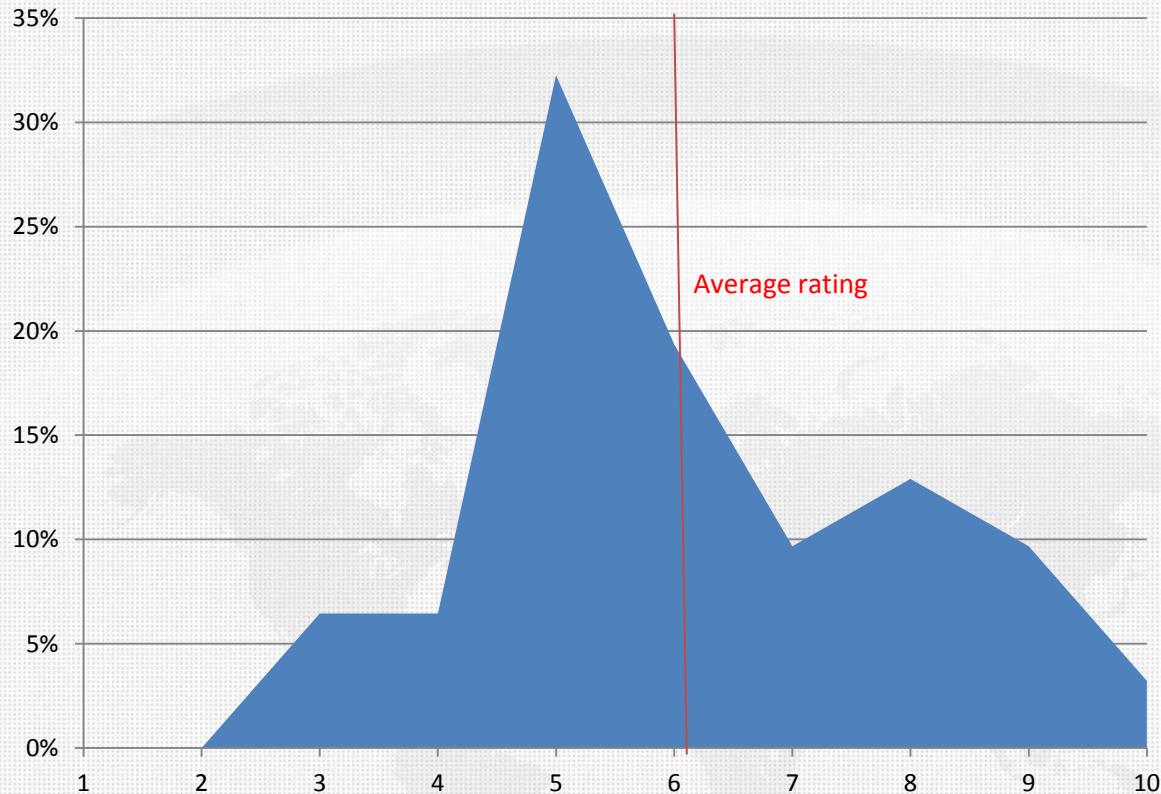
## How important is it that Worlddidac include the following member types:

"We are looking at ways to win over and integrate such individuals in cooperating with us and create the expected added value for all involved."



- Educational Consultants
- Subject Matter Experts
- Educational Specialists
- Curriculum Developers
- Professors/Teachers

## How satisfied are you with the Worlddidac Association? (10 being most satisfied)



"It comes as no surprise to us that the satisfaction with Worlddidac is low.

Many things are changing though now that Director General Danny Gauch is leading Worlddidac into a new era. We will be working hard to find new ways to bring real value to our members, and in turn, increase the average satisfaction rating by next year's Member Survey."

Finally, dear members, we would like to thank you for your opinions and for the time you have invested. We are taking your comments seriously and continuously strive to make this association strong again.

We expect to be able to deliver first impulses ideas for the upcoming General Assembly which is to take place in November, 2017. There again, your active participation will be necessary, so that the necessary changes can be voted upon and that Worlddidac can take course towards a more business oriented Association for its members.

With our very best regards,

Danny Gauch  
Director General

Elijah Philson  
Market Intelligence Manager