

Minutes Worlddidac Council Meeting 1/2019

Mo, February 25th, 2018 at 2 p.m. Ibis One Central, Dubai, UAE

<p>Present:</p> <p>Myriam Bonilla (MB)</p> <p>Mohamed Ebeid (ME)</p> <p>Gerard Ezcurra (GE)</p> <p>Nader Imani (NI)</p> <p>Rainer Klose (RK)-online</p> <p>Steven McKee (SM)</p> <p>Juha Merinen (JM)</p> <p>Filippo Prosperi (FP)</p> <p>Irina Solonova (IS)</p> <p>Excused:</p> <p>Sylvie Legras (SL)</p> <p>Director General: Danny Gauch (DG)</p> <p>Minutes / Secretary Kateryna Schuetz (KS)</p>	<p>Location:</p> <p>Ibis One Central, Dubai</p> <p>Abbreviations:</p> <p>CM: Council Meeting</p> <p>WDD: Worlddidac</p> <p>CM's: Council Members</p> <p>FT: Future Talk</p> <p>GA: General Assembly</p> <p>GESS: Global Educational Supplies and Solutions show</p> <p>BETT: British Educational Training and Technology show</p> <p>ISTE: The International Society for Technology in Education</p> <p>CoC: The Code of Conduct</p> <p>o/s: Outstanding</p> <p>ZA: South Africa</p>
Topic	Details
Welcome by Director General / President	DG welcomed Council Members at the first Council Meeting in 2019 and thanked for their attendance at the meeting.
Schedule of the meeting	DG announced schedule of the meeting and mentioned that Sylvie Legras was excused for the meeting. Rainer Klose partially joined the meeting via "GoTo Meeting".
Minutes of the meeting 2/2018 in Bern	DG asked the Council members whether they had any comments to the Minutes 2-2018 in Bern and emphasized that each Council Member received a Platinum Member sticker in their printed documents for the meeting for use at exhibitions. GE asked to send him three additional Stickers for his office in the US and Asia.

	<p>DG went through all the discussion points recorded in the Minutes 2-2018 in Bern. JM commented that there were too many books among the Worlddidac Award products 2018. NI added that it would be good to have more categories in the Award evaluation next time. SM said that it would create diversity. Worlddidac Award is a recognition of superior products, it's not a contest. NI added that categories would make it clearer. JM said that the challenge is to make more companies to apply for the Award. GE mentioned that different categories should have different fees and suggested to increase the level of entries for the publishers. JM added that Worlddidac could make it dependant on company size.</p> <p>DG explained that he sees difficulties in raising the price of one category versus another. It is easier to limit the number of participants based on "first come first serve" basis. JM suggested carrying out a survey among association members to find out what they would like to improve in the Award. Involvement of the association members will activate communication with them and give members the feeling that their opinion is important.</p> <p>In the promotion campaign for 2020 it's important to emphasize what distinguishes Worlddidac Award from the other Awards. ME commented that most of the winners 2018 were from Germany and Switzerland. Worlddidac should increase the international participation in the Award 2020. NI will be visiting UNESCO Institute for Lifelong Learning (UIL) in April and would be glad to open the doors for Worlddidac to start discussions with UNESCO for the involvement in the Worlddidac Award 2020. DG gratefully accepted this offer.</p> <p>SM said that Worlddidac should open feedback discussion about Worlddidac Bern, including the show, the conference and the Award. DG added that there should be 4 questionnaires. The forth would be the continuation of the survey which had been carried out two years ago. Has Worlddidac improved its recognition for the past two years? The questionnaires should be parallel and the members should have a right to fill out one or four questionnaires. DG mentioned that the questionnaires would be available in the Member Area "survey says" however, due to the limited resources, it might take a while to do so. To achieve high participation rate of the members Worlddidac office would remind them about the questionnaire in the association newsletters.</p> <p>It was agreed that Worlddidac office would put together the bullet points for four questionnaires and will distribute them to the Council Members to get their ideas and inputs to the content.</p>
<p>Feedback Task Force for Private Universities</p>	<p>JM presented the results of task force on private universities. One size does not fit all, so it's important to analyse this category of potential association members separately. Private universities are trying to create recognition. The universities are looking for someone to respond their needs. Worlddidac needs to create a value-proposition for them. Main goal: enable business platform, match-making opportunities, networking. ME commented that new universities are not authorised to run the PhD Programmes. They are still in the early stages of growth. JM explained that universities are lacking business intelligence how to run business. Worlddidac should teach them how to run business in different countries. This process should encompass the following stages: 1)</p>

	<p>identifying opportunities, 2) identifying country needs and teaching the company how to submit international proposal 4) pricing.</p> <p>DG commented that it is important to explain the universities that Worlddidac cannot <u>proactively</u> support them. If they need coaching, universities should be proactive and contact Worlddidac themselves. ME added that Worlddidac should come up with a list of questions where and how the association can help universities to solve their problems. NI advised Worlddidac to create a catalogue of services. ME said that universities don't know what they need until they see it by someone. JM summarised that Worlddidac should become a Worldwide Education Market Platform Economy Enabler in a close and genuine collaboration with key Strategic Partners, Affiliate Partnerships and Company Members (see presentation of JM attached).</p>
<p>Feedback Task Force for Marketing</p>	<p>IS gave an overview of current marketing tools and social media channels of Worlddidac. 90% of Worlddidac members are manufacturers and only 10% are dealers and distributors. SM added that Worlddidac has a very small number of members compared to what it should have. The goal is to achieve 300 association members. Worlddidac should have much more diversified membership.</p> <p>NI commented that he is in contact with some banks who want to invest in education. This is a new flow and these banks might be interested to become association members.</p> <p>The biggest question is how to attract new members? One of the new services for distributors is the Worlddidac Business Exchange Club, organised for the first time at Worlddidac Bern exhibition. The second meeting of the Club is planned to be organised at GESS Dubai. The Council agreed that this service should not be free. Dealers and distributors should be able to participate free of charge two times, after that the participation should be fee-based.</p> <p>IS shared with the Council her observation of a very poor interaction between association members. SM agreed that Worlddidac has never managed to bring its members to dialogue with each other. IS said that involving individuals as association members would enlarge the membership, but also limit the association in certain ways.</p> <p>The Council agreed that in the current digital world social media play an important role for the image, positioning and recognition of the association. ME commented that Worlddidac should set up a strategy, or even a business plan for its presence in the social media.</p> <p>DG explained that Worlddidac has an intern, Joelle Luethi, who is writing her Bachelor Diploma on Social Media. After finishing her Diploma, Joelle could continue building up social media strategy of Worlddidac. MB shared with the Council her experience with setting up social media strategy for her company and advised to hire a team of professionals to do this. It was agreed that MB would share with Worlddidac team the</p>

contacts of professional social media agencies.

The Council discussed the Worlddidac Market Information Library. Worlddidac is collecting market information from different sources to make it available for its members from "one hand". IS commented that information about Russian market is very poor and not up to date. DG encouraged all Council members to provide Worlddidac newest market information about their countries to improve the quality of this service for the members.

IS added that Worlddidac should become a platform for exchanging information. To encourage small and medium companies to join the association Worlddidac could provide them a discount on membership.

ME commented that the only way to sustain, is to grow. SM said that Worlddidac is lacking a marketing plan. How can we do more with less? ME agreed with SM that Worlddidac should define practical steps what to do next and in what order. IS suggested that a Marketing task force team would write these steps for Worlddidac. Worlddidac is not known in Russia except by MARPUT. This need to be changed. NI advised Worlddidac to get well known Russian publishing house Prosveshenie on board and it would surely bring 10 another companies to the association. JM added that Marketing is process. Social marketing is different from social selling. GE commented that the first message to deliver in the marketing strategy is "This is not the old Worlddidac anymore"!

ME said that a result of the changes would be to bring to a few old members back on board. DG suggested to concentrate on 10 countries represented in the Council. Worlddidac team could even create a new business card "Worlddidac Ambassador". DG announced that he is planning to visit all German members of Worlddidac between May and June. From 2019 KS is responsible for the relations with the affiliates. KS will develop a communication plan of the activities with the current affiliates and send it to the Council Members. ME commented that it would be very efficient to present new Worlddidac services at the affiliates general meetings.

DG announced to the Council that Worlddidac has opened the membership for start-ups offering them 50% discount on association membership under the condition that the company should not be older than 6 years old. It was agreed that KS would send all the criteria for start-ups to SM for a review.

SM commented that there are thousands of educational associations all over the world. It is important to be clear what type of affiliates Worlddidac is looking for. Members of the Council analysed the term "strategic partner" as a potentially good tool for the associations like ISTE.

<p>General membership info</p>	<p>DG gave an overview of the membership development since November 2018: 8 basic members, 13 silver members, 81 gold members, 14 platinum members.</p> <p>A company from the USA, Infnit Technologies, that applied for Worlddidac membership received objections from several current association members. FP showed the Members of the Council the similarities between the products of De Lorenzo and Infnit Technologies. The Council members also expressed their concerns regarding the faithful representation of the information on the company website and voted for declining the membership application of Infnit Technologies.</p>
<p>Calendar of Events 2019</p> <p>a) GESS Dubai 26-28 February, Dubai, UAE</p> <p>b) ISTE, 23-26 June, Philadelphia, USA</p> <p>c) Worlddidac Africa, Johannesburg, SA</p> <p>d) Didac India, 24-26 September, Bangalore, IN</p> <p>e) Worlddidac Asia, 9-11 October, Bangkok, Thailand</p> <p>f) Worlddidac Astana 2020</p>	<p>DG explained to the Members of the Council about the difficult negotiations with Tarsus for the agreement "GESS Dubai 2020". He also showed the history of the partnership with GESS and how the association benefits have been reduced by the organisers over the past three years. There is a vague possibility that Didacta has partially influenced this development. GESS Dubai is a good show in the UAE region, attended by a large part of the Worlddidac members. Worlddidac should have a certain revenue from organising a pavilion at the show to cover its organisational and personnel costs. NI said that Festo would not exhibit at the show if Worlddidac doesn't come to an agreement with Tarsus for 2020. DG commented that boycotting the show altogether would be the only way to show the organisers what they would lose without the support of Worlddidac. NI added that Abu Dhabi is a capital of the UAE and the city is becoming more and more important. It was agreed that SM would seek a meeting with Matt Thompson to discuss the conditions of the agreement 2020.</p> <p>NI commented that it would be good to attend ISTE conference in the US and bring a few new American members to the association. Members recruitment should be planned at every exhibition. IS suggested to hire a freelancer to find all the emails of ISTE exhibitors and prepare a marketing campaign before the event.</p> <p>NI said that with the coming elections a lot of discussions are currently going on in the Didacta Association. A new president will be elected in spring.</p> <p>NI explained the history of the names Worlddidac, Swissdidac and Didacta Schweiz. Worlddidac Association had registered the brand "Didacta Schweiz Basel" before 2012 but retracted it due to Didacta's demand and based on an email from the lawyer of Messe Schweiz (MCH), before the name was used for the show for the first time. After the show in Bern Didacta has initiated a contradiction procedure for the registered branding of the Swissdidac exhibition logo. DG said that Worlddidac is already in contact with a legal adviser to analyse the case.</p> <p>Worlddidac is negotiating the conditions of the agreement for Didac India show 2019 with Aditya. The idea is to bring a Worlddidac pavilion and a Business Exchange Club to the show in Bangalore.</p>

	<p>The Worlddidac Asia show will be held in a new and smaller venue outside of Bangkok. The Worlddidac Asia team seems to be trying to rebrand the show from "Worlddidac Asia" to "World Class Education Resources". Worlddidac Association has sent a written notice to the organisers on this issue. Worlddidac is planning to create the Worlddidac zone for its members to get a better recognition and visibility at the show. Worlddidac Lounge should be organised within the Member zone and serve a comfortable place for their meetings with partners.</p> <p>Edgar Baron (EB) is developing the concept of Worlddidac Africa in Johannesburg. DG and EB met with the ministerial representatives of South Africa in February. It is planned to organise Worlddidac Africa in form of a conference and a small exhibition alongside of it in September/October 2019.</p> <p>Worlddidac Astana exhibition will take place on April 2020 in Kazakhstan with a new partner who will be organizing the event.</p>
Provisional financial statements 2018	Due to the fact that provisional financial statements 2018 were not ready by the day of the Council Meeting, it was agreed that DG would provide them to the Council Members at later stage.
Next Worlddidac Council Meeting	The next Council Meeting will take place on October 25 th in Madrid, at the office of Edibon.
Miscellaneous	<p>DG explained the situation with Michael Koltai who has been a member of the Council for 12 years and had asked to cancel his membership without considering the 6 months period of notice. DG commented that all members must be treated equally and Michael should not be an exception. SM asked the Council to reconsider Michael's commitment to the association during his years in the Council and look for an amicable solution of this problem. After a long discussion, the Council voted for offering Michael Koltai the possibility of downgrading his current membership level to "basic" with a possibility to use the benefits of "gold membership" until the end of 2019. The same conditions should be offered to Lars Astrom from Terco.</p> <p>DG thanks all the members for their work. The meeting finishes at 19:30 local time.</p>

For the Minutes: Kateryna Schuetz

March 11th, 2019