

Minutes Worlddidac Council Meeting 1/2020

Friday, February 28th, 2020, Dubai, UAE

<p>Present:</p> <p>Nader Imani (NI)</p> <p>Myriam Bonilla (MB)</p> <p>Mohamed Ebeid (ME)</p> <p>Gerard Ezcurra (GE)</p> <p>Steven McKee (SM)</p> <p>Excused /online via GoToMeeting:</p> <p>Juha Merinen (JM) - online</p> <p>Rainer Klose (RK)</p> <p>Irina Solonova (IS) - online</p> <p>Slyvie Legras (SL) - online</p> <p>Filippo Prospero (FP)</p> <p>Director General:</p> <p>Danny Gauch (DG)</p> <p>Minutes / Secretary</p> <p>Kateryna Schuetz (KS)</p>	<p>Location:</p> <p>VOCO Hotel, 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> <p>JL: Joelle Lüthi</p> <p>SK: Sarah Kunz</p> <p>EB: Edgar Baron</p>
Topic	Details
<p>Welcome by Director General / President</p>	<p>The President welcomed Council Members at the first Council Meeting in 2020 and thanked for their availability to attend the meeting.</p>
<p>Schedule of the meeting</p>	<p>DG announced the schedule of the meeting and said that the meeting is planned until 6 pm local time followed by the joint dinner. He also reminded the Council Members that in the end of the meeting two companies requesting the Worlddidac membership – Altay Scientific Group s.r.l.(Italy) and Radman Sanat & Co. (Iran) will have short presentations and will be able to answer the questions of the Council.</p>

**Minutes of the meeting
2/2019 in Madrid**

DG went through the Management Summary of action points of Madrid. Worlddidac office hasn't received market reports from the Council Members yet. The exhibition in Egypt in the end of December was called off and DG is currently in contact with Jaafar Shubber from DMG events about possible cooperation. DG met Jaafar in person at BETT London and received from him a proposal for partnership on the conditions of a sales agent. DG couldn't accept the proposed conditions and sent Jaafar an example of a one page agreement (similar to GESS Dubai). DG explained that the plan is to commit to 100m2 and then see whether Worlddidac pavilion can grow bigger or go less from there. The negotiations are still going.

SM added that to his opinion this is a good timing to go to Egypt. India and China are two other countries that Worlddidac has to look at. He also would like to add Indonesia to this list.

Guest country of Worlddidac Bern hasn't been defined yet. NI commented that guest country is very important for the event. He gave an example of Hannover Messe (guest country 2020 is Indonesia). Worlddidac should take it really seriously and invite Ministries, TVTC to talk about the challenges they are facing in their countries. He suggested to write an official letter including the following proposal:

- Representing delegation of 20 people
- Panel discussions of the challenges in their country
- Signing of the MoU etc.

Saudi Arabia could be a guest country of Bern in 2020. MB added that if Worlddidac promotes guest country correctly there will be a number of visitors at the show from Saudi Arabia. The Council agreed that the President would write an official letter to the relevant authorities and sign it. NI would send SM some ideas to this.

Business app: Worlddidac is not so far yet. The idea was that people would use it for their businesses. NI commented that the costs lie between \$5 and \$10K. Worlddidac can start with three topics and add further elements in the process of development. The app is a marketing tool to inform people what is happening in Bern. Worlddidac should find out what are the most frequent questions people are searching about Worlddidac International and start from there. ME will ask his younger brother to modify an app.

WQC: as agreed during the last meeting in Madrid, KS sent the information about the WQC evaluation to the working group MB, DG and SM on November 22nd and re-sent it again during the meeting in Dubai.

NI commented that the goal of the Quality Charter is to certify those companies, that are doing a great job in the field of education. The question is, what we do to leverage private and public sector to help us to reach this goal in a better way? In 1999 there were only a few companies that would be appropriate for the certification. In the

meantime there are hundreds of such companies. If Worlddidac aligns WQC to the UN Global Compact, it will be much better accepted worldwide. Worlddidac should position WQC as UN Global Compact for education and register WQC as a UN Global Compact partner. It would cost around \$50'000 (different categories).

GE commented that it is important to review the whole process in general, to move from Worlddidac Quality Charter to Worlddidac Sustainability Charter (as an example). DG agreed that it is necessary to drive this car as soon as possible, because this would help to position Worlddidac uniquely in comparison to all the other associations. ISCED levels recently implemented by Worlddidac is also a step in this direction. The WQC working group should define the answers to the following questions: what do we want to measure? What makes sense to measure for different categories / membership groups (at least in the sales area)? In the past the President, Vice-President and a couple of other experts were making the evaluation. This should change in the future. This role should overtake the a credible insitution (like ISO).

NI enquired why Worlddidac is not using a WQC as a criteria to accept or decline new members. DG replied that there is no proper raster how to organise the evaluation. To be able to organise a certification again it is necessary to re-define the evaluation process, make it more structured and professional. GE explained that his customers got some proof of quality with the WQC.

NI summarised that the Council was talking about two different things. One is the Worlddidac Quality Check that can serve as an evaluation for the new companies to join the association and can be based on the previously existing pattern. Another matter is a possibility to align Worlddidac members as contributors to the overall objectives of the UN and other global organisations.

GE commented that for him WQC was a light version of ISO 9000 certification. DG suggested to keep evaluation in two levels: basic and advanced.

NI asked Council Members who of them participated in the international tenders and used a copy of the Worlddidac membership in the bidding process? This is very simple thing to do and Worlddidac needs to reorganise and reshape it. SM commented that it is like a pre-qualified used car. Worlddidac should provide a framework for qualification. Within this framework there are people who have been working in education not thinking about commercial interests, but contributing in to the development of education woldwide. Every time the company renews its WQC it has to provide the newest references.

Council members agreed that in the next step Worlddidac should go and talk to ISO. DG replied that he is happy approach ISO in order to create a new evaluation structure, analyse the evaluation process

	<p>and revise it. DG asked CM to send him comments or indications (in a document) what to do next.</p> <p>Summary: DG should go to the ISO or to TUV and ask them their opinion about the WQC Certification. Check list from the United Nations will be pre-qualification for tenders. Deadline is end of July. The Council will start its involvement as soon as DG reports about his meetings.</p>
<p>Sales team Malaysia</p>	<p>SM presented Malaysian team and let Shahrir introduce himself and the members of his team. At the moment the team consists of two full time employees, two intern and one part time worker. Shahrir explained the purposes with which the Malaysian team has been established and the current tasks they are working on. One of the primary tasks is to analyse the existing contacts and create a database of potential members of Worlddidac. Secondary task is to assist the team in Bern with marketing and sales activities. In terms of members recruitment, the goal is to gain 45-50 new sign-ups until the end of 2020.</p> <p>There are two separate databases: for companies and for individuals. Shahrir showed how the contact list looks like and explained that in the CRM system the team is working with it looks pretty much the same. The source where each contact comes from (EduTech, GESS) is seen in the database as well. The idea is that the team in Malaysia should monitor all education events and update the database with new entries on a regular basis. Further update on the achievements of the Malaysian team will follow at the next Council meeting in Bern.</p>
<p>Worlddidac International</p>	<p>DG presented the slides prepared by EB and reported that at the moment 410 m² are sold in Bern. He showed the location of the Worlddidac International area in Bern next to Swissdidac. It is 1250 m² nett.</p> <p>DG expressed his concerns about the deadline of March 9th to finish the sales set by Bernexpo. Bernexpo will certainly continue accepting the exhibitors after this date, but without Worlddidac member discount. It was agreed that Worlddidac team can still offer the discount to its members (inofficially)</p> <p>NI enquired how does Worlddidac addresses potential exhibitors. To his opinion, Worlddidac needs to go much more aggressive with its prospects. In order not to miss important exhibitors NI suggested to make a selection of 200 companies with the highest prospects. DG commented that EB was trying to contact French associations like AFINEF, but he is not contacting the companies in German. Worlddidac Council Members discussed the location of the stands and commented what could be changed / improved. DG asked WDD team to make an offer for Festo of 30m².</p>

	<p>In 2018 there were 53 international stands at the show. For 2020 there are only 25 stands sold, so only the half of that. It is possible to allocate around 55 companies within the space provided by BERNEXPO. There is also an option to relocate the Worlddidac Lounge and create 6 additional stands upon request.</p> <p>NI added that if we manage to bring the governors and major market players early enough, many more companies will come (especially such companies like Lucas Nülle). If we can commit them by March, this would be a breakthrough. SM said that there is a big conference in Saudi Arabia in March and that could strengthen the exhibition in Bern. KS mentioned that she is in contact with Moscow City Education Department to secure a 66 m² stand for them and make Moscow a "guest city" of the show.</p> <p>SM advised that Platinum members should go for bigger booths. Discussions with Seabery for 48 m² booth are currently on hold due to the illness of Alejandro Villaran. Labtech would consider to take a 36m² stand.</p> <p>NI commented that not all big stands should be in one line. Small companies are supposed to join their country pavilions (UK, France, Korea, China, Finland). Allocation of the stands is made by EB together with Manuela Schmid from Bernxpo and it is still possible to change the locations. Target for 2020 is still to sell 75 stands up to 2000m². Sponsorship packages for Future Talk and Worlddidac International are currently separate. To the opinion of NI, they should be together.</p>
<p>Future Talk Conference</p>	<p>KS reported that the preparation of the Future Talk conference together with Elfi Klumpp is going very well. The conference will take place 3 days alongside the Worlddidac international exhibition from 10am until 2pm. Each Session will include panel discussions followed by an apéro. At Future Talk 2020 leaders, global decision makers and enthusiasts with a dedicated interest and passion to create <i>Impact by Education and Make a Difference</i> will join efforts and generate visible contributions to support the recent UN-launch of the Decade of Action towards the Sustainable Development Goals (SDGs) and the Agenda 2030. UNESCO-UNEVOC, UNESCO's specialized Centre for technical and vocational education and training (TVET) and UNIDO, United Nations have already confirmed their partnership sessions and speakers will be announced shortly.</p> <p>Target audience of Future Talk includes Business and Industry Leaders, Ministers and Government Representatives, Heads of Education Institutes, Teaching and Qualification Organisations, Educational Suppliers, Public Bodies and International Agencies, Dealers and Distributors, Consultants.</p> <p>Currently the detailed information about Future Talk is available on the association website https://worlddidac.org/future-talk-2020-</p>

	<p>information-and-registration/ The official website of the conference as well the ticket shop will be available in April 2020.</p>
<p>19th Worlddidac Award</p>	<p>DG presented the Award evaluation and Ceremony 2020 and suggested to have sitting tables during the Award Ceremony. SM commented that Worlddidac should have a possibility to recognise individuals.</p> <p>DG replied that at the moment Worlddidac Award has a categorization according to the ISCED levels as well as hardware and software. Number of the people coming to the stage will be reduced. The whole ceremony should not be longer than two hours. NI commented that for him it's all too fast. DG replied that in 2020 it is planned to add the videos of all participants of the Award to make the ceremony more interactive. Every company that reaches 70% of the scores will get the award, but only the category winner will be invited on the stage.</p> <p>Worlddidac would like to do the promotion of the products, who have been recognised with the Worlddidac Award, no matter whether they are the winners in their category or not. The panel of experts is very international, the panel of teachers is mainly Swiss, but there will be German teachers as well.</p> <p>Traditional "Worlddidac Swisscom Award" for the best digital solution as well as the "Worlddidac Innovative Approach" Award for the most exceptional product will be presented if both jury panels agree on the winner. In case a product group is not represented among the finalists, no award will be given.</p> <p>Deadline for the submission of the products is March 31st. Award Ceremony will take place on the eve of Worlddidac International, on November 3rd.</p>
<p>Calender of Events</p>	<p>Council members analyse the calendar events and mentioned that Egypt is missing on the timeline. DG added that he would inform the Council and the association members as soon the agreement with DMG events is signed. The event is planned to take place in September 2020.</p> <p>Didacta is thinking about cancelling Didacta show due to the Corona Virus. Should this be the case, it could become an opportunity for Worlddidac International in Bern.</p>
<p>Membership statistics</p>	<p>DG gave a short overview of the membership statistics and mentioned that association lost a couple of gold members in the end of 2019, but gained a few members in the first quarter of 2020.</p> <p>Good news is that thanks to NI, Lucas Nülle will become a Platinum Member of Worlddidac as per March 1st 2020.</p>

<p>Didacta Association</p>	<p>DG and NI had a meeting with Reinhard Koslitz in Dubai. Association lawyer Daniel Schuetz should create a draft of the agreement and consolidate the wishes of both parties. DG commented that there has been no progress in five months, so he and NI decided to approach Didata in Dubai. Worlddidac prefers not to involve trade mark lawyers anymore. Everything should be finalised by the end of March.</p>
<p>Marketing</p>	<p>JL gave an overview of the marketing strategy and social media campaigns of Worlddidac. In the end of 2019 Worlddidac started the membership campaign and parallel issued the first edition of the Affiliates Journal, bi-monthly publication about news and activities of Worlddidac affiliates.</p> <p>Worlddidac social media page views from 2018 in 2019 increased from 950 to 3910. Main SM channels are Facebook, LinkedIn and Instagram. Budget set per channel was 700 CHF/per month.</p> <p>SM and NI commented that they don't receive Worlddidac posts and expressed concerns that membership campaign might not be achieving its aims. MB noticed that Worlddidac is much more active in social media than earlier.</p> <p>JL also reported that Worlddidac is planning to optimize the application form to attract the viewers to the most important benefits. DG added that Worlddidac is continuously learning something new in social media.</p> <p>IS enquired whether Worlddidac uses social media analytics. She emphasised that the most important is the sales funnel. It is important to understand how many meetings came out of the achieved 3910 views. It's not enough the push the viewers to visit the Worlddidac website.</p> <p>KS added that since Worlddidac implemented contact forms on its website, Worlddidac team constantly receives enquiries from the companies, which it tries to reply to within 24 hours. After each membership enquiry KS usually schedules a call to consult the company about their goals and needs and advise them a suitable membership level.</p> <p>IS advised Worlddidac team to implement call for action: e.g. <i>leave your email/number and our team will get in contact with you</i>. CRM system is very important for each company nowadays. The idea of CRM is that DG or any other employee could log in and review how many leads there are in the system right now.</p> <p>JM mentioned that cooperation with the affilaites that can help Worldidac with members recruitment is not good enough. It gives another effect if Council Members make a personal post or email to support it. Each Council member can do much more in its own country. JM proposed that each member should suggest additional 5 members. This list should include the name and contacts + 2 agents.</p> <p>If Council Members could send Worlddidac office lists of companies exhibiting at the events that they are visiting (MIEF, XcitED) it would also help the association a lot.</p>

	<p>KS asked the Worlddidac Council members to share the content in their social media channels to add a personal “touch” to the event, a personal belief that the event is worth attending.</p> <p>JL presented the marketing plans of Worlddidac Association, its actions, marketing activities, customer retention (Worlddidac doesn’t do enough here!), surveys. DG said that all the materials for the Council Members will be available on the P drive. SM mentioned that he would like to have an access to the marketing drive as well.</p> <p>JL explained that according to the agreement with Bernexpo, Worlddidac needs to promote Swissdidac event as well. This is why each social media post has two flags – small red and big blue.</p> <p>SL commented that there hasn’t been a lot of Worlddidac marketing for Worlddidac Award so far. For example she didn’t receive an email “Do you want to participate in the Worlddidac Award again”? This needs to be improved.</p>
<p>Governance</p>	<p>SM proposed to add 4 changes to the existing Association Statutes:</p> <p>1. To list Worlddidac mission and vision in the Worlddidac Statutes.</p> <p>Vision should tell where the association is aiming to, where it would like to be in the next couple of years. NI commented that what we have now is already much better than what we had before. It took Festo 6 people the whole day to adjust the vision and the mission of the company. He suggested to create a working group that will take 4 hours to analyse this and come up with a proposal for the Council Meeting in November. Everyone agreed to take a look at this. SK should send statutes and vision / mission as a word document to all council members. ME & JM will create the first draft and send it to the rest of the Council.</p> <p>2. Institutions should be covered in the Worlddidac Statutes.</p> <p>SM said that Worlddidac will probably need one or two more categories in addition to the existing 4 membership levels.  SR programmes: can Worlddidac do something with the CSR programmes? Worlddidac should find CSR companies to sponsor its education library.</p> <p>New category diamond 25-50000 per year for WDD to go to events, invite speakers etc. to make a change e.g. for google or Microsoft. Worlddidac should give a possibility for larger companies to become a members of the association. For example Schneider Electric has significant CSR budget, they want to fund and do stuff like projects and other things. They would invest money to become a library of education. DG is going to Finland to see a platform for teachers which Worlddidac might implement for individuals. Council members agree that Worlddidac should change statutes towards its mission and vision. The Council also advised to register the slogan “where</p>

	<p>education comes together" worldwide and proposed to add "sponsorship" to the Article 4 of the Statutes.</p> <p>3. Responsibilities of the Executive Committee and Director General should be included to the Statutes.</p> <p>JM enquired about the main purpose of the Executive Committee. SM explained that when a decision needs to be made quickly, for these purposes the association has an Executive Committee. DG added that in case of Didacta it was useful to consult just with two people. Otherwise Worlddidac office would have to translate all the documents into English, it would have taken too much time.</p> <p>4. New Presidency structure.</p> <p>SM presented a proposal for a new presidency structure. The current system needs to be restructured to provide more turnover in leadership and more people participate. President should be able to coach leadership Council during 5 terms.</p> <p>NI mentioned that the topic of leadership is important. Two years of presidency is too short. Worlddidac Association should profit from the experience of the new president. Vice-President should have an aspiration to become president. For the Council it is an estimation process how good the person is performing.</p> <p>After the end of his term, the President should become an honorary president and act as an adviser to his successor. This is the idea of the leadership consistency and successor planning. DG mentioned that it is important for him that President and Vice- President should not stand for re-election. They should be automatically re-elected for the next term.</p> <p>The voting within the Council to include suggested changes to the Statutes during the next General Assembly 2020 reached a quorum of 8 people.</p> <p>SL and GE said that they would not stand for re-election for one more term. DG proposed Juha Merinen as a Vice-President. JM agreed to consider the idea of becoming a VP of Worlddidac. SM said that he would also ask FP the same question. IS said that Worlddidac Council Member role requires a lot of responsibilities and she needs time to rethink it.</p>
<p>General Assembly and Elections 2020</p>	<p>Worlddidac Council members discuss the possible timing of the Worlddidac General Assembly and Elections to the Council. It makes sense to organise General Assembly before the elections to be sure that proposed changes to the Statutes have been accepted. KS and DG will prepare a timeline and inform Worlddidac members and Council in advance.</p> <p>KS asked Worlddidac Council Members to think about possible new candidates who might be interested to join the Council and</p>

	<p>Rasheed Kamyab explained that when the company started manufacturing, it modified the products for the Iranian market. It is clear that some of Radman’s products are similar to Armfield. DG replied that Worlddidac has difficulties to accept a company in the association, whose products are very similar with the ones from the existing Platinum member of Worlddidac.</p> <p>NI added that design is very important, but educational material needs to be taken into consideration as well. It would be unfair to the companies who spend a lot of time and a lot of money for developing their products. SM commented that if Radman Sanat develops its own products, Worlddidac would be more than happy to support the company and accept it in the Worlddidac family.</p> <p>DG emphasized that Worlddidac doesn’t ask to re-design the products. The current products can be used in Iran, but if Radman Sanat wants to go international, they must take the products similar to other manufacturers off their website and keep only newly designed products. DG thanked Radman for their time and promised to get back to the company within the following week.</p> <p>The Council agreed that it is willing to consider Radman as a member under the number of conditions mentioned above. When Radman fulfills these conditions, only then the Council members will be able to proceed with the vote at the next Council meeting in November in Bern.</p>
<p>E-Learning Africa</p>	<p>NI reported about E-learning Africa conference and exhibition. Why not to enforce growing E-learning Africa? 2500 people from 70 countries. This would be a great place for Worlddidac to be.</p> <p>Talking about the conference, NI asked Council Members to look at the numbers of Ed tech companies. These are all start-ups. Worlddidac should start working with these companies. NI suggested to have a conversation with them to see which of association members are interested in the African Ed tech companies. Worlddidac could have panel discussions and offer its members speaking at the conference.</p> <p>MB enquired what is the difference between this conference and Innovation Africa. NI explained that Innovation Africa is a ministerial conference with a lot of talking. Edtech companies are more interested in looking for solutions. Once a company has a brilliant idea it can present at E-learning Africa and start looking for partnerships. Innovation Africa is much broader. There you have suppliers and government. E-Learning Africa is not about particular companies, but about innovative solutions in general. Organisers invite brilliant key note speakers.</p>

	The Council unanimously agreed to empower NI to proceed with his idea further. The conference will most probably take place in Marocco.
Finances	DG presented the numbers of 2018 and 2019. Council members would like to see the budget 2020. It was agreed that DG would send cashflow and budget to the Council Members after the meeting.
Next Council Meeting	<p>The next Council Meeting 2/2020 will take place on November 3rd in Bern. The Council Members will receive more information about the programme closer to the meeting.</p> <p>President and DG thanked all the present members for attending the meeting. The meeting ended at 19:15 local time.</p>

For the Minutes: Kateryna Schuetz

March 26th, 2020