

**Minutes Worlddidac Council Meeting 2/2019**

**Thu, October 24<sup>th</sup>, 2019, Madrid, Spain**

<p><b>Present:</b></p> <p>Steven McKee (SM), President</p> <p>Rainer Klose (RK), Treasurer</p> <p>Myriam Bonilla (MB)</p> <p>Mohamed Ebeid (ME)</p> <p>Gerard Ezcurra (GE)</p> <p>Filippo Prospero (FP)</p> <p>Irina Solonova (IS)</p> <p>Slyvie Legras (SL)</p> <p><b>Excused:</b></p> <p>Nader Imani (NI), Vice-President</p> <p>Juha Merinen (JM)</p> <p><b>Director General:</b></p> <p>Danny Gauch (DG)</p> <p><b>Minutes / Secretary:</b></p> <p>Kateryna Schuetz (KS)</p>	<p><b>Location:</b></p> <p>NH Alcorcon Hotel, Madrid</p> <p><b>Abbreviations:</b></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>WEIH: World Education Impact Hub</p> <p>CoC: The Code of Conduct</p> <p>o/s: Outstanding</p> <p>ZA: South Africa</p>
<b>Topic</b>	<b>Details</b>
<p><b>Welcome by Director General / President</b></p>	<p>When the Council Members arrived, DG distributed the certificates, stickers with personal referral codes to the Council Members.</p> <p>The President welcomed Council Members to the second Council Meeting in 2019 and thanked for their availability to attend the meeting. Since last meeting in Dubai SM and DG met 6 times and it felt like it needs at least two days to discuss everything.</p>
<p><b>Schedule of the meeting</b></p>	<p>SM announced the schedule of the meeting and mentioned that NI would make a short report in the middle of the meeting via GoToMeeting from Abidjan. JM is excused on the grounds of ill health.</p>

<p><b>Minutes of the meeting 1/2019 in Dubai</b></p>	<p>SM and DG went through the Minutes of the Meeting in Dubai and confirmed that all the requests to the Worlddidac team have been satisfied. Worlddidac office did not receive newest market information about the countries of the Council members that was agreed upon during the last meeting. This remains as a task for the Council Members for the next Council Meeting in 2020. The Minutes 1/2019 in Dubai are unanimously approved.</p>
<p><b>Worlddidac International, Bern 2020</b></p>	<p>EB presented the facts about the development of the Worlddidac International show. New in 2020: workshops and presentations at exhibitors stands, sponsorship packages, international start-up area, Senior Educators International Summit (working title).</p> <p>EB reported that it's important to look at the value proposition offer and provide more activities on the exhibition floor. In 2018 conferences took place in the Congress, in 2020 more activities are planned in the halls themselves.</p> <p>At the Ministerial Summit Worlddidac doesn't necessarily want to see the Ministers themselves. Focus should be on the demand side to get the desired information: What are the needs? How much money is expected to be spent for different areas? etc.</p> <p>As regards to the space, Worlddidac team is looking at gross and nett (sellable space). Minimum sellable space is 1'250m<sup>2</sup>, target set by the President: 3'939m<sup>2</sup>. SM added that 1'250 is the average space of GESS Indonesia, WDD Asia and other shows. In the past the size of the Worlddidac Basel exhibition was between 3'000m<sup>2</sup> and 4'000m<sup>2</sup> and this is where Worlddidac should be aiming to. In the past Worlddidac relied on the fact that companies would return the following year and didn't actively communicate with the companies. This attitude needs to be changed. Worlddidac team should ask international project responsables to come to the show and present their projects.</p> <p>EB presented possible sponsorship options for the event. One year is enough to prepare a number of marketing tools, online advertisements, collatorals with the logo of the sponsor. SM added that the idea of the sponsorship is new, but it is a common practise in the education world (e.g. Innovation Africa, Didac</p>

India) This is a little bit of CSR. Big companies want to be seen doing something good for the development of education worldwide. Worlddidac should be seen as a partner that can give them the opportunity to boost their profile. Worlddidac must develop multiple revenue streams, because in the past the only revenue source was space. EB is responsible for targeting sponsors.

SM said that Worlddidac International can't stay the same, it needs to be different. Our main competitors are for-profit run events (GESS, Edutech). We are a non-profit association for education and they are not. They cannot get engaged with senior educators. They are being seen as for-profit organisations who don't build up a proper dialogue. We are neutral and we can do it better than for-profit companies.

EB said that the average exhibition rates are between 350 and 470 USD worldwide. He reckoned that 60% of total space will be shell scheme built and 40% custom built. EB presented to the Council the floorplan of 2020 and showed the space allocated to the show compared to the whole space of the exhibition. Worlddidac team has to sell this space until March 1<sup>st</sup>. Any further changes can be made until May 1<sup>st</sup>. Worlddidac still has to talk to Bernexpo to expand this space according to its needs.

EB added that Worlddidac organises the show every two years, but looking at Innovation Africa, it is worth exploring the opportunity of the annual rhythm for the show. Worlddidac wants to define what is its value proposition for the Worlddidac International and focus on where education comes together. Worlddidac effectively wants to co-locate its event at other places in the world. SM said that two year cycle has been inherited from the past but it's time to look at the opportunities to expand it and turn in to an annual event in different places of the world.

Especially for Platinum members Worlddidac developed special conditions which in the end of the day make 40% discount in total. SM added that his company has never exhibited in Bern, but under these conditions Labtech will take 18 or 36m<sup>2</sup> at Worlddidac International 2020. With 36m<sup>2</sup> a company can actually finance an upgrade from gold

to Platinum.

SM reported that Worlddidac would have much more control over the space in 2020. EB is currently strongly influencing the allocation of the stands. Bernexpo is only making the logistical part. The registrations of exhibitors go through the Bernexpo online system, but with complete control of Worlddidac.

IS commented that the workload of Edgar is extremely high this year and asked whether Worlddidac International is his only project? SM replied that Worlddidac International is a signature event of Worlddidac. This project is a number one priority for Edgar. He is also organising the events in Africa and in Egypt. Worlddidac International is defining the success of the association. Worlddidac team needs to approach potential exhibitors by the end of the year to ensure that the budget is allocated for this show.

In the end of the day it's all about ROI. Whether we get it after the show or not. Competition is a problem now. ME added that it's not enough to have a booth at the show anymore. Participation is more about networking, involvement in the conference programme, discussing the problems with the colleagues from the industry. Companies meet at the show not only their dealers and distributors, but also their customers.

KS presented conference programme of Worlddidac International. Worlddidac is planning to organise 4 hours Future Talk conference during all three exhibition days. New Worlddidac Affiliate, Eastern European University Association (EEUA), is willing to organize a IUNC Workshop for international universities in Bern 2020. EB and SM are exploring the possibility to organise a Ministerial Summit parallel to the Future Talk conference. Worlddidac Award, Business Exchange Club and Affiliates Breakfast are planned as side events to the exhibition and main conference programme. Worlddidac Council suggested to find patronage partners for each of the of the Future Talk themes and prepare appreciation certificates for the speakers.

The Council members discussed possible guest country of Worlddidac International 2020. IS

	<p>reported that she and KS contacted all Russian authorities to invite them to Bern in 2020. The quality of Russian educational shows is high and Russian Ministries take part in big shows like BETT with large booths. In 2020 they are not going to take a stand in Bern, but they are willing to come to participate in the conference programme.</p> <p>Council members exchanged their opinions about the alternative guest country for the show. SM suggested Egypt, Nigeria, Russia. ME replied that he can help to start working on bringing Egypt as a guest country for Bern 2020.</p>
<p><b>Initiatives</b></p>	<p>SM presented to the Council the list of initiatives. In the past Worlddidac has been seen to be very supplier oriented and now it's time to change this. SM reported about 3 day conference in Manila, where he participated together with DG. A lot of people attending were from ADB, senior educators and consultants. DG and SM received a topic, developed themes, presented it and wrote a 10 pages summary paper. Worlddidac should be seen as a neutral entity, and not as a sales agency.</p> <p>For Worlddidac it is very important to get the information first hand. SM said that Worlddidac has never had 20 new members in one year, but if every Worlddidac Council Member will introduce Worlddidac membership to its dealers, this will be possible. Worlddidac should create a paper with the "reasons why" distributors should join the Worlddidac Association.</p> <p>DG added that in ideal case the participants of any bidding should be members of a certain organisation with a code of conduct /ethics (e.g. Worlddidac).</p> <p>ME commented that Worlddidac Council should be vouching for the association members. There must be a preliminary stage before the Worlddidac office sends a candidate consultation. This stage should be internal approval of the candidate within the Council. SM added that Worlddidac should play a role of a supervisor and motivate the companies to investigate and control every new member. It was agreed during the meeting that after receiving a candidate consultation each Council member should give a written feedback to the office "I have received and have no objection / I have an objection...".</p> <p>To encourage higher involvement of the members in</p>

the association, the Council discussed about organising a livesteam from Bern during the General Assembly 2020.

SM reported to the Council that Worlddidac never had a chance to chase the companies and proactively contact potential members. Starting from November 2019 Worlddidac will have a sales team in Malaysia (4 employees), whose work will be reviewed every 4 months. The costs of the team are 5k for 4 people. The team will be working in one part of SM's office. DG continued that to be seen seriously and mightly, the association should grow by 300 members by 2020. That would be transformative for Worlddidac. The job of the association is to protect the interests of its members and do lobbying in the interests of the companies that it represents. IS added that Worlddidac should chase the big names like Microsoft, Intel, Google. It will help to sell the membership to the other companies.

The Council discussed that Worlddidac affiliates should meet on a regular basis. Worlddidac should create a networking dialogue and give the affiliates an opportunity to speak up. One of the examples is the Affiliates Journal launched on October 14<sup>th</sup>.

SM mentioned that future initiatives include Diamond membership, Institutional and Individual Membership. Worlddidac should improve tender offerings and cooperate with DG Markets. Current tenders system has a delay of 2-3 weeks, that doesn't allow companies to participate in the tenders on time.

Further initiative is a Worlddidac App. DG asked Council members to tell him whether they know (or might see in future) a business app with the services that might be useful for Worlddidac. Worlddidac team should check What's App for Business App. The Council discussed that Worlddidac app and website should have an automatic panel, where each member can choose what newsletter he wants to receive. IS mentioned that conference platforms are using matchmaking app, which costs EUR 300 per month. SM agreed that an app for Worlddidac International 2020 would be a good target for the exhibition team.

Worlddidac should create a list of the global

	<p>educational events on its website with two purposes:</p> <ul style="list-style-type: none"> <li>a) To avoid overlapping of the events</li> <li>b) To classify important events</li> </ul> <p>There is a database website of 1500 educational events in Canada, but it is not searchable and not adjustable, solely by alphabetic order. The team in Malaysia will be able to manage it. It is aimed at education leaders and professionals, for educators around the globe.</p> <p>ME asked DG how the sales team in Malaysia would interact with the team in Bern. DG replied that at the moment two teams have totally different duties and purposes and their interaction will evolve step-by-step.</p> <p>Worlddidac Council discussed that social media contacts (@) and hashtags (#) should be a part of the application form on the new website.</p>
<p><b>Marketing</b></p>	<p>KS presented a new marketing campaign of Worlddidac and explained that from September till February Joelle is closely working with the social media agency "fit for profit", to create exciting social media paid campaigns. The primary target group includes CEOs/Manufacturers, Dealers/Distributors, Start-Ups. As influencers/ambassadors, Worlddidac defined Deans/Principals, Teachers/Trainers, Education Consultants, Manufacturers, Affiliates, Ministries, NGO's.</p> <p>The posts are published in the three main social media channels: Facebook, LinkedIn and Instagram.</p> <p>50 % of the posts are focused on the Added value  30 % of the posts are focused on emotions  20 % of the posts are focused on sales</p> <p>Three main goals of the social media campaign include:</p> <ul style="list-style-type: none"> <li>1. 200 Members by the end of 2020</li> <li>2. 10 Quality Leads per month</li> <li>3. Build up a constant dialogue within the Worlddidac community</li> </ul>
<p><b>Didacta Association</b></p>	<p>DG, NI and Worlddidac lawyer met with Reinhard Koslitz and Didacta's lawyer on September 11<sup>th</sup> in</p>

	<p>Frankfurt with the main aim to come to an agreement with Didacta and ensure that German Association withdraws the lawsuit against Bernexpo. Mutual understanding with Didacta should include a commitment of Didacta not to attack intellectual property sold by Worlddidac to Bernexpo. For the settlement of the agreement, Didacta asked Worlddidac for a payment of 30k EUR. The Council agreed to pay this sum to Didacta in order to finish the conflict that took too much time and efforts. The negotiations are ongoing.</p>
<p><b>Worlddidac Award 2020</b></p>	<p>DG presented the changes in the 19<sup>th</sup> Worlddidac Award evaluation. Unlike previous editions, in 2020 only two companies, who got the highest points in each category, will be invited on the stage during the Award Ceremony in November (one ICT and one non-ICT Award). Swisscom and Innovative Approach Award will be chosen by the international experts. The rest however, will still be mentioned during the ceremony.</p> <p>Council members discussed that it would be good to give an Award for the best Start-Up and Award for Individuals and Teachers in the future. In 2020 Worlddidac team has no capacity for that. IS advised to create recognition for international schools. Worlddidac could also nominate organisations that support start-up projects.</p>
<p><b>Presentation of WEIH by Nader Imani</b></p>	<p>NI presented the World Education Impact Hub (WEIH) conference that he, DG and Elfi Klump had been discussing with Josef Widmer, State Secretariat for Education, Research and Innovation in Switzerland. SL enquired whether the conference could be a competition for the Worlddidac International. NI replied that it is planned to organise a conference in summer 2021. DG added that he recently had a telephone conversation with Josef Widmer. The government cannot provide financial support for the conference, but they are ready to support it. Josef Widmer promised his support in terms of relations and invitations and it is already a good start. DG knows someone at the bank Julius Baer, who might be able to open the doors to the financial support of the project. Participation fees for the conference should be between 3'000 and 5'000 CHF. Some delegates will be invited; others will have to pay for their participation themselves. But the expectations should be kept low. The next step is a discussion with Julius Baer.</p> <p>EB commented that Ministries don't come on their</p>

	<p>own, they arrive with a delegation, so it should be no problem to gather 500 participants. NI added that the conference would bring Worlddidac to another level. Worlddidac should be making policy and not be seen as an organiser of events. The Council members unanimously supported NI's idea and encouraged him and the association to go forward.</p>
<p><b>Worlddidac Quality Charter</b></p>	<p>Several companies are knocking on the association door with a request to resume the Worlddidac Quality Charter evaluation. It is especially important for the companies who were rejected the Worlddidac membership. If they pass the WQC certification, they can apply for the Worlddidac membership again.</p> <p>SM said that Worlddidac requires criteria and a checklist for this. The association needs to choose the experts who will audit the companies (e.g. previous ISO auditor). RK commented that ISO is a management tool and it is not about the price, but about how a company follows the standards (for example an explanation how to use a chair: not jump on it, not use for gaming etc.)</p> <p>DG said that he would like to establish a working group with experience in ISO. SM added that those, who are willing to come for the working group sessions, should join DG and the president before the next Council meeting. Worlddidac will compensate the volunteers with 300 CHF per day.</p> <p>SL mentioned that evaluation is not an easy process. it will be very difficult to physically evaluate a company in Asia or in Australia. DG sees it as additional work yet also as additional income. Finally, this is a further advantage for Worlddidac members. Worlddidac should find partners on site who would help the association with the evaluation. Kateryna should send the working group (Myriam, Steve, Sylvie) the previous guidelines of the WQC evaluations.</p>
<p><b>General Membership Information</b></p>	<p>DG reported that the membership situation has not changed substantially since the beginning of the year. Worlddidac Association grew by 5 members. Towards the end of the year several members expressed their wish to downgrade the membership. DG showed the changes in the presentation.</p>
<p><b>Governance</b></p>	<p>SM emphasized the importance of a Pre-Council preparation team. KS should ask NI and JM whether they would like to be a part of this team.</p> <p>Management Group: President, Vice-President and Treasurer are empowered to take decision on behalf of the whole Council (for the sake of efficiency). Important decisions will be discussed with the rest</p>

	<p>of the Council members.</p> <p>Presidential structure: SM suggests to keep the position of the President and Vice-President fix and create a position "president-elect". DG explains that the suggestion of SM is aimed to protect the Vice-president and the current President from not being re-elected by the members. This decision requires the following changes in the Statutes: the protection of the Vice-President and the limitation of the presidential terms by two years.</p> <p>It was agreed that KS would prepare a draft of the changes to the Statutes to review at the next Council Meeting.</p>
<p><b>General Assembly 2019</b></p>	<p>KS reported that General Assembly 2020 would be held by a written procedure. The voting will take place from November 15<sup>th</sup> till 29<sup>th</sup>. The office received no suggestions for any additional items to be included in the agenda of the General Assembly 2019.</p>
<p><b>Calendar of Events 2019-2020</b></p> <ul style="list-style-type: none"> <li>a) GESS Dubai 26-28 Feb, Dubai, UAE</li> <li>b) ISTE, 23-26 Jun, Philadelphia, USA</li> <li>c) Worlddidac Africa, Johannesburg, SA</li> <li>d) Didac India, 24-26 Sep, Bangalore, IN</li> <li>e) Worlddidac Asia, 9-11 Oct, Bangkok, Thailand</li> <li>f) Worlddidac Astana 2020</li> </ul>	<p>DG invited all Council Members to visit the show in Egypt. ME asked the Council members to inform him if anyone would be planning to visit his country.</p> <p>DG gave a short overview of the events in 2019 and said that strange inflexible behaviour of Tarsus could be explained with its acquisition by a private equity firm Charterhouse Capital Partners LLP. A new owner of Tarsus is a financial institution that might be willing to resell Tarsus soon. Preecha suggested SM und DG in Bangkok to meet with this company at BETT in London, exchange business cards and tell them that Worlddidac would be interested to purchase GESS when it is on sale. DG expressed his intention to play this game at BETT together with NI.</p> <p>SM reported that he is willing to organise a workshop for the exhibitors at ISTE to use it as a vehicle for the recruitment of new Worlddidac members.</p>
<p><b>Accounts 2018</b></p>	<p>RK presented the accounts to the Council. Reduction in the number of members explains the difference in income. The difference with 2017 can be explained by the fact that KS took three months unpaid leave during her maternity. Increase in personnel costs is due to Liane Hocking joining the association in 2018.</p> <p>DG explained to the Council that in the previous years Worlddidac Award was always a part of the association accounts. In 2019 DG opened a new bank account for the Worlddidac Foundation, in order to completely separate the Foundation</p>

	<p>accounts and reduce the taxes.</p> <p>The Council Members asked to include the accounts of the Foundation to the presentation for the next Council Meeting.</p> <p>SM also suggested to include the budget and the cashflow forecast to the next meeting's presentation. It is nice to see the forecast the Association is having in the current year and what to expect in the year to come.</p>
<p><b>External hard drive for Council Members / VPN access</b></p>	<p>DG introduced the Council members the P drive and explained the information saved for them. The Council Exchange Order was created for documents exchange between the Council Members.</p>
<p><b>Next Worlddidac Council Meeting</b></p>	<p>The next Council Meeting should include a working group before or during the event. The Council Members agreed to meet for the next meeting on February 28<sup>th</sup> Dubai. The working group should meet on the weekend before GESS Dubai show, February 22<sup>th</sup>-24<sup>th</sup>, to prepare for the meeting.</p>
<p><b>Miscellaneous &amp; other</b></p> <p><b>a) News from Worlddidac office</b></p> <p><b>b) Other topics</b></p>	<p>DG announces Sarah Kunz as a successor of Corina Fankhauser. He explained that Corina would work for the Swiss Red Cross 80% and would be able to support her successor in the beginning.</p> <p>DG reported that Worlddidac has two membership objections to discuss with the Council.</p> <p>KS explained the situation with Ukrainian company Engler LLC. The Council Members unanimously rejected the Worlddidac membership to Engler due to the legal proceedings being currently in place.</p> <p>The second case were objections against Radman Sanat. DG explained that the office is not capable to investigate the company in details and asked the opinion of the Council. ME said that the company doesn't look trustworthy and the products on the website look very similar to Armfield.</p> <p>MB commented that the company is very reputable in Iran. Armfield is given one week to provide evidence of Radman copying their products. It was agreed that Worlddidac office would await the feedback of Armfield and Festo's team in Iran to pass on to the Council for the final voting.</p>

For the Minutes: Kateryna Schuetz

November 12<sup>th</sup>, 2019