



**WORLD
ASSOCIATION
OF CHEFS
SOCIETIES**

2023 REVIEW & 2024 PLANNING DAYS

AGENDA

AGENDA DAY 1 – 12 Jan Education, Members and Events

09:30 Arrival

09:40 Overview of organization, changes and next steps - *Connie*

Theme: Digital Products - *Anand Lead, Support NiNi, pull the figures from Grandtotal Olivia*

10:00 Worldchefs digital badges, Worldchefs Online Community , Worldchefs Academy , Competition Management System, Worldchefs Shop –Trusted Brand

11:00 Website figures and SEO performance and planning

12:00 **2024 digital products, website, AI planning**

12:30 Lunch

Theme: Membership, benefits and online events

14:00 Membership: National, Affiliate, Association, Corporate *NiNi Lead, Support figures from Anand and Olivia*

14:45 Endorsement, competition seminar and certified judge - *NiNi Lead, Support figures from Anand and Olivia*

15:30 **Volunteer Survey output –Connie Olivia Paige**

16:00 Online events: webinars, webcasts, seminars - *Linh Lead, Support figures, Anand and Olivia*

17:30 End of meeting

AGENDA

Agenda DAY 2 - 15 Jan

Theme: Events and Projects – *Linh Lead, Support Olivia and Anand on SEO and Web stat*

09:30 Arrival

09:40 Physical events: Booth/trade show, Worldchefs Village, Global Chef Challenges, Congress and other projects

11:20 Feed the planet

12:30 Lunch

Theme: Overview and Education programs and products

14:00 Education Partners: RQCE , Approved Courses - *John Lead, Support figures NiNi, Linh, Anand and Olivia*

15:30 Certification - *John Lead, Support figures Andreea, Linh, Anand and Olivia*

17:30 **Education survey review** *Olivia, Paige*

17:30 End of meeting

AGENDA

Agenda DAY 3 - 16 Jan

Theme: Communication Review – *Olivia Lead, Support Clare and Anand*

09:30 Arrival

09:40 Digital: Worldchefs TV, Podcast, live demos/Cooking with Worldchefs, blogs, digital magazine, social media, press

11:30 Communication partners collaboration update and media strategies

12:30 Lunch

Theme: Finance and Fundraising – *Ragnar Lead, support Mark, NiNi,*

14:00 Sponsorship and fundraising update and revenue strategies

Fundraising, sponsorship, job offer, WCWB donation, badging leads, magazine and other Ads and other

17:00 Donation Paige

17:30 End of meeting