



WORLDDIDAC Basel Review Newsletter

CONTENTS:

- [Thank you for participating in Basel](#)
- [The international Worlddidac VIP Lounge](#)
- [Official Post show report](#)
- [Unauthorized use of the Worlddidac Logo](#)

Thank you for participating in Basel

On behalf of the Worlddidac Association, I thank all our exhibitors and visitors for their participation at the WORLDDIDAC Basel 2006. With 436 exhibitors from 29 countries, the number of exhibitors has slightly increased. Personal feedbacks we received from exhibitors and visitors show that the exhibition has improved compared to 2004. Mainly, the internationality of the show - visitors from 79 different countries - has reached a new level for an education show. The focus with that particular issue has not only been on quantity, but also on quality. However, the lack of German-speaking visitors is important to address regarding the next show in 2008. After the analysis of the exhibitor / visitor survey, more conclusions and measures for 2008 will be taken and set in motion. We are looking forward to welcoming you again in Basel from October 29 to 31, 2008.

Beat Jost, Executive Director

The international Worlddidac VIP Lounge presented by NSSEA

The second time since returning to Basel, the international Worlddidac VIP Lounge organised in the beautiful EBEL lounge has been a service for our members, national and international exhibitors and for our international guests visiting the show. During the three days of the show, the team of the lounge Verena Jost, Daniela Leu, Michèle Pahud, our German bartender Harry Stoeckmann and Michael Ruf had been welcoming more than 500 guests from 66 countries. We served our guests in three days 1000 coffees, 1'200 cocktails and 110 liter of mineral water and orange juice.

The lounge was also venue of several activities: On Thursday morning, we had a breakfast for companies interested in becoming a Worlddidac member, followed during the afternoon by the kick off event for the Worlddidac Asia 2007 in Bangkok, a Thai function. We had the honour to welcome His Excellency, the Ambassador at our function, who informed about the current situation since the military has taken control and installed a new government. Our exhibition next year will not suffer any disadvantages because of the changes in Thailand during the last few months.

Finally, the lounge is the perfect place for us to take care of international delegations and give our members the opportunity to meet international partners, customers or clients. This year we had the pleasure to welcome delegations from the following countries: Slovakia, Hungary, Ukraine, Russia and China. Our members and guests used the international lounge for holding business meetings very intensively. We had more than 40 formal and informal business meetings taking place per day in the lounge. This year, we had restrictions regarding giving access to the lounge for the first time. Our experience this year has shown that the value of such a beautiful lounge is enormous. Therefore, we will further increase the exclusivity of the lounge itself and its access in 2008. We keep you informed about how exactly this will be implemented.

We would like to thank the National School Supply & Equipment Association NSSEA for their kind support in the realization of the international Worlddidac VIP Lounge.

For feedbacks, inputs and comments regarding the international Worlddidac VIP Lounge, please contact Michael Ruf ruf@worlddidac.org

WORLDDIDAC Basel – Increased Internationality

From 25 to 27 October 2006, WORLDDIDAC Basel registered 17,274 professional visitors. With 4,837 the number of international visitors showed an increase of 28 per cent. The striking portion of visitors coming from 79 countries and exhibitors from 29 countries consolidated the position of WORLDDIDAC Basel as the worldwide leading exhibition of the education and training branch.

The number of visitors of WORLDDIDAC Basel 2006 lay with 17,274 about 15 per cent lower than the previous event. However, there was a remarkable increase in internationality. Regarding the exhibition's course as well as its visitor structure, exhibitors shared mixed opinions. Whereas the exhibitors oriented towards international dealers and buyers were extremely pleased, some others accused a lack of German-speaking teachers and decision-makers. Apart from the beautiful weather, the number of visitors has certainly been affected by the fact that for a large number of teachers attending WORLDDIDAC Basel does still not count for an official advanced training experience.

According to a representative visitor survey, WORLDDIDAC Basel 2006 received an excellent rating from 71 per cent of the visitors. 66 per cent of the interviewed visitors claimed to have achieved their targets. Two thirds of the respondents stated their intention to visit WORLDDIDAC Basel 2008.

The next WORLDDIDAC Basel will take place from 29 to 31 October 2008 in the Exhibition Center Basel.

Unauthorized use of the Worlddidac Logo

The Worlddidac association and its logo are often used without authorization for promoting international events related to education, training and the education industry. We ask our members to send a report to the secretariat whenever they see the Worlddidac logo used for promotion of an event. Thus, we can easily control whether an organizer is authorized to use our name and logo for the event. Otherwise, we will start taking the appropriate measures. Of course, our objective is to make sure that only events really can use our name, which we collaborate with or organise ourselves.

Thank you!

This Newsletter is published monthly and free of charge.

Worlddidac Newsletter online:

http://www.worlddidac.org/en/04_news/02_worlddidac-activities.htm

Newsletter subscription:

http://www.worlddidac.org/en/04_news/03_newsletter-subscription.htm

Contents of this Newsletter are protected by copyright laws.

Editor Newsletter Worlddidac

Michael Ruf

ruf@worlddidac.org

<http://www.worlddidac.org>
Tel. +41 31 311 76 82

This E-Mail was sent to [%email%].

Worlddidac
Bollwerk 21 P.O.Box 8866 3001 Berne Switzerland Tel. +41 31 311 7682 Fax +41 31 312 1744
<http://www.worlddidac.org> info@worlddidac.org

[Unsubscribe: Click here and send without a remark](#)

[tool by zynex](#)