“A WorldSkills Champion is anyone who has competed at a WorldSkills International Competition regardless of their medal standing.”
Champion Ambassadors
Champion Ambassadors

1 Champion Ambassadors per skill
Work together with Experts
Trial for Leipzig 2013
Implemented in Sao Paulo 2015
Visitor engagement
Visitor engagement concepts

WorldSkills voting app

Celebrity comments on speed task
WorldSkills voting app

Engage visitors by voting for the public award

Sign up to win a VIP treatment for that skill

Trial at Leipzig 2013 in 5 skills

Program adopted for Sao Paulo 2015
Celebrity commentators at speed task

Try to get the celebrities for free (goodwill)

Fixed program for specific skills

Trial at Leipzig 2013 with one celebrity
Translators and rules for translation
Translators and rules for translation

WorldSkills International certificated translators

E-Learning

Host country provides translators

15 minutes discussion

Limited communication with competitor

Volunteer translators
Free time rotation system
Free time rotation system

We couldn’t observe our team
We had to stay at the competition area

Competition Rules: 15 to 22 hours
Proposition

Reduce competition time by 2 hours (15 – 20 hours)

So you gain 2 free hours!

Split skills into 3 or more groups?
Island rotation?
Shift competition time?

Task 1
Task 2
Task 3
Task 4

9am
11am
4pm
6pm

G1
G2
Benefits

- No cost
- More time for experts
- More time to see other skills
Conclusion

2 Hours free for competitors + Prevent people to go to their competition area during free time = 2 New rules
Substitute Expert
Substitute Expert

Step in for Chief and Deputy Chief Experts

Give every Competitor equal opportunity

Trial in Leipzig 2013 with 10 skills

Program adopted for Sao Paulo 2015
One medal, One winner
One medal, one winner

1 Gold, 1 Silver, 1 Bronze

Multiple medals weaken the value

A win is a win

Implemented by Leipzig 2013
WorldSkills Connect
Scope

Benefits (WIN-WIN-WIN-WIN)

Structure

Costs/Funding
Benefits (WIN-WIN-WIN-WIN)

- Champions
- WorldSkills International
- Global Industry Partners
WIN: Champions

Sharing and mentoring

Volunteer opportunities

Staying connected and involved

Networking opportunities
WIN: WorldSkills International

Brand awareness
Alumni as volunteers
Potential sponsors
WIN: Global Industry Partners

Scouting opportunities
Brand promotion
Receive customer feedback
Structure

Members

• Champions

Associate Members

• Experts & Delegates
Structure

Secretariat

Member Representatives
WorldSkills Connect, Costs

1 Secretariat position
Web server costs
Annual alumni event
Communication strategy
Impact is much greater than the cost

Champions play a crucial role as WorldSkills advocates
Thank you!
You are awesome!
WorldSkills Foundation Innovation Labs
WorldSkills Connect
More than just a website!
The Future