Autodesk CISCO FESTO FLUKE LINCOLN ELECTRIC SAINT-GOBAIN GYPROC SAMSUNG SIEMENS WÜRTH

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

Champion Ambassadors

world skills
Youth Forum
Jeju 2012

Champion Ambassadors

1 Champion Ambassadors per skill

Work together with Experts

Trial for Leipzig 2013

Implemented in Sao Paulo 2015

Visitor engagement

world skills
Youth Forum
Jeju 2012

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

worldskills
Champions Forum

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)

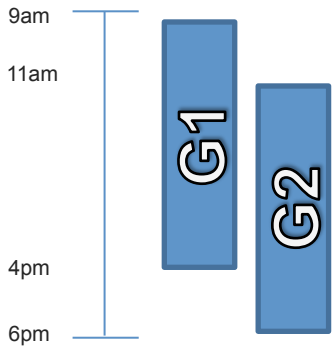
So you gain

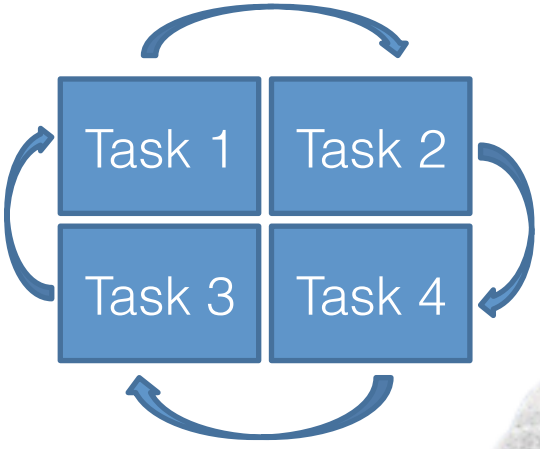
2 free hours!

Split skills into 3 or more groups?

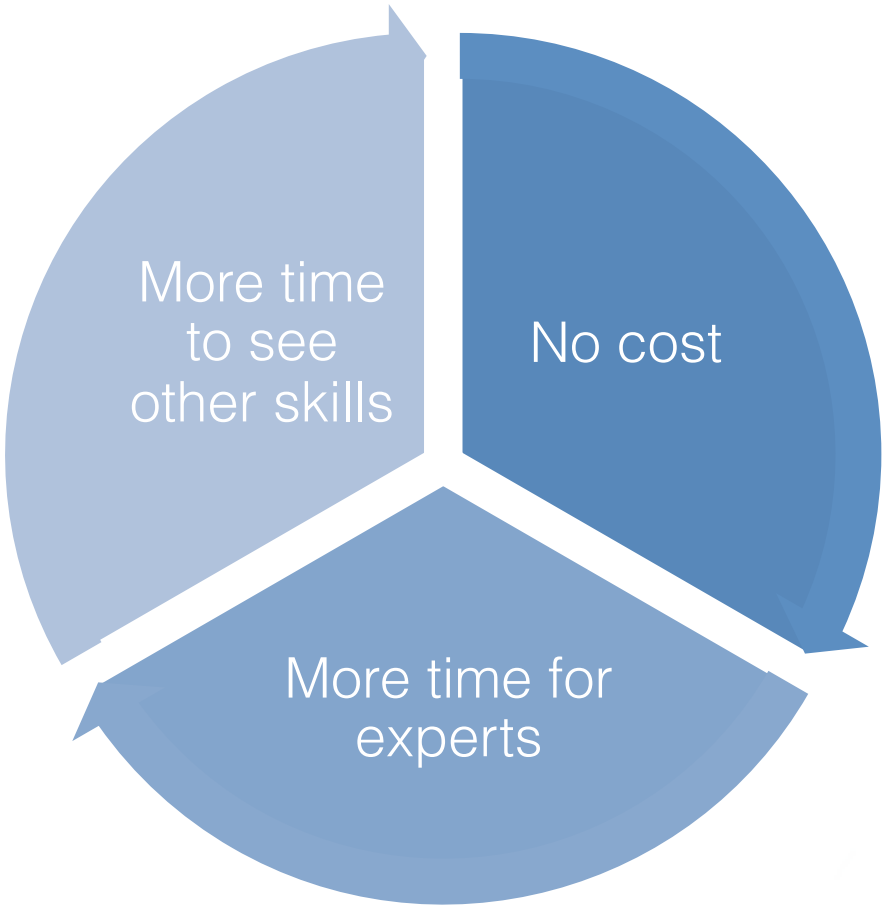
Island rotation?

Shift competition time?





Benefits



Conclusion

2 Hours free for competitors

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Prevent people to go to their competition area during free time

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2 New rules

Substitute Expert

world skills
Youth Forum
Jeju 2012

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)

Structure

Costs/Funding

Benefits (WIN-WIN-WIN)

world skills
Youth Forum
Jeju 2012

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

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Member Representatives

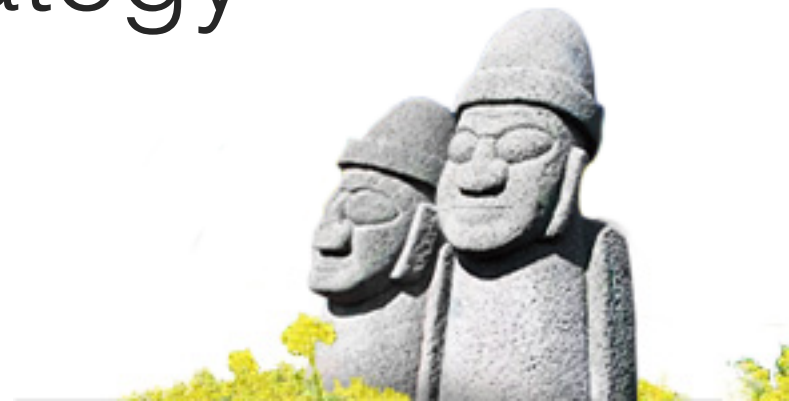
WorldSkills Connect, Costs

1 Secretariat position

Web server costs

Annual alumni event

Communication strategy



WorldSkills Connect

Impact is much greater than the cost

Champions play a crucial role as WorldSkills advocates

Thank you!
You are awesome!

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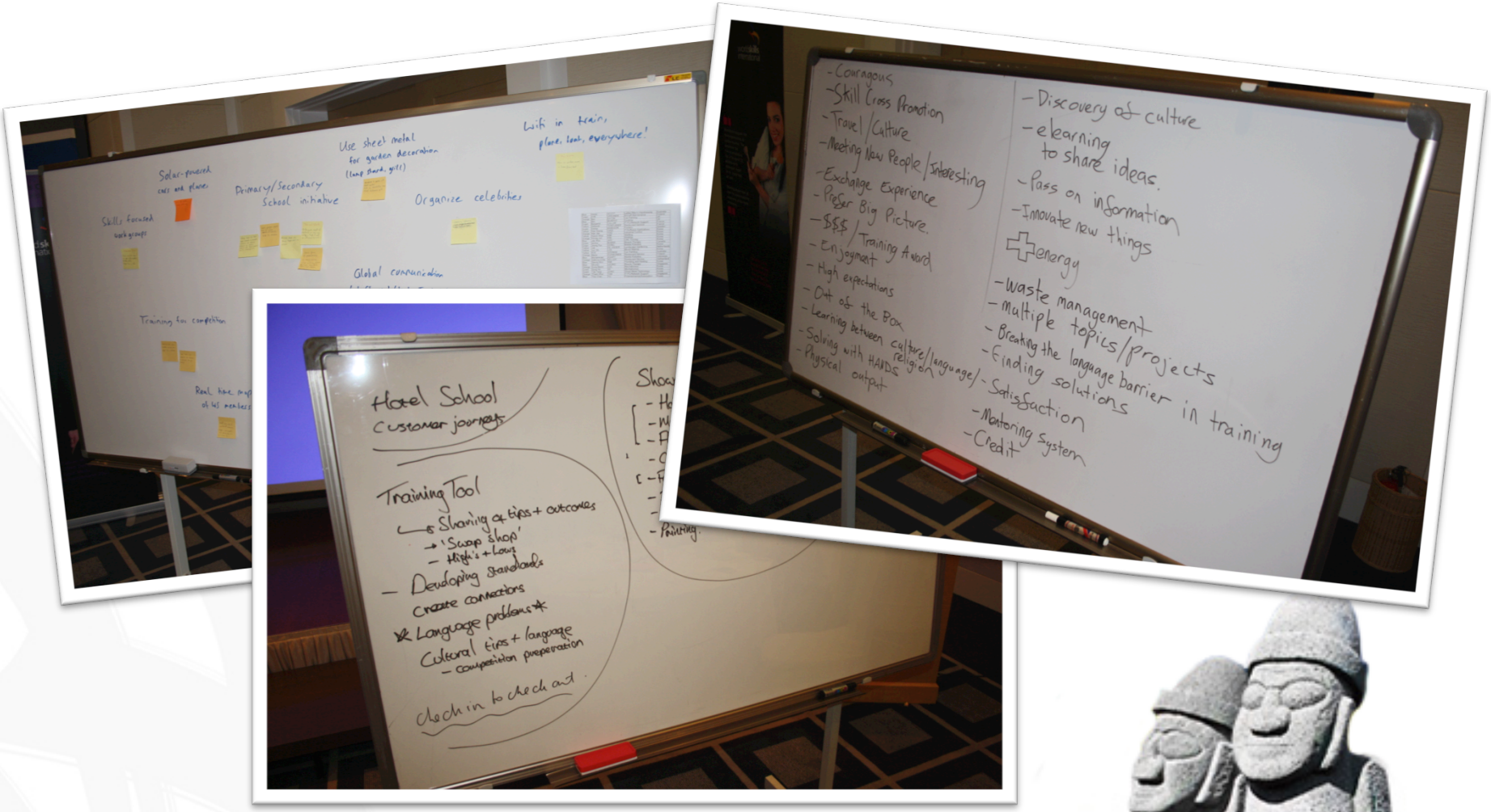
WorldSkills Foundation Innovation Labs

worldskills Youth Forum Jeju 2012

WorldSkills Foundation Innovation Labs



WorldSkills Connect

More than just a website!

world skills
Youth Forum
Jeju 2012

The Future

world skills
Youth Forum
Jeju 2012

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