

World Wagyu Council Marketing Committee meeting – Action List
Following meeting of 27 March 2023

Meeting raised	No.	Action	Resp	Due Date	Status
30/11/2021	3	Set up a conference call with the author and discuss further plans for a book	PE	24/03/2022	Resume
22/03/2022	8	Place WWC in a prominent position on their home pages (add button) to generate traffic for a better google rating – Uwe to frame expectation to members	UJ	January 2023	In progress
22/06/2022	4	Everyone is to send respective upcoming conference dates (for the upcoming 3 years in advance)	ALL		In progress
20/09/2022	1	Each country to get a quote (regarding wagyu) and photo from a renowned local chef to place on the website (Culinary section)	ALL		In progress
29/11/2022	1	Follow up with Portugal (membership)	EDB	December 2022	
	2	Approach Chile for membership/ involvement	RS	January 2023	
	3	All countries are to work on gaining silver sponsors. Think about potential companies that might be receptive to higher sponsorships.	ALL	2023	
27/03/2023	1	Rearrange the order in the table and send the corrected version to the committee. Upload updated table to website.	EdB	April 2023	
	2	Promote the WWC Conference on social media.	EdB	Continuously	