

World Wagyu Council Marketing Committee meeting – Action List
Following meeting of 19 June 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		On hold
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 <i>AWA, UK, GER, RSA (has links), NAM (mentions being an associate member)</i>	UJ	September 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, RS	September 2023	
	2	Approach Chile for membership/ involvement <i>Need to find a new contact person.</i>	RS	September 2023	
	3	All countries are to work on gaining silver sponsors. Think about potential companies that might be receptive to higher sponsorships. <i>New prospectus letter distributed to all members.</i>	ALL	2023	
19/06/2023	1	All countries are to share the WWC posts to their own social media pages to increase traction.	ALL	2023	
	2	Instructions on how to share social media posts to be generated and circulated to members.	EDB	July 2023	
	3	Change the layout of the International Events page to list the country with all the respective events, dates & locations underneath each.	EDB	July 2023	

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	4	Current meeting agendas to be posted to the website prior to meetings.	EDB	2023	
	5	WWC Brochure design for the Conference.	EDB, PE, RS, UJ	July 2023	
	6	Compile introduction to the possible sponsorship categories and circulate the spreadsheet with the examples of companies within each category.	EDB, RS	July 2023	