

COFFEECLUB NETWORK UPDATE - FUTURE

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P&A - Radiumsystems - March 2009



COFFEECLUB ACHIEVEMENTS

- Platform in full operation
- 10 months
- More than 500 members
- Our members, our wealth:
 - ✓ diversity of countries, jobs and relations with coffee
 - ✓ Relevant players in coffee world
- **Still searching for mediators**




OUR PROBLEM: FINDING ACTIVE MEDIATORS

- 22 mediators... but little action
- From different countries
- 9 communities related to coffee producing countries
 - ✓ Few active in everyday mediation tasks
 - ✓ Some good mediators
 - ✓ Good potential ones
- ED formally requested mediators from ICO members
- Content is important, but MEDIATION is essential
- **How to solve this problem?**

COFFEECLUB NETWORK

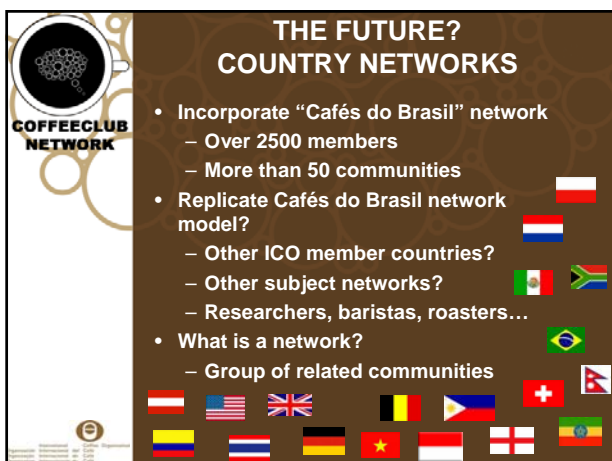
- COFFEE & TRAVEL TRAINING 05.10
- BARISTA WORLD TRAINING 05.10
- COFFEE ART TRAINING 05.10
- COFFEE PROMOTION BRAS TRAINING 05.10
- URBAN COFFEE TRAINING 05.10
- Coffee certifications TRAINING 05.10
- HELP to the CoffeeClub TRAINING 05.10
- GRINDERS & CAPSULES TRAINING 05.10



NEW INTERESTING COMMUNITIES


- Created spontaneously by new members
- Mediators to be trained
- ✓ Developing a coffee drinking culture in Uganda by Kizito-Mayanja James - Uganda
- ✓ Mexican Coffee by Sylvia Gutierrez - Mexico
- ✓ Nicaraguan Coffee by David Alpert - USA
- ✓ Barista Skills by James Rundle - UK
- ✓ Brazil Sustainable Coffees by Eduardo Trevisan Gonçalves - Brazil
- ✓ Ethiopian Forest Coffee Development by Esayas Kebede - Ethiopia
- ✓ Rainforest Alliance Certified by Eduardo Trevisan Gonçalves - Brazil
- ✓ Cafe Veracruz by Miguel Abascal - Mexico

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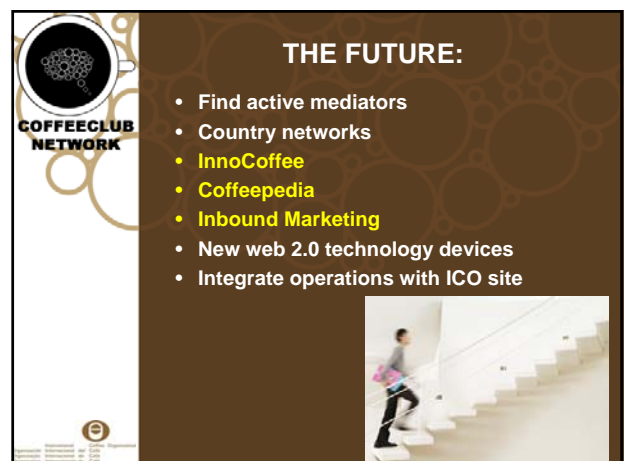


THE FUTURE? COUNTRY NETWORKS

- Incorporate "Cafés do Brasil" network
 - Over 2500 members
 - More than 50 communities
- Replicate Cafés do Brasil network model?
 - Other ICO member countries?
 - Other subject networks?
 - Researchers, baristas, roasters...
- What is a network?
 - Group of related communities




COFFEECLUB NETWORK



THE FUTURE:

- Find active mediators
- Country networks
- InnoCoffee**
- Coffeepedia**
- Inbound Marketing**
- New web 2.0 technology devices
- Integrate operations with ICO site



COFFEECLUB NETWORK

THE FUTURE? INNOCOFFEE

- Integrate scientific coffee community
- Gather coffee researchers and stakeholders to discuss coffee and science
- Special community to publish scientific coffee papers
- Coffee science in action: researchers and members share ideas and comment on papers
- Companies / Associations could post challenges to coffee scientists
- Best ideas and solutions could be rewarded
- **Win-win partnership**

THE FUTURE? COFFEEPEDIA

- Following Wikipedia model
- Another special community
- Our collaborative coffee encyclopedia
- Including our web 2.0 Guestbook Map

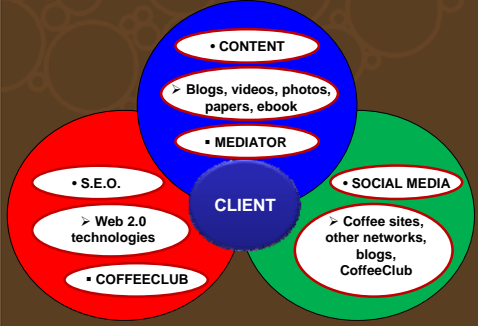


THE FUTURE? INBOUND MARKETING

- A marketing strategy focused on getting found by clients
- For coffee companies and countries
- Use CoffeeClub as platform to integrate marketing campaigns on the internet
- How to do it?
 1. Content: to attract potential clients
 2. Search Engine Optimization (S.E.O.): CoffeeClub is designed to maximize ranking in searching engines
 3. Social Media: the network amplifies the impact of your content

THE FUTURE? INBOUND MARKETING

- Components of inbound marketing + CoffeeClub



THE FUTURE? INBOUND MARKETING

- Attracting private sector
- Integrated web 2.0 marketing approach

Outbound	Inbound
Print Ads	Blogs, Ebooks, White Papers
Television Ads	Viral YouTube Videos
Cold Calling	Search Engine Optimization
Trade Shows	Webinars
Email Blasts	Feeds, RSS



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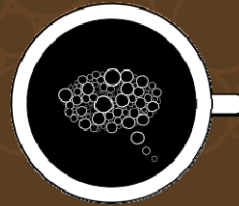
THE FUTURE IS IN HANDS OF
ICO MEMBER COUNTRIES,
THEIR ENTITIES AND THEIR COMPANIES



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THANK YOU!

