

COFFEECLUBNETWORK

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COMMUNITIES: MOST VIEWED

	COFFEE PROMOTION IDEAS 15/09/2008 05:10 Mediated!		COFFEE & TRAVEL 15/09/2008 05:10 Mediated!
	URBAN COFFEE 15/09/2008 05:10 Mediated!		BARISTA WORLD 15/09/2008 05:10 Mediated!
	Coffee certifications 15/09/2008 05:10 Mediated!		COFFEE ART 15/09/2008 05:10
	HELP in the CoffeeClub 15/09/2008 05:10 HELP!		ROAST MASTERS 15/09/2008 05:10
	GROWERS & ORIGINS 15/09/2008 05:10		COFFEE & HEALTH 15/09/2008 05:10

- Content is important, but MEDIATION is essential

ONE COUNTRY! ONE MEDIATOR!

COLLABORATIVE BUILDING

ONE ICO MEMBER COUNTRY AT LEAST ONE MEDIATOR!

- P&A will give support
- Objectives:
 - promote origins
 - internal consumption
 - marketing tool
 - gather countries' coffee sector participants

- COUNTRY COMMUNITIES**
- THEME COMMUNITIES**

COFFEECLUB UPDATE

- Platform implemented and operating
- 4 months of full operation
- Close to 200 members
- Diversity of countries, jobs and relations with coffee
- Relevant players in coffee
- Link with ICO site
- Linking with other networks

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OUR MEDIATOR TEAM

- first mediators to join our team:
 -  **COFFEE & TRAVEL**
by Anni Kaasalainen
Finland
 -  **COFFEE CERTIFICATIONS**
by Juan Carlos Ardila
Colombia / Switzerland
 -  **URBAN COFFEE**
by Mauricio Galindo
Colombia / England

OUR MEDIATOR TEAM

- first mediators to join our team:
 -  **BARISTA WORLD**
by Edgard Bressani
Brazil
 -  **COFFEE PROMOTION IDEAS**
by Paulo Henrique Leme
Brazil
 -  **WOMEN IN COFFEE**
by Sylvia Gutierrez
México

VIRTUAL COFFEE WORLD IN THE MAKING

- Diversity of countries, jobs and relations with coffee
- Relevant players in coffee world

Pieter Class - Belgium
 Jose Luiz Asprino Pereira - Brazil
 Varindoch Sombhoonwechakarn - Thailand
 Brita Wyss - Netherlands
 Leopold Wedi - Austria
 Alanu Evans - Indonesia
 Peter James - England
 André Nômikis - Netherlands
 John Hornung - USA
 Berhanu Gezahegn - Ethiopia
 Garold (Jerry) Lantz - USA
 Björn Aarts - Netherlands
 Petra de Jong - Netherlands
 Francisco Barreto - USA
 David Smith - USA
 Rodrigo Fonseca - Brazil
 Sérgio Magalhães - Brazil
 Wimonack Blom-boonvises - Thailand
 Johannes Bader - Switzerland
 Ujjal Panta - Nepal
 Paul Van Der Hulst
 Julie Fisher - Netherlands
 Silvio Mendez - USA
 Emmanuel Torrejon - Philippines
 Federico Cabrera - Argentina
 Miguel Gamboa - Guatemala
 Edward Faubert - USA
 Matt Sallora - USA
 Michael Bacco - USA
 Suzanne Brown - USA
 Maciej Gil - Poland
 Leon Zaai - Netherlands
 Edgar Gonzalez - Colombia
 Nádias Carvalho - Brazil
 Hans C.J. Blom - Netherlands
 Nonnina Wongvatee - Thailand
 Alain de Assis Rosa - South Africa



VIRTUAL COFFEE WORLD IN THE MAKING

- How to explore those expertises?
- How to create collaborative environment?

COLLABORATIVE ENVIRONMENT











- Every new member:
 - needs an individual approach
 - is a potential mediator
 - is related with at least another community / network

COMMUNITIES

- Articles, news, photos, presentations are very important:
 - to attract users' attention
 - to appear on Google search engine
- Incentives to community creation:
 - theme or company community
- Debates are very important too



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COFFEECLUB MEDIATOR TEAM

- how to get most of platform
- exchanging ideas on mediation
- introducing web 2.0 concepts




WHAT IS THE ROLE OF THE MEDIATOR?

- invite members, friends and start community
- post topics, photos, videos, etc...
- promote members' interaction
- support members
- manage the community, or else it won't grow and last
- interact with other communities within the network
- Interact with other social networks

NOT AN EASY TASK, BUT VERY REWARDABLE WHEN CORRECTLY DONE



WHAT A MEDIATOR HAS TO KNOW?

- how to invite real life contacts to join CoffeeClub Network
- technical knowledge:
 - some HTML to link his community with other networks and sites
 - some HTML to post videos, photos and other widgets
- most important: be open to learn how to operate in a new environment
- full support from mediator community

HAVE FUN DOING YOUR JOB!



COFFEECLUB MEDIATOR TEAM

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WHY BECOME A MEDIATOR?

- meet coffee contacts and friends
- interact with potential clients and partners
- expand network contacts
- enlarge coffee knowledge
- **promote yourself**
 - your work
 - your company
- **do business and make money**
- create your own coffee space
 - personal
 - private / professional
 - business / company
 - association
 - you name it



MEDIATOR PROFILE

- young (in mind!)
- will to learn about coffee
- will to promote himself
- will to promote his company / country
- real contacts within the coffee sector
- open to learn about web 2.0 concepts
- not afraid of making mistakes
- have in mind that collaboration is the way to promote his community



VIRTUAL COFFEE WORLD

- Communities and blogs in the web

VIRTUAL COFFEE WORLD

- Linking the virtual coffee world with the CoffeeClub

VIRTUAL COFFEE WORLD

- Spreading the word
- Non-intrusive interaction
- Making partnerships by creating communities or linking with existing ones

COMPETING VS COMPLEMENTING

VIRTUAL COFFEE WORLD

- Spreading the word
- Important step to reach Google search engine

INSERTION IN OTHER SOCIAL NETWORKS

- attracting new members
- searching for potential new mediators

INSERTION IN OTHER SOCIAL NETWORKS

- Example: coffee communities on linkedin

The screenshot shows a LinkedIn group page titled 'Coffee Connections'. The group description reads: 'CoffeeClub Network wants to exchange ideas with the members of the community'. A post by Paulo Henrique Leme, a Coffee Marketing Consultant, is visible, discussing a new project from the International Coffee Organization.

INSERTION IN OTHER SOCIAL NETWORKS

- Example: widget on facebook

The screenshot shows a Facebook page with a 'CoffeeClub Network Widget' integrated into the layout. The widget displays a list of recent posts related to coffee, such as 'Look! Aha, Pharo, Pass Coffee' and 'Post! Drinking tea or coffee with croissants? stroke risk!'.

COFFEE CONNECTIONS

- Example: coffee widgets in the CoffeeClub

The screenshot displays several widgets from the CoffeeClub Network. These include 'Coffee & Conservation: the good beans for the birds?', 'Coffee Review: score Business Alliance coffee', 'RinBarista's clips' featuring articles like 'Birds defend against coffee borers' and 'Climate change moving up Peru coffee harvest lines', and 'Coffee reviews: Colombian Colombia Island'.

NEXT STEPS

- Platform implemented and operating
- Diversity of countries, jobs and relations with coffee
- Relevant players of the coffee world
- Still searching for mediators

COMMITMENT:

ONE COUNTRY!
ONE MEDIATOR!

ONE COUNTRY! ONE MEDIATOR!

COLLABORATIVE BUILDING

ONE COUNTRY! ONE MEDIATOR!

The screenshot shows the International Coffee Centre website, which lists various coffee-related organizations and their websites. The list includes:

- www.eafca.org
- www.spcafe.org.mx
- www.portal.anacafe.org
- www.cafedehonduras.hn
- www.consejocafe.org.sv
- www.icafe.go.cr
- www.myjamaicancoffee.com
- www.codocafe.gov.do
- www.cafedecolombia.com
- www.cofenac.org
- www.juntadelcafe.org.pe
- www.cafesdobrasil.com.br
- www.arcc.ci
- www.burundicoffee.com
- www.rwandacafe.com
- www.ugandacoffee.org
- www.coffeeboard.co.ke
- www.ethcofea.org
- www.indiacoffee.org
- www.vicofa.org.vn
- www.scaa.org
- www.scae.com
- www.scaj.org

**PROMOTE YOUR COUNTRY
PROMOTE YOUR ORIGIN / COFFEE**



- Videos
- Press releases
- Articles
- Photos
- Interviews...

**PROMOTE YOUR COMPANY
PROMOTE YOUR PRODUCT / COFFEE**



- Videos
- Press releases
- Articles
- Photos
- Interviews...

**ONE ICO MEMBER COUNTRY
AT LEAST ONE MEDIATOR!**

COFFEECLUB NETWORK

- P&A will give support
- Objectives:
 - promote origins
 - internal consumption
 - marketing tool
 - gather countries' coffee sector participants
- **COUNTRY COMMUNITIES**
- **THEME COMMUNITIES**



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



COFFEECLUB NETWORK
www.coffeclubnetwork.com

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COFFEECLUB NETWORK
THANK YOU!

