



International Coffee Organization
Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

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ICO CoffeeClub Network – nomination of mediators

1. The Executive Director presents his compliments and wishes to inform Members that the ICO CoffeeClub Network, a social network on the Internet funded by the Promotion Fund, is now fully operational as reported by the consultant, Mr Carlos Brando of P&A Marketing International, in his presentation to the Promotion Committee meeting held in London on 25 September 2008. The objectives of the Network are to increase interactions between participants in the coffee world, to attract young consumers to coffee, and to promote coffee consumption.

Nomination of mediators

2. In his presentation, the consultant noted that mediators are critical to expand the number of participants in the Network so that it may achieve its potential and fulfil its objectives. Each ICO Member is therefore invited to nominate one or more mediators for an existing community, or for a community that the mediator may wish to create, who fit the attached mediator profile. The consultant will train the new mediators and support their work using the Network itself, in a process described as ‘learning by doing’.

3. The nomination should be sent directly to the consultant as soon as possible at the following email address: peamarketing@peamarketing.com.br with a copy to the Executive Director at info@ico.org.

Link to the CoffeeClub Network

4. Members are also invited to include a link to the CoffeeClub Network on their websites, as the ICO has already done, in order to make the Network a meeting point for the

coffee community. The CoffeeClub Network is not a competitor but a complement to the websites and current Internet strategies of Members and will help increase their exposure on the web.

5. A copy of the consultant's presentation can be found at <http://dev.ico.org/presents/presentation0708.htm>. Alternatively, Members may sign up and enter the CoffeeClub Network (www.coffeeclubnetwork.com) to learn at first hand how it operates.

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

MEDIATOR PROFILE

- Young (in mind) / 'connected' / an internet fan
- Good contacts both inside and outside the coffee sector
- Willing to promote themselves/ their associations / their companies / their products
- Open to learning about web 2.0 concepts and social networking
- Not afraid to make mistakes
- Aware that collaboration is the way to promote communities in the web

MEDIATOR'S ROLE

- Invite members, friends and start community
- Post topics, photos, videos, etc.
- Promote members' interaction
- Support members
- Manage the community to ensure its future development
- Interact with other communities within the network
- Interact with other social networks