



final report

40th WorldSkills Competition | September 1 - 7, 2009

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letters of
congratulations



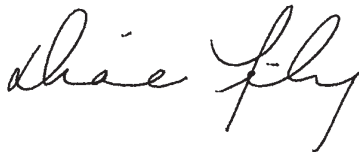
Honourable Diane Finley
P.C., M.P.

On behalf of the Government of Canada, I would like to congratulate the WorldSkills Calgary 2009 organizing committee, WorldSkills International and Skills/Compétences Canada for making the 40th WorldSkills Competition a resounding success. It was an incredible showcase for talented young competitors and an inspiration for the thousands of people who saw them perform. Most of all, we should be proud of its legacy. Because of this event, many more young people will consider a career in the trades, technologies and service industries.

I had the pleasure of joining Prime Minister Harper in welcoming competitors, delegates and spectators from around the world at the opening ceremonies. I was also able to meet the gifted and passionate young people that led Team Canada to our country's best ever result, and I witnessed first-hand the positive influence of this skills competition on the lives of participants. WorldSkills Calgary 2009 was an excellent venue for us all to raise awareness about the skilled trades and how they benefit our communities.

Employers in communities across Canada and around the world increasingly require highly skilled workers. It is more important than ever that we help young people gain the skills and experience that they need to prepare for and succeed in the jobs of tomorrow. That's why our government has made significant investments in skills training. We want to ensure that Canada has the qualified and mobile workforce that it needs to meet the challenges of a highly competitive global market now and in the future. Our government is taking action to help youth reach their full potential, and that's why we have been very proud to work in partnership to support WorldSkills Calgary 2009.

Yours sincerely,

A handwritten signature in black ink that reads "Diane Finley". The signature is fluid and cursive, with the first name "Diane" and last name "Finley" clearly distinguishable.

The Hon. Diane Finley
P.C., M.P.





PREMIER OF ALBERTA



Honourable Ed Stelmach
Premier of Alberta

On behalf of the Government of Alberta, I am pleased to congratulate WorldSkills Calgary 2009 for making this prestigious international skills competition an outstanding success. The Government of Alberta is proud to have invested \$24 million in the competition to help our youth discover new career opportunities in the skilled trades and technologies.

Alberta benefited in many ways by participating in this event. International awareness of our province's natural and human resources was increased. Thousands of Alberta learners witnessed a high level of excellence in the skilled trades and technology sectors on the international stage. The wide range of occupations available in these fields was highlighted, as was their importance in helping to build our labour force and our economy. Also, many schools and colleges throughout the province received millions of dollars in equipment and tools following the competition.

We continue to benefit from WorldSkills Calgary 2009 as even more attention is directed to the skilled trades and technologies and thousands of people are made aware of the many careers available to them.

Looking ahead, Alberta like many other jurisdictions is predicting significant shortages of workers, especially skilled workers. Sustaining our current prosperity will depend on whether we have the skilled people to fill these jobs and the creative minds to develop innovative solutions to today's problems.

The legacy of WorldSkills Calgary 2009 is providing momentum to propel us into the future. For the competitors, officials, spectators, and volunteers, it will be remembered as a point in history where we, as Albertans and Canadians, contributed to the growing global skills movement.

Once again, congratulations and thank you.

Honourable Ed Stelmach
Premier of Alberta



Dave Bronconnier
Mayor of Calgary

November 30, 2009

For one week in September, Calgary welcomed the world as host city of WorldSkills Calgary 2009.

We could not have been more proud to be only the second Canadian host in WorldSkills' 59-year history.

It took several years and a team of dedicated people, but WorldSkills Calgary 2009 was an unforgettable event. My thanks go out to WorldSkills Calgary, as well as all of the partners, sponsors, staff and volunteers, who made WorldSkills Calgary 2009 possible.

Skills, trades and technologies are vital to our daily lives and help drive our economy. Thanks to the dedication of people who worked on this event from inception to delivery, we were able to showcase young talent in these fields from around the globe.

Without question, WorldSkills Calgary 2009 exceeded many hopes and expectations:

- 46 countries/regions were represented in WorldSkills Calgary 2009
- Approximately 900 Competitors from around the world participated
- More than 150,000 people attended WorldSkills events and competitions
- More than 400 metric tons of equipment were used in Competition
- An additional 314 metric tons of tool boxes were brought by Competitors

I believe Tjerk Dusseldorp, the President of WorldSkills International, said it best when he described WorldSkills Calgary 2009 as the "best Competition ever."

Congratulations on a job well done.

Dave Bronconnier
Mayor of Calgary
Honorary Chairman of the Board
WorldSkills Calgary 2009



letters of thanks



Tjerk Dusseldorp
President
WorldSkills International

WorldSkills Calgary 2009 was an experience we will all remember for a long time to come. This was the 15th WorldSkills Competition I have attended and I am very pleased to offer you my judgment that this has been the best Competition I have had the privilege to be part of.

Leading up to Calgary, there was a long list of objectives for the event, and we have been delighted to check the majority of them off as having been achieved, including the spectacular Opening Ceremony, the collaborative innovation and the remarkable publicity for the event both in the traditional and new media.

An event of this magnitude could not occur without the dedication and long hours of the thousands of volunteers from around the world and the extra special efforts and commitments from our Host organising committee and our Host Member. The many years of preparation and hard work by WorldSkills Calgary 2009 was evidenced by the provision of a world-class environment and facilities plus an equally world-class hospitality and service. We have all now experienced the legendary friendliness and hospitality of Calgarians.

On behalf of WorldSkills International, I extend our deepest appreciation for everyone's efforts. In partnership with government (local, provincial and federal), Vocational Education and Training providers and industry, Calgary should be very proud that they have made a big positive difference in the lives of the thousands of young people who have participated in this event or visited it.

Based on discussions and feedback in a short period after the Competition, we can see the very positive effects locally, nationally and internationally and we look forward to reviewing the substantial and significant reach and impact of WorldSkills Calgary 2009 in the years ahead.

In 2010 we celebrate our 60th Anniversary – a major milestone as we recognise our long-standing success and continue our journey towards being the global champion of workplace skills. WorldSkills International, its Members, its Hosts and stakeholders will drive the global skills agenda by acting together to raise awareness of the essential contribution of skills to achieving economic success and personal fulfilment.

As we leave Calgary we now focus ahead on the rounds of local, national and regional Competitions and associated events that will ultimately lead to participation in WorldSkills London 2011. We look forward to the challenges and opportunities ahead.

Thank you Calgary!

A handwritten signature in blue ink, appearing to read "T. Dusseldorp".

Tjerk Dusseldorp
President
WorldSkills International



Liam Corcoran
Chairman
Technical Committee



Veijo Hintsanen
Vice Chairman
Technical Committee

The success of WorldSkills Calgary 2009 was achieved primarily through the professional preparation done by all involved in organizing the Competition, especially their attention to detail in the planning process. Success can be attributed to the excellent work carried out by the Experts using the WorldSkills discussion forums, the detailed planning and preparations by WorldSkills Calgary 2009 and the preparation work of the Technical Delegates and Technical Working Groups. Important also was the Technical Committee meeting and special training for the Jury Presidents, Chief Experts and Workshop Supervisors which took place in Calgary six months previously.

The following new initiatives contributed significantly to the success of the WorldSkills Calgary 2009 Competition:

- An enlarged and more active Quality Assurance Management Council (QAMS)
- Appointment of Experts with Special Responsibilities
- The Sustainability initiatives resulting in savings on floor space, materials and equipment
- Daily reporting by media in many skill areas
- An improved Competition Information System, with an enlarged team of advisors led by Peter Neate
- World class Health and Safety System managed by André Vermeulen, ZA and Terry Arseneau, WSC2009
- Improved quality and content of Technical Descriptions, managed by Jane Stokie, WSI and Deputy Chief Experts
- An exceptional working relationship between the Technical Committee and WS Calgary 2009 personnel
- Our belief that the Calgary Competition was the best ever is supported by many, especially Ellen du Bellay, the independent Quality Auditor.

We want to thank the following for their exceptional work: all Jury Presidents, Chief and Deputy Chief Experts, Experts and Workshop Supervisors. Special congratulations and thanks go to Brian Pardell, WSC2009 Vice President Operations and his technical team who solved all the challenges put to him by the Technical Committee. Our strength was in working together to the benefit of all Competitors.

Our special thanks go to the CEO, David Hoey, and his staff. The performance of this team was outstanding and an inspiration to all who worked alongside them.

We are proud to have been part of the Technical Committee and Expert teams whose achievements all contributed to making the 40th WorldSkills Competition the best to date. Congratulations again.

Liam Corcoran
Chairman
Technical Committee
WorldSkills International

Veijo Hintsanen
Vice Chairman
Technical Committee
WorldSkills International



David Hoey
Chief Executive Officer
WorldSkills International

WorldSkills Calgary 2009 was an outstanding event that will have a special place in the history of WorldSkills International.

I would like to take this opportunity to thank the many people and organizations who work tirelessly and contributed greatly to ensure the success of such a large and unique event like this. This Final Report recognizes the contributing people and organizations, but more importantly it showcases the successes and achievements of WorldSkills Calgary 2009 and indicates the impact of the event on the local, national and international stakeholders and the public at large.

With a special focus on increasing the media coverage and visitor experience along with a targeted focus on increasing or improving many key areas of our event, the 40th WorldSkills Competition was a significant step forward and upward.

The WorldSkills Calgary 2009 organizing committee was excellent and delivered world-class facilities, equipment, initiatives and hospitality. Their contribution and effort was outstanding. The partnership between WorldSkills Calgary 2009 and WorldSkills International was exceptional and both parties worked hard underpinned by a common goal to achieve all objectives that both organizations had set together and individually.

Our Host Member, Skills/Compétences Canada, also contributed greatly with their personnel network and years of experience in running national and provincial competitions. They will enjoy the wonderful legacy from this event and we are very confident it will be significant. There is no doubt this event will have an important and long-lasting effect in Calgary, in Alberta and across Canada.

I would like to recognize the outstanding contributions, partnership and support by all levels of government, industry partners, sponsors, supporters and volunteers who 'made it happen'. This applies equally to all our Members and their stakeholders as it does to the Calgary, Alberta and Canadian entities.

Lastly, on behalf of WorldSkills International, I would like to thank all the people around the world who make up the WorldSkills movement, for their ongoing commitment and dedication to our mission and objectives.

Our colleagues and friends in Calgary have delivered a world-class and special event – as we say goodbye and thank you, we look forward to capitalizing on all the successes from this Competition and working with our Members and stakeholders across the world towards WorldSkills London 2011.

A handwritten signature in black ink, reading "David Hoey".

David Hoey
Chief Executive Officer
WorldSkills International



Guy Mallabone
Chairman
WorldSkills Calgary 2009

In January 2004 I anxiously awaited the opportunity to present Canada's credentials to the Hong Kong General Assembly of WorldSkills International. Our goal was to secure the 2009 WorldSkills Competition and use that event to raise awareness of young people to the diverse career opportunities in trades and technology sectors. Five years later, I am extraordinarily proud to say that Calgary not only hosted the "best (WorldSkills) Competition ever", to quote WSI President Tjerk Dusseldorp, we also met or exceeded all expectations.

The total attendance exceeded our targets as did our sponsorship and revenue production. Staff and volunteers achieved a level of precision in the delivery of the 45 skill areas never before seen at a WorldSkills event. For the first time in the history of WorldSkills, the event was "visitor centric" and visitors were treated to information, engagement and activities to encourage them to become part of the event. The Try-a-Skill tent and the Skill Ambassador Stations were new ideas brought forward by the Calgary organizing committee and proved to be tremendously successful. Shortening the duration of the event and moving the Closing Ceremony forward was very well received and helped Calgary gain more national and international media recognition. As the Calgary Herald headline proclaimed on the morning after the Closing Ceremony, WorldSkills Calgary 2009 was truly "A Golden Event".

The real impact of WorldSkills Calgary 2009 has been and will continue to be felt in the legacy left behind. WorldSkills Calgary 2009 succeeded in moving \$16 million of state-of-the-art equipment into schools and post-secondary institutions throughout the province. Awareness by young people in the market area of trades and technology careers rose from 4% prior to the event to 97% afterward. A scholarship fund, support for local educational initiatives and funds to assist young Canadians to participate in future skills competitions were all created from revenue generated by WorldSkills Calgary 2009. In all, the positive financial impact of the event exceeded \$100 million.

I recognize the great contributions of the Board of Directors and the Advisors to the Board who dedicated their volunteer time to help make WorldSkills Calgary 2009 a tremendous success. I also acknowledge and thank the more than 3,300 community volunteers who contributed their time and talents. I thank the Province of Alberta as lead financial partner, the Government of Canada, the City of Calgary and more than 105 industry partners who all contributed significantly to financing and hosting WorldSkills Calgary 2009.

Finally, the WorldSkills Calgary 2009 staff served the organization above and beyond the call of duty. Over the past five years, with little information from previous events, staff was called upon to create a world-class event using their imagination, talent and creativity. The result was the fourteen days that changed the way WorldSkills events will be held in the future. To President and CEO Richard Walker, Vice President of Operations Brian Pardell and all the staff and summer students who worked so hard for so long: my sincerest thanks.

E.H. Guy Mallabone
Chairman
WorldSkills Calgary 2009



Richard L. H. Walker
President and CEO
WorldSkills Calgary 2009

In May 2004 Calgarians were very pleased to be awarded the honour of hosting the 2009 WorldSkills Competition. Our promise was to deliver the best WorldSkills experience in the history of the organization. Our bid focused on three main areas: the Lead-up period before the event; the Launch of 14 days of event activities; and the Legacy, or the experience that lives on after the Competition is over. At that time, we didn't know that five years later we would be gripped by a tremendous global economic crisis and facing a worldwide H1N1 pandemic.

In the face of little historic information and the need to change the way the Competition was delivered to allow greater media and public engagement, WorldSkills Calgary 2009 began to create the WorldSkills experience. Focusing on visitor engagement and highlighting the human side of the event for the media, WorldSkills Calgary 2009 launched the media program 100 days prior to the Opening Ceremony with the unveiling of the WorldSkills Countdown Clock. Media attention grew from that point forward right through the Competition. The Closing Ceremony provided a final celebration of skills and the pursuit of excellence to a sold-out arena.

Total attendance at WorldSkills exceeded 150,000. More than 500,000 viewers watched the 150 professionally-produced videos available online during the event. Many amateur videos were displayed on YouTube while Facebook and Twitter sites were filled with images and text about the event.

In the end, 851 young professionals from around the world experienced Calgary's famous warmth and hospitality. In exchange, they provided visitors with an enriching experience that elevated awareness about the importance of skilled professions, trades and technology. Thousands of school children from local and rural school divisions attended the event or were engaged through the One School, One Country program. Our education, marketing, sponsorship and media initiatives all changed the way the event is held.

None of this would have been possible without the enormous contribution of 3,300 volunteers and our dedicated staff. Calgary is known for its spirit of volunteerism and the city and surrounding area responded to the challenge. In May 2009 we recruited 30 college student interns to assist in the delivery of the event. These young people along with our 40 full-time staff delivered beyond our expectations and deserve a great vote of thanks.

Our Board of Directors provided the leadership and guidance critical to the success of an event like WorldSkills. Chairman Guy Mallabone and his colleagues provided great leadership and contributed significantly to our marketing, promotional and sponsorship programs.

Finally, it has been my honour to serve WorldSkills, both the Calgary organizing committee and the international organization. I have been blessed with the assistance and friendship of hundreds of people from around the world and I will hold the memories of the past five years with me forever.

Respectfully yours,

Richard L.H. Walker
President and CEO
WorldSkills Calgary 2009



event overview

event overview

WorldSkills Calgary 2009 (WSC2009) was the culmination of five years of planning, a \$55-million budget and an unprecedented volunteer, marketing and sponsorship program. The Competition was held in September 2009 but the WorldSkills experience started much, much earlier.

Lead by SAIT Polytechnic President Irene Lewis and VP External Guy Mallabone, a team of Albertans developed a bid to host the 2009 WorldSkills Competition. Implicit in the proposal was a promise to attract media, raise the WorldSkills profile and change the way skills, trades and technology are perceived by youth. In May 2004 at the WorldSkills International General Assembly in Hong Kong, Calgary was awarded the honor of hosting the 40th WorldSkills Competition.

The first challenge was to determine the program and calculate the corresponding cost. Early cost estimates for hosting the event were based on very limited information from the 1999 WorldSkills Competition in Montreal and a calculation of the eventual size and magnitude of the event to be held in Calgary. While little historic information was available, WSC2009 staff worked with contractors and suppliers of similar events held in Western Canada to estimate the costs.

During this period, WorldSkills International (WSI) was enjoying a surge of interest from countries interested in joining the organization and planning to attend WSC2007 in Shizuoka, Japan and then Calgary in 2009. Projections for attendance at WSC2009 were based on data extrapolated from the 2003 and 2005 WorldSkills events in St. Gallen and Helsinki and eventually Shizuoka. Based on preliminary registrations by Member countries at the WSI Vienna General Assembly in September 2008, the total number of Competitors expected in Calgary was set at 1,015.

Preparations for welcoming Competitors and Delegates proceeded and sponsorship for equipment and services progressed despite the global recession which began in earnest in the autumn of 2008. Initially, Calgary set a sponsorship target of \$9.5 million for its industry support program. Ultimately the WSC2009 Board of Directors increased the target to \$11.5 million to cover a projected shortfall in other revenue areas. By the time the event was held, the sponsorship team successfully negotiated \$12,453,000 in industry support with 23% in cash.

With the support of the Alberta government, WSC2009 launched the Skills Road Show featuring a truck-and-trailer unit housing a multitude of trades and technology demonstrations and career information. In the lead-up to WSC2009, this unit travelled the province visiting more than 90 communities while providing a hands-on experience to more than 60,000 students, teachers and the general public.





Venue planning and hotel accommodations in the lead-up to the event were impacted by the inability of WSI Member organizations to commit to attendance. Several deadlines were set by WSI for Members to confirm their participation and submit deposits. Deadlines came and went but little could be done to enforce the deadlines and millions of dollars of commitments by the organizing committee had to be confirmed or cancelled. In the face of uncertain attendance numbers and less than 20% of Members' accounts up-to-date, the organizing committee was forced to renegotiate the number of hotel reservations, volume of equipment orders and space allocation at the venue. In the end, 851 Competitors arrived to compete at WSC2009, an increase of 4% from the Shizuoka event. The impact of a reduction the number of participants from the Vienna registration estimate was felt most strongly in the logistics and site planning departments. Endless revisions to space allocation, renegotiations with equipment suppliers, sponsors and hoteliers and revisions to media and marketing materials all added to the staff and volunteer workload leading up to the event.

Competitors and Delegates Arrive

In late August 2009, Delegates and Competitors began arriving at the Calgary International Airport. Every visitor was greeted with a traditional western welcome, presented with a white cowboy hat – the symbol of Calgary hospitality -- and shuttled to either a downtown hotel or Competitors' Village at SAIT Polytechnic. After settling into their accommodation, Delegates and Competitors acquainted themselves with the Competition venue. They were then transported by luxury motorcoach to Banff, Alberta where they enjoyed a gondola ride to the top of the Alberta Rocky Mountains, shopping and touring in scenic Banff and finally, a welcome barbeque dinner at the Rocky Mountain Guest Ranch.

On September 1st, WSC2009 unveiled the One School, One Country program with 55 local elementary schools participating in a welcome event for the visiting teams. More than 50,000 elementary and middle-school children worked for more than a year to prepare a welcome celebration for their team. Competitors, Delegates and visiting dignitaries visited the schools and experienced the excitement and energy of Calgary's youth as they prepared for their WorldSkills experience.

The Opening Ceremony was held on the evening of September 1st and featured welcome speeches by Treaty 7 Grand Chief Charles Weaselhead, Chief of the Blackfoot Nation; The Right Honorable Stephen Harper, Prime Minister of Canada; The Honorable Ed Stelmach, Premier of Alberta; His Worship Mayor Dave Bronconnier, Mayor of Calgary; Tjerk Dusseldorp, President of WorldSkills International; Guy Mallabone, Chairman of WorldSkills Calgary 2009 and



Richard Walker, President and CEO of WorldSkillsCalgary 2009. The evening was filled with celebration, excellent entertainment and fireworks, leaving everyone in attendance with a heightened expectation for the experience to follow in the coming days.

Competition Begins

September 2nd marked the first day of Competition and the official opening of the WorldSkills Venue at Stampede Park. Dignitaries from WorldSkills, the Federal, Provincial and City Governments as well as sponsors and visitors participated as the Global Skills Village, Skills City, the education Launch Pads and Canada House were all officially opened. Competitors who were shuttled from the first-ever WorldSkills Competitors' Village by dedicated Light Rail Transit trains disbursed over the 100,000 square metres of Stampede Park and were busily engaged in their individual competitions.

At Stampede Park, Global Skills Village, presented by UA Canadian Piping Trades, became a world-class venue for businesses and institutions to meet and present their products and services to those in attendance. WorldSkills Connect Place in Global Skills Village allowed, for the first time in WorldSkills history, visitors a place to meet and discuss topics of mutual interest. Across the park, Skill City, presented by the Calgary Herald, was a focal point for young students to try their hand at one of sixteen Try-a-Skill activities. From culinary to welding to carpentry, youth from across the country experienced many of the activities associated with a career in skills, trades and technologies.

Leaders' Forum

The WorldSkills Leaders' Forum attracted more than 600 professionals from around the world to listen to a keynote address by business executive and author Don Tapscott and a panel discussion that included five previous WorldSkills Champions. Those in attendance agreed the presentations and the discussion that followed was an excellent complement to the previous presentations made in Calgary by Sir Ken Robinson, educator and futurist; Mike Holmes, television celebrity and general contractor; and Chef David Adjei, who delighted Technical Delegates at the March preparatory meetings with a culinary demonstration and competition featuring two young skills Champions.

Delegates and visitors at WSC2009 were invited to relax in the VIP Lounge at Stampede Park and to enjoy the City of Calgary's WorldSkills Cultural Celebration at Stampede Park and downtown at Calgary's Olympic Plaza. In total, non-competition events and activities leading up to and through the Competition engaged more than 125,000 people in the WorldSkills "movement".





During the Competition, WSI conducted their 2009 General Assembly and selection of the host country for WSC2013. In a dramatic vote, Leipzig, Germany was selected to host the 2013 event. Delegates and visitors also participated in multiple receptions, technical and Board of Directors meetings while visiting Calgary.

Media Coverage

Calgary organizers implemented a program of media engagement and marketing promotion using traditional and new media. The Calgary Herald newspaper and Global Calgary Television gave extensive coverage leading up to and during the event. BBC World News presented a feature on WSC2009, drawing global attention to the event. WSC2009 also benefitted from new media and by the end of the Competition, more than 400,000 video downloads from WorldSkills TV had been realized. YouTube, Facebook and Twitter sites were used extensively by WSC2009 to ensure that the WorldSkills experience was shared by as many in the global community as possible.

The Closing Ceremony was held September 6th before a sold-out audience. Individual medals, Best of Nation awards and the ceremonial transfer of the WorldSkills flag from the Calgary organizing committee to the WorldSkills London 2012 organizing committee were highlights of the evening. Competitors and their Team Leaders celebrated their achievements with a spontaneous flag march around the venue and all participants were treated to a Farewell Party in the multiple tent and outdoor spaces adjacent to the ceremony.

During the Farewell Party, event organizers featured the talents and energy of the Competitors in Fashion Technology by holding a fashion show of the wedding gowns designed during the Competition. The first-ever People's Choice Awards were presented to Competitors chosen by the general public and the first-ever WorldSkills Sustainability Awards were presented to Experts and skills categories that best expressed environmental responsibility in the design and execution of their competition.

Labour Day Classic

Competitors and their families were hosted to a Family Brunch at the Competitors' Village, an opportunity to gather and relax from the week's competition. Visitors and Delegates were taken to McMahon Stadium for a North American style tailgate party in advance of the Canadian Football League Labour Day Classic Football Game between the Calgary Stampeders and the Edmonton Eskimos. This was the last official event of the WSC2009 experience and provided Competitors and Delegates a final opportunity to unwind from the pressure of Competition.



September 8th was a very busy day at Calgary International Airport as thousands of Delegates and Competitors began their journey home. WSC2009 organizers began the task of disassembling the venue at Stampede Park and distributing more than \$16 million in state-of-the-art equipment to schools and institutions across the province.

The Alberta government Equipment Legacy Program organized by WSC2009 provided sufficient resources to guarantee excellent competition conditions for the event and ultimately saw the distribution of the competition equipment into 105 separate educational schools and institutes throughout the province. This legacy of WSC2009 will ensure young Albertans have the opportunity to learn and train on modern equipment, preparing them to participate fully in the development of their talents and skills.

IPSOS Survey

Shortly after the Competition was completed, WSC2009 commissioned a survey by IPSOS Canada, a national marketing and polling firm, to determine the impact of the event and non-competition activities. Prior to the 2009 event, IPSOS conducted a poll of youth in the Calgary market area. That poll indicated 4% of youth surveyed were aware of the WorldSkills event and opportunities for careers in trades, skilled professions and technology. The survey conducted after WSC2009 showed a remarkable increase in awareness in the same age group: fully 97% of youth surveyed after the Competition were aware of the WorldSkills event and indicated an elevated awareness of career opportunities.

Finally, WSC2009 organizers reported a financial surplus after the competition due to the extraordinary success of the marketing program and the implementation of a strong, professional sponsorship campaign. This surplus allowed the WSC2009 Board of Directors to fund a WorldSkills Scholarship Program and provide founding support for skills development initiatives in the City of Calgary, throughout Alberta and across Canada.

With the direction of a dedicated Board of Directors, 68 professional staff and 3,300 community volunteers, WSC2009 exceeded its planned outcomes. From global media recognition to a flawless implementation of the H1N1 protocol, outstanding Opening and Closing Ceremonies, exceptional venue preparations, extraordinary sponsorship success, unbeatable western hospitality, a multi-cultural arts festival and a multitude of highly successful non-competition activities, WorldSkills Calgary 2009 set the stage for a new era of WorldSkills events and the continued growth of a global WorldSkills movement.





financial framework

financial framework



WorldSkills Calgary 2009 came together as the result of the combined efforts of several agencies, governments, partners and supporters. EnCana Corporation, PCL Constructors, Enerflex, Air Canada, the Calgary Airport Authority and SAIT Polytechnic joined forces to underwrite the cost of developing and delivering the WorldSkills Calgary 2009 bid to the WorldSkills International General Assembly in Hong Kong in 2004.

Subsequent to the awarding of the event, the Province of Alberta and the Government of Canada provided lead financial support for the early days of the organizing committee. In total, the Province of Alberta contributed \$24.4 million in funding and the Government of Canada contributed \$13.4 million to program and event support. As part of their contribution, the Province of Alberta created the financial mechanism to facilitate the Equipment Legacy Program, delivering \$16 million in funding to purchase equipment and materials for the Competition which was then distributed to schools and post-secondary institutions throughout Alberta. In addition, the Province of Alberta established a \$4 million transportation assistance program for schools throughout Alberta to arrange transportation for their students to come to Calgary to attend the event.

Corporate sponsors provided \$12.5 million in materials, equipment and financial support. This greatly exceeded the original industry target of \$9.5 million despite a global economic recession. These funds and value-in-kind support were critical to the success of WorldSkills Calgary 2009 and affirms industry's commitment to youth education and skills development.

Delegates, Competitors and visitors were offered an event package that included accommodation, meals, transportation and entertainment. In total, 3,000 packages were sold to visitors. In cooperation with our partners at the City of Calgary and our tour providers at Brewster Inc., WorldSkills Calgary 2009 provided an Arts and Cultural Festival and visitor experience to Banff that have been noted as the best ever.

In summary, WorldSkills Calgary 2009 generated approximately \$55 million in revenue to successfully off-set the expenses of all activities from the initial bid in Hong Kong, through pre-event promotion, the 14-day WorldSkills Calgary 2009 experience and funding of the Legacy Program. In addition to raised awareness to opportunities available in skills, trades and technology, the long-term legacy of WorldSkills Calgary 2009 includes endowed scholarships, youth support and community programs aimed at education, advocacy and skills development and on-going consultation to WorldSkills International.





competition



venues

Stampede Park was a suitable venue for WSC2009 with its unique combination of exhibition space and park land.

WSC2009 encompassed over 100,000 square metres of space for competition, meetings, offices, media, exhibitors, demonstrations and events. We utilized six permanent structures for skill and non-skill space, including the BMO Centre, Big Four, Grandstand, Big Top, Corral and Agriculture buildings.

We also erected over 30,000 square metres of tents on the Stampede parking lots to create covered space for skills, storage and public events.

Tent Set-Up

WSC2009 moved onto Stampede Park three weeks before the Competition to begin erecting tents. We installed five major structures to house skills, the largest being 40x95 meters. We also erected a 50x100 meter tent for the Global Skills Village, an interactive exhibitor's area. Smaller tents housed the Iron Workers, Canada House, Alberta House, Heavy Equipment Technicians and the education Launch Pads.

Skill Set-up

Our largest undertaking was the set up of 45 skill areas. The most lengthy were Landscape Gardening and Car Painting which required extensive preparation and six full days to set up.

We hired five venue coordinators who were each assigned an area of responsibility. They got to know their skills, Workshop Supervisors and Experts and with the help of thousands of volunteers, all 45 skill areas were set up on time.

GES Canada installed 3-foot pipe and drape around the perimeter of every skill area. Each skill also had an Expert's room, Competitor's room, storage space and meeting area. These rooms were constructed of GEM system walls with lockable doors for security.

Some skill areas had carpet but the majority operated from hard floors or the asphalt pavement outside.

Non-Skill Space

There were many non-skill areas on the park. These included: Canada House, Alberta House, the VIP Lounge, Connect Place, Global Skills Village, Media Centre, Volunteer Centre, staff offices, WSI offices, WSC2011 offices, meeting rooms, Nashville North (food pavilion), food kiosks, mobile training labs, oil rig, HET tent, Iron Workers tent and storage.



Storage

There was a very large need for storage on and off site to accommodate the massive amount of equipment and materials for the event.

The main on-site storage was the Agriculture building with 7,500 square metres of space centrally located on the park. The building was easily accessible from all parts of Stampede Park.

We required additional storage around the park so we utilized small tents (for Landscape Gardening materials) and PODS (portable storage containers) for lockable storage. These units were used by the Education Department, IT, Accreditation, Safety and Marketing/Merchandise.

Security

A major challenge was that the venue is a public space and therefore open to the public. With the addition of increased evening security, the outdoor facilities and equipment were secured. There were no major issues securing the buildings. We worked daily with Stampede Park to evaluate our security needs and were able to plan for and react quickly to any issues that arose.

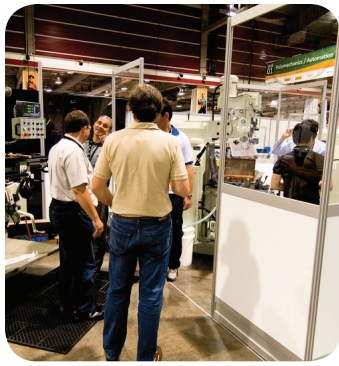
VIP Lounge

The VIP Lounge was located in the historic Rotary House. Its rustic log cabin atmosphere and upscale décor made it the ideal place to invite our VIPs and their guests. The lounge was equipped with food and beverages, an internet café and virtual golf simulator.

Information Booths

Information booths were located throughout the park where visitors could seek help. These were staffed by volunteers from Rotary Calgary, a local division of Rotary International.





material logistics

Material Logistics was responsible for the transportation, warehousing and distribution of all material goods associated with the setup, Competition and move out of the event. Responsibilities included planning and processes associated with the physical functions of unloading, verification, identification and staging of material prior to the Competition.

Our efforts consisted of two functional areas: Warehouse Operations and Distribution Planning. Overall logistics functions were handled differently due to the unique requirements of each operational category:

1. Competitor toolboxes
2. Inventory List (the "IL" or competition materials)
3. Information Technology
4. Non-IL organizational requirements (non-Competition)
5. Sponsors and exhibitors
6. WorldSkills International
7. Legacy distribution

Material Distribution

The goal of Materials Distribution was to provide the plan, process and organizational resources to execute the delivery of the materials on time and in good order. This included coordinating transportation, scheduling and planning activities to ensure a smooth and timely delivery of all materials. We worked with suppliers to evaluate the type of material, type of load and transport and distribution requirements and to schedule deliveries and the physical handling requirements for distribution.

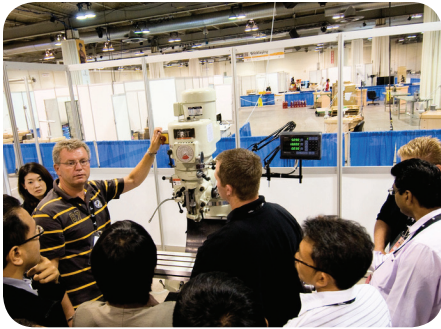
Staff implemented and maintained processes and procedures to achieve these goals. We worked closely with Procurement and Venue Operations departments: the IL was maintained by Procurement and was our main resource for procured items. Logistics was responsible for assessing material requirements and the distribution process with the suppliers to determine any unique needs. Whenever Procurement created an order, there was a materials distribution form sent to the supplier to determine product specifications so that the item could be properly scheduled. We found procured items were all unique to the parties involved within the distribution network. With the exception of the supplier, there was no background experience available to Logistics to determine how items should be handled or if special consideration should be given. The need for information from suppliers on what, where and how these items would get to the event site was reviewed carefully.



Material Warehousing

Material Warehousing provided the physical facilities, equipment and personnel to manage the day-to-day delivery of materials including loading and unloading, verification of items ordered, identification of items for furtherance and final use and the staging of material in advance, during and after the Competition.

Two warehouse locations were used. The Butler Warehouse at the City of Calgary Manchester Centre was rented from the City as part of the City's Founding Sponsorship. The Distribution Centre in the Agriculture Building at Stampede Park was used as the on-site distribution location. Each building was approximately 4,000 square metres in floor space. Distribution planning focused on reducing as much advance warehousing as possible for items that could be diverted directly to the event site, especially large items such as machinery and equipment and high-volume items such as signage. Consideration was given to item availability, vendor support to guarantee availability, origin location and potential for any impact by delay. Decision making for inbound scheduling and delivery destination was determined by the Logistics Coordinator. The Butler warehouse was conveniently located and close to the venue site.



Facts and Figures

- **7,000** items / **300,000** units of materials were required for the skills competition.
- **200** truckloads of materials were handled consisting of:
 - **40** truckloads of landscaping material
 - **20** 53-foot truckloads of IT equipment
 - **7** heavy equipment haulers with **24** CNC machines arriving from all over North America
 - **7** 53-foot trailers of cooking appliances
 - **5** truckloads from Sweden with **21** autobody workshops, including a frame alignment bench in each shop
 - **20** truckloads of tool boxes belonging to **851** competitors from **46** countries
- **200** exhibitors required material delivery and unloading for the Global Skills Village.
- **45** skill areas each had their own unique material requirements, the scale and scope of this setup was unlike any other in the history of Stampede Park.



IT infrastructure

Data Network Infrastructure

Goal

The first-ever Cisco network for WorldSkills International connected all 45 skills so the Competition Information System (CIS) could be used to judge the skill events and the system used to manage all user accounts and networked peripherals.

Preparation

Architecture material was reviewed and conversations were held with Workshop Supervisors and Chief Experts to review requirements of all skills. The WorldSkills Windows network was designed on a VMware/SAN based platform with backups offloading to an HP Deduplication unit. There were five physical servers each with the VMware ESX operating system installed with virtual servers and their data stored on the SAN itself. Servers can be easily moved from one physical server to another using VMware's VMotion technology while still running; this allowed the administrator to perform maintenance on servers during the day without causing downtime.

Outcomes

The network infrastructure was a success from the Cisco layer 2/3 hardware and the HP data center running Windows Server 2008. However, not all skills utilized the virtual technology through secure VLAN's. It would have been useful to host all peripherals in every skill off the data center and to create a smoother process for all Experts and Workshop Supervisors to understand the technology they could utilize.

WorldSkills International should use their own blade server that travels to every event to copy the data from the hosting country's IT setup. This would help future hosts create a more streamlined process for IT setup.

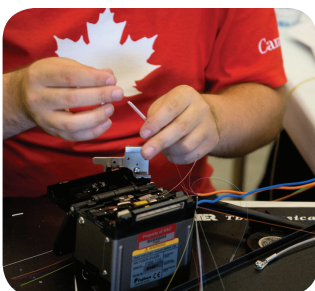
By the Numbers

- 964 HP desktops installed
- 78 HP laptops
- 200 HP personal printers
- 12 HP plotters
- 8 terabyte HP data center
- 100 Cisco switches

IT Needs

Goal

To implement a secure, resilient network to support high performance wired and wireless infrastructure. The network was designed by Cisco Certified Professionals





along with skilled individuals from HP who helped design the data center and desktops. Together they created an integrated strategy with multiple layers of security and redundancy

Preparation

To understand and apply network security concepts to ensure the methodology of the WorldSkills Calgary 2009 design was functional and optimizable by all groups. Multiple technologies and network devices were researched to ensure proper functionality.

Outcomes

The design of the first-ever integrated network for WSI was a success. There was good utilization of the hardware supplied with good support from sponsors, vendors, suppliers and the media. There was streamlined workflow for the WSI Secretariat.

However, personnel at the 45 skilled events did not fully understand the support structure in place for the network. More communication during the lead up would have helped the Competitors and Experts understand the technologies in place. A better defined communication structure could have been utilized for support during the installation of the network. IT Helpdesks strategically located across the park were not well utilized as the front-line IT support system.

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Mobile Communications: Radios

Goal

To provide mobile communications during the event for all groups involved in the setup, execution and tear down of the competition. A trunked two-way radio platform was used and we delivered a communication protocol, documentation and user orientation.

Outcomes

We experienced no interruptions in communications with other bandwidths utilized at Stampede Park. Groups understood the communication protocols and stuck to the correct dedicated channels. 97% of all 290 radios were returned in excellent condition.

Additional closed radio channels for certain groups would have been beneficial, including a dedicated WSI channel. WSI did not choose to utilize the radio system provided and in so doing, excluded themselves from the preparations and delivery of the event.





Mobile Communications: Cell Phones

Goal

To provide cellular communications for mobile telecommunications (mobile telephony, text messaging or data transmission) during the event for specific groups as designated by WSI. The goal was to deliver an easy-to-use cellular unit tied into the network infrastructure to send SMS messages to individuals or groups as specified by WSI.

Outcomes

Roger's Wireless, a national carrier was used with Samsung J706 hardware. Step-by-step documentation was created and a full address book of supplied cell phone numbers was programmed into each phone.

However, WSI did not message all parties when they sent out SMS texts and not everyone who was issued a phone checked for SMS messages. There was a difficult process for returning phones and pay-as-you-go is a very expensive way to utilize cellular devices. This system and process is not recommended for future WorldSkills events.

Information Boards & Video Displays

Goal

Visual communication helped promote the skills to all visitors. It was also a great tool for attracting people to interactive video displays and kiosks. We utilized cutting-edge touch screen technology to showcase evolving video and communications technologies and to activate interactive programming.

Outcomes

This project was a great method to create public involvement. Kiosks and screens were located where large numbers of people gathered. Unique ideas were created for video walls, pentagons and kiosks, with interactive full color graphics, photography and video segments. Interactive terminals helped visitors understand the competition.

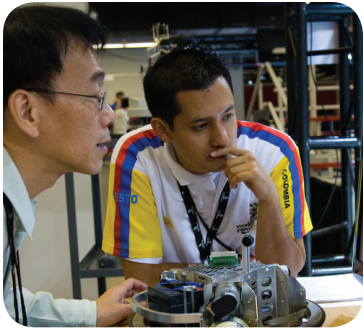
However, there was not enough variety of material displayed and outdoor displays were limited due to weather and security concerns.

By the Numbers

- 130 Samsung 46-inch LCD displays
- 1,100 Samsung 22-inch LCD monitors
- 15 HP Touchsmart kiosks



workshop supervisors



Background

The WSC2009 Organizing Committee required technical roles to be filled by volunteers for each of the 45 skilled events. Qualified volunteers were given the opportunity to apply for technical roles and participate in various preparatory activities prior to the event. Assignments were offered by the Technical Advisory committee. Candidates were apprised of the commitment involved in their appointment and their employers signed a Letter of Support.

Workshop Supervisor (WSS) Role

Each WSS was responsible for all workshop installations, preparation of materials, security, health and safety, general tidiness and neatness, and generally supporting the Experts in their work. The WSS was present in the competition area during set up, event and tear-down days.

Selection Criteria

WSC2009 sought WSS with the best combination of the following knowledge, abilities and qualifications:

- Knowledge and/or practical experience at WorldSkills Competitions, provincial or national Competitions;
- Extensive technical experience and competence;
- Demonstrated leadership in their trade or technology;
- The ability to work well in a team environment with superior communication and interpersonal skills;
- Demonstrated passion for their trade or technology and a desire to communicate it to others;
- Up-to-date knowledge of all developments in their trade or technology and
- A willingness to participate with the Provincial/Territorial Skills/Compétences Canada organization in their home province or territory.

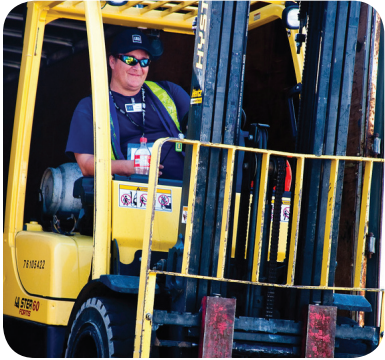
General Duties

WSSs reported to WSC2009. They were briefed by the WSI Technical Committee Chairman and the WSI Secretary General on special arrangements, circumstances and conduct of the competition.

Specific Duties

- 2009 WSSs were permitted into the workshop areas at WSC2007 in Japan as 'technical observers' to gain experience.
- WSSs were responsible for health and safety in the competition workplace.





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- WSSs ensured appropriate floor area/space was available for machines and workplaces.
- WSSs ensured workplaces were properly lit to the required industrial standards and suitable for the particular type of work undertaken.
- WSSs were responsible for all workshop installations, machines, tools, electrical and water connections and all special items listed in the Technical Description.
- WSSs provisioned materials for test projects specified by the jury.
- WSSs prepared all project materials required for use during the competition.
- WSSs maintained order and tidiness in the workshops.
- WSSs provided safety instructions and application to Experts and Competitors when requested by the Chief Expert.
- WSSs provided facilities for locking up test project papers and drawings.
- WSSs were prepared instruments and equipment for project assessments.

Preparation and Duration of Tenure:

In cooperation with provincial/territorial organizations and Skills/Compétences Canada, all WSSs had the opportunity to prepare for their role by participating in a regional or national event in a similar capacity. The WSS role was from March, 2007 to September, 2009.

WSS Assistant Role:

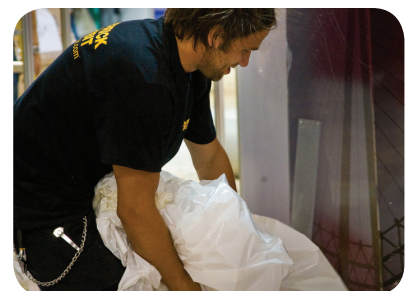
WSS Assistants reported to the WSS. Their role was mainly to support their WSS where required and be present during set up, operation and teardown.

Summary:

A total of 83 WSSs and WSS Assistants were recruited from across Canada and England, Austria and Finland to satisfy the correct balance of skilled technical volunteers required for the successful operation of all 45 competitions. Most volunteers were instructors from technical institutions or colleges with a healthy sample from industry.

In most cases, WSSs and WSS Assistants volunteered for two years leading up to the event and jointly contributed approximately 20,000 man hours during set up, operation and tear-down.

The recruitment, retention and management of the WSSs and WSS Assistants was the responsibility of Technical Manager Jim Little. Direction and guidance was provided by Brian Pardell, Vice President of Operations.





occupational health & safety

The Safety Department implemented a comprehensive safety system for the 40th WorldSkills Competition. It included:

- Creating and managing the Safety Advisory Committee.
- Completing the OH&S Manual and other policies and procedures.
- Coordinating 60 Event Control Coordinators.
- Generating an inventory of required safety equipment.
- Accepting Prime Contractor responsibilities.

Safety Advisory Committee (SAC)

The SAC was created to advise WSC2009 on all aspects of safety which might affect any part of the event. SAC was a proactive entity which brought together all key stakeholders, including representation from:

- SAIT
 - Security
 - Health and Safety
 - Residence
- City of Calgary
 - Police Service
 - Fire Service
 - Emergency Medical Service
 - Special Constables (C-Train)
- Government of Alberta
 - OH&S Workplace Safety
- Calgary Stampede Park
 - Security
 - Health and Safety

Occupational Health & Safety (OH&S) Manual

The OH&S Manual demanded a combination of replicating and improving the OH&S Manuals from WSC2005 and WSC2007 while guaranteeing the standards at WSC2009 met or exceeded the OH&S legislation in Alberta. The final manual, Version 1.6, was vetted by WSI, WSC2009 and, most importantly, the users of the manual, Workshop Supervisors and Experts in all 45 competition areas.

The OH&S Manual was provided in hard copy to all 45 competitions, WSC2009, WSI Health and Safety Audit Team (QAMS) and members of the SAC.



Event Control Coordinators (ECC)

The 60 ECCs, which acted as the Safety Team on the ground, were a mixture of professional safety men and women from throughout Alberta who volunteered to act as the Audit Committee for the set-up, tear down and four days of competition.

The presence of a highly visible, professional Safety Team created a heightened awareness of safety throughout the event, both inside the 45 skill areas and throughout the event including the Try-a-Skill areas and Skill City. Also key stakeholders including government, suppliers, Stampede Park staff, educators, students and the general public were well aware of the importance of safety at the event because of the high visibility of the ECCs.

Required Safety Equipment

A list of required safety equipment was generated and presented to potential sponsors for fulfillment. 3M Canada sponsored the safety equipment, donating equipment valued at \$23,687. Approximately \$45,000 in safety equipment, including personal protective equipment, fire extinguishers and industrial cable covers was put into the Equipment Legacy Program for distribution through the Government of Alberta to educational institutions.

Prime Contractor Responsibilities

The Safety Manager acted as the Prime Contractor for the event, with many and varied responsibilities:

- Overall responsibility for health and safety at the work site, including the completion of a General Orientation and a Safety Orientation.
- Monitoring activities at the work site to ensure the health and safety system was functioning properly.
- Ensuring first aid services, equipment and supplies required by the OH&S Code were available at the work site.
- Overseeing all equipment installations, ensuring compliance with all requirements of the OH&S Code pertaining to the design, construction, erection and installation of that equipment.

The Safety program was managed by Safety Manager Terry Arseneau with support from Vice President of Operations, Brian Pardell.

By the numbers

- **60** ECCs on site for **216** man days or **2,200** hours total
- Safety Team achieved the goal of **zero** serious incidents
- **23** incidents required attention at the First-Aid/Nurses station:
6 Competitors (small hand cuts) and **17** WSC2009 volunteers or employees
- **2** near misses and **2** equipment damage reports
- **850** competitors x **22** hours worked = **18,700 hours worked** with **zero** recordable incidents



accreditation &
accommodation

accreditation & accommodation



This department was responsible for accreditation and welcome bags; Delegate package sales; accommodation for volunteers, sponsors and suppliers; Competitors' Village housing and food services and food service Delegate lunches at Stampede Park.

We worked closely with most other departments including Education, Transportation, Volunteers, Special Events, Media Relations, Sponsorship and Operations.

Accreditation

We contracted with Alliance Tech to provide all pre-event, on site, and post-event support including printing the accreditation badges and maintenance of the accreditation database. Alliance Tech used radio frequency identification (RFID) technology to track event attendance and duration, crowd control and behavior. The result is a sophisticated report analyzing attendee interests and behaviors. This information will be utilized by WorldSkills International, WorldSkills London 2011, government partners and key sponsors to plan future events.

We liaised with the Education Department to pre-print accreditation badges for all schools who pre-registered. Badges included school name for easy identification. Schools that did not pre-register were given a general education badge so that their experience could still be tracked.

We collaborated with Alliance Tech to develop the online registration system for the general public. This was available for pre-registration almost two months prior to the event in the hopes of minimizing lineups as the public arrived onsite.

We worked with WSI on the accreditation badging process. WSI identified their protocol for badges including access points for various groups. WSI also provided data and photos for badges through their internal database of Competitors and Delegates. We integrated and cross-referenced data from the package reservation system with WSI data and managed non-WSI registrants including sponsors, media, government, observers and volunteers. 8,837 accreditation badges were printed in total – including Delegates, Competitors, stakeholders and volunteers.

We managed distribution of accreditation badges and welcome bags. All Delegates arriving at the Calgary International Airport were given their accreditation at the Welcome Desk in the International Arrivals area. This was a successful process to distribute badges upon arrival. Volunteers and WSC staff handled large groups in a very short period of time thereby providing a positive welcome experience.



Welcome bags included a WSC logo'd tote bag, cowboy hat, water bottle, notebook, lip balm, hand lotion, Canada pin, book from Calgary Economic Development, welcome letter, Tourism Calgary maps and information, restaurant discount information card and H1N1 information. The cowboy hats were extremely popular amongst the visiting Delegates.

Some accreditation badges were distributed at the Accreditation Booth at Stampede Park. This was the the main area for re-printing lost badges, new badge printing and photographs. As the central point for all accreditation, this ensured that Delegates, stakeholders and media were given consistent accreditation.

A protocol for printing a new badge was established to ensure individuals were not given accreditation that they did not qualify or pay for. A designated person from WSI in conjunction with a designated person from WSC controlled the process.

Delegate Accommodation Packages

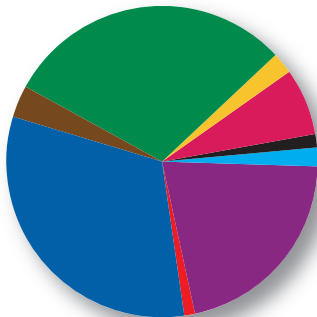
We partnered with Anderson Vacations, who managed the online reservation system. Package prices included hotel accommodation, lunch at the competition site, transportation to and from the airport, local transportation on LRT (Light Rail Transit), Opening and Closing Ceremonies tickets, excursion and reception tickets, Industry Nights (3), Family Brunch (if they were a Competitor's family member), the Farewell Party, Labour Day Classic Football Game and tailgate party, accreditation badge and welcome bag. Packages for Competitors and Team Leaders also included breakfast and dinner at Competitors' Village.

Room-only rates were provided to sponsors, government officials, and WSI as there was no requirement for these groups to purchase a package in order to receive the other components in the packages.

Seven hotels in the downtown core and three hotels in the surrounding area were the host hotels. WSC2009 occupied 29,245 room nights in the seven hotels and at SAIT's Competitors' Village. This was a significant economic impact to the City.

Anderson Vacations provided weekly reports on country payment and registration status. Payment schedules were outlined in advance to each country, however few countries adhered to this schedule and as a result actions were required to ensure WSC2009 received full payments.





Number of Packages Sold by Delegate Type:

Competitors	851
Team Leaders	87
Experts	801
Technical Delegates	58
Interpreters	179
Official Delegates	49
Official Observer	63
Observer	555
Daily Visitor/Observer	30
TOTAL	2,673

58% of packages purchased by Delegates were 13-day packages. This does not include Competitors and Team Leaders who purchased 10-day packages.

Accommodation for Volunteers, Workshop Supervisors & Sponsors

Bookings for this group were managed internally for internal departments who provided us with requests and rooming lists. In this category, 2,613 room nights were secured and paid for by WSC2009 for Workshop Supervisors, Skills Ambassadors, Try-a-Skill volunteers, set-up and general volunteers. This included 130 volunteers and 62 Workshop Supervisors and Assistants.

Apartment accommodations were provided for long term stays in the downtown area and in close proximity to Stampede Park. We also utilized hotels within close proximity to the LRT line. Sponsors who did not wish to stay in a downtown hotel or who were coming to the event for an extended period were provided with hotel referrals.

Competitors' Village at SAIT Polytechnic: Housing and Food Services

All 851 Competitors and Team Leaders were accommodated in the hotel-style residences at SAIT Polytechnic. As a WSC2009 Founding sponsor, SAIT Polytechnic delivered a complete Competitor experience. Recreational facilities including a swimming pool, gymnasium and fitness centre enhanced the experience and added to the state-of-the-art facilities in the library, book store and cafeterias. Due to the timing of WorldSkills Calgary 2009, SAIT Polytechnic delayed the start of their academic year by two weeks to allow WSC2009 to take over the campus. Competitors and Team Leaders enjoyed the collegial atmosphere of the Competitors' Village while cable television, wireless internet access and residence lounges on each floor provided a break from the stresses of competition.

For the first time in the history of WorldSkills, all Competitors and Team Leaders enjoyed single bedroom suites and hotel-style accommodation on one campus. The administration and service staff at SAIT Polytechnic enthusiastically welcomed Competitors and ensured each were well cared for during their visit to Calgary.



We liaised with SAIT housing services and Anderson Vacations to ensure expectations of the Competitors and Team Leaders were met. We coordinated the distribution of the H1N1 kit to the Team Leaders which included surgical masks, thermometers, sanitary hand wipes and a general health information sheet.

We coordinated with SAIT's food service provider, Chartwells, to plan breakfast and dinner menus. Seven months prior to event, Team Leaders were contacted regarding special dietary requirements and the number of people requiring specific cultural meals. Menu planning took into consideration these requests.

As the event occurred during Ramadan, special consideration was made to ensure Competitors and Team Leaders who observed Ramadan were provided food prior to sunrise and after sunset. As a result, dinner times were extended into the evening to ensure all Competitors had the opportunity to eat together. Boxed meals and additional food was provided so Competitors could take food to their room to eat early in the morning.

Food Services: Stampede Park

We planned lunch menus in Nashville North for Delegates and Competitors in coordination with catering event managers at Stampede Park. We liaised with WSI regarding food service requirements for WSI offices and coordinated daily snack and beverage deliveries for skill areas.

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During the event, we attended Jury President's meetings as required to address any questions or issues. We made adjustments by extending lunch hours, providing another entrance and food line for Competitors and Team Leaders separate from other Delegates, providing boxed lunches to certain skills that requested the service and re-imbursement of money to Delegates who observe Ramadan and did not partake in the lunch service included in their package.

Key Findings from Alliance Tech:



(General Public and Education, not including Delegates)

■ Average Duration of visitors to WorldSkills Calgary 2009:






- Education: 5.42 hours
- General Public: 6.29 hours

■ Overview – Demographics – General Public and Education:







Gender:

	Female	49%
	Male	51%






Age Range:

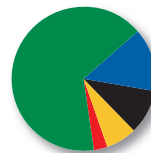
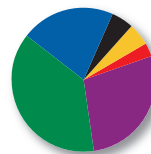
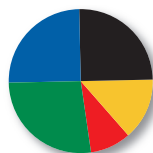
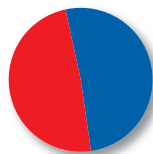
	36-50 Years	27%
	Under 18	25%
	50 +	25%
	18-26 Years	14%
	27-35 Years	9%

Students attendance:

	High School	38%
	Junior High	21%
	Elementary	5%
	College	5%
	University	3%
	Other/Unknown	28%

■ How did attendees hear about WorldSkills Calgary 2009:

	School Program	66%
	Advertising	14%
	Other	10%
	Word of Mouth	7%
	Work in Industry	3%



■ **6% of the general public and students attended the event more than one day**

■ **Global Skills Village:**

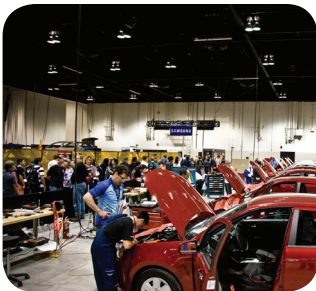
- 70,735 Education and General Public visited Global Skills Village during four days of competition. This does not include accredited Delegates, volunteers and staff.
- Education: 68.9% visited and spent an average of 36.7 minutes.
- General Public: 73.3% visited and spent an average of 31.5 minutes.
- Peak Times: 10:30 am to 1:30pm.

■ **Skill City:**

- 34,448 Education and General Public visited Skill City during four days of competition. This does not include accredited Delegates, volunteers and staff.
- Education: 43.7% visited and spent an average of 38.4 minutes.
- General Public: 26.5% visited and spent an average of 29.6 minutes.
- Peak Times: 10:15 am to 1:15pm.

Skills Ranked By Attendance:
(people visited the area)

Rank	General Public	Education
1	Polymechanics/Automation	Floristry
2	Floristry	Beauty Therapy
3	Beauty Therapy	Polymechanics/Automation
4	Manufacturing Team Challenge	Manufacturing Team Challenge
5	Fashion Technology	Fashion Technology
6	CNC Milling	Autobody Repair
7	Bricklaying	Restaurant Service
8	CNC Turning	Ladies/Men's Hairdressing
9	Ladies/Men's Hairdressing	CNC Milling
10	Autobody Repair	Bricklaying
Least Visited	Stonemasonry	Web Design



Skills Ranked By Duration:

Rank	General Public	Percentage of Total Time	Education	Percentage of Total Time
1	Floristry	5%	Beauty Therapy	5%
2	Confectioner/Pastry Cook	5%	Floristry	5%
3	Beauty Therapy	5%	Sheet Metal Technology	5%
4	Restaurant Service	4%	Welding	4%
5	Autobody Repair	4%	Restaurant Service	4%
6	Cabinetmaking	4%	Confectioner/Pastry Cook	3%
7	Polymechanics/Automation	3%	Autobody Repair	3%
8	IT PC/Network Support	3%	Polymechanics/Automation	3%
9	Fashion Technology	3%	Cabinetmaking	3%
10	Landscape Gardening	3%	Fashion Technology	3%
Least Visited by Duration	Mobile Robotics, Stonemasonry, IT/Software Applications, Web Design	0%	Painting & Decorating, Plastering & Drywall Systems, Mobile Robotics, IT/Software Applications, Web Design	0%



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What Does The Data Tell Us?

- Duration of stay is the most important indicator of the popularity of a skill area as the length of stay translates to the fact that the individual was interested in the skill.
- Less activity in skill tents – Visitors went to BMO Halls A, B, C, D, E when they first arrived and spent the most time in these areas. The skills in the Agriculture Building and Grandstand were the least attended.
- Skills with the least visual appeal or interaction with the public were the skills with the smallest duration. Therefore, there was limited engagement with visitors to that particular skill.
- Strategic placement of skills drives traffic to those skills. Less popular skills could be placed closer to more visually interesting and popular skills.
- Try-a-Skill areas that were located close to the actual skill were very popular. For example; the “Make a Yo-Yo” Try-a-Skill located by CNC Milling drove people to that area. Try-a-Skills should be created by skills that are less visually engaging (for example, IT/Software Applications). This would provide a relevant application to the skill.
- Peak time – 10:30am to 2pm.
- C2 – Thursday, Sept 3 – extended hours to 7pm. There was no great increase in the number of General Public that attended the event after 5pm.





Ground Transportation *Transport au sol*



transportation

transportation

The Transportation Department was responsible for moving people to and from the Calgary International Airport to Competitors' Village and host hotels, Competitors from Competitors' Village to the event site, student spectators to and from Stampede Park and guests and VIPs around town.

Airport Transfers

Negotiations were conducted with a number of charter bus companies and the contract was awarded to Brewster Bus Lines. The agreement was for the provision of 55-passenger coaches on scheduled runs to and from the airport. In some cases, arrangements were made with Checker Transportation Group for taxi, van and small bus transfers. Approximately 3500 international guests were transferred to and from the airport.

Planning

We worked closely with the WSC2009 Accreditation Department to coordinate arrival and departure times with Brewster Bus Lines. We also worked with Checker to cover those times not serviced by Brewster.

Schedules were based on the most up-to-date information available from Accreditation.

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Outcomes

General feedback was good and we received some glowing accolades. However we did experience a number of challenges, including long delays transferring from the airport to hotels; confusion at the airport Registration Desk; two meet-and-greet VIPs were missed and one VIP hotel pickup was missed.

There was a lack of correct and up-to-date information from Delegates on arrivals and departures, thereby challenging our ability to properly schedule transfers. This was evident on arrivals but even more evident on departures. In the face of adversity we received superb support from Brewster and Checker as we scrambled to resolve these challenges. More co-operation by Delegates to provide the Host with the correct information would be beneficial.

Competitor Transfers from SAIT Polytechnic

We coordinated light rail transit (LRT) transfer services for Competitors and Team Leaders from Competitors' Village at SAIT to the competition site at Stampede Park and return. Approximately 1000 Competitors and Team Leaders were transferred each day of the competition without incident. This included handling the loads for Opening and Closing Ceremonies.



We arranged with Calgary Transit for two exclusive trains on two competition days to expedite transfers the competitors and team leaders. To accommodate this we organized two test runs of the system to identify and address any challenges determined during those tests.

Two months prior to the event we executed the first test run with approximately 150 volunteers. Just prior to the event, we met with all Team Leaders to review the logistics for using the LRT system. A second test run was also executed with approximately 600 participants. A final live test was then executed with the movement of over 900 participants.

Outcomes

The plan worked very effectively with very positive feedback from Competitors and Team Leaders.

Student Transportation

The goal was to coordinate the safe and efficient transfer of high school students from around the province to and from Stampede Park to visit the Competition.

Planning

We worked in cooperation with provincial school boards, bus companies, Calgary Transit, City of Calgary Roads and Traffic and Calgary Police Service to create strategic and tactical plans.

Arrangements for bus parking and student transfer areas were negotiated through Calgary Stampede. Prior to the competition the Stampede undertook lot leveling and cleaning and staking the areas for safe bus and student traffic flow.

Training manuals were created for each of the transfer areas and on-site training was conducted for all Team Leaders.

Outcomes

The plan worked very effectively for the LRT stations, the local bus transfers and the out-of-town student buses except on the second day of competition when large volumes of transfers slowed down the process substantially. Some challenges included very early and very late arrivals, lack of communication from bus company management to bus drivers on our detailed instructions and maps and miscommunication with City of Calgary Roads for parking lot access and road traffic flow during construction.

Our safety goal was realized with no accidents reported and only four temporarily lost students.



Numbers

We coordinated the transfer of over 48,000 students over four days of competition.

Local	33,800
LRT transfers	15,000
Bus transfers	17,500
Local walking	1,300
Out-of-Town	14,500

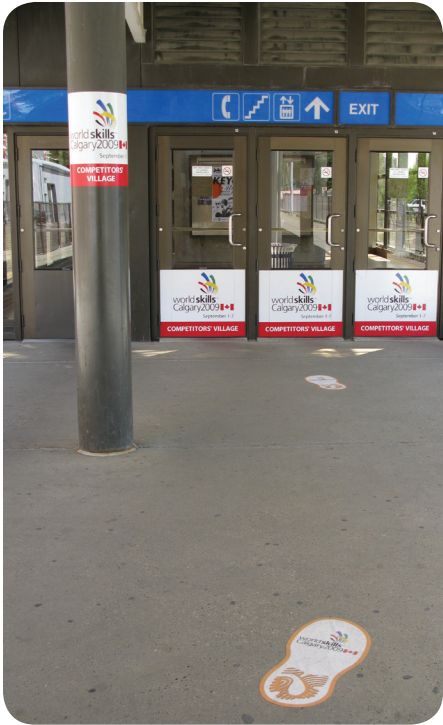
VIP Transportation

The goal was to provide chauffeured service to the WSI executive staff. This included daily pick-up and drop-off at their hotel and transportation to and from all special events and meetings.

Three vehicles were acquired on short term leases. Chauffeurs were hired through Brewster Bus Lines for the lead-up through the post-event period (14 days in total) and their services were available for 14 hours each day. They were instructed on hours of service, vehicle maintenance, reporting and protocol.

Outcomes

Feedback from WSI executives was outstanding. Chauffeurs were very accommodating to all requests which included performing other tasks that did not fall under their contracted mandate such as pick-up and delivery services.





volunteers

volunteer program

The Volunteer Program involved the recruitment, orientation, supervision and recognition of over 3,300 individual volunteers who generated approximately 96,000 hours or 50 years of volunteer time. This overwhelming contribution of personal time and expertise from individuals across the country saved WSC2009 at least \$1 million dollars in labour costs.

Registration and Data Management System

A cost efficient, user-friendly and flexible program is required to accommodate the needs of a volunteer program of this size. We chose a system operated by Thriva, an American company in the event, camp, and meeting registration business. The cost was a yearly fee of \$2,000 plus \$1.80 per registration. This included development and training costs to get the system operational.

The Volunteer registration system was implemented one year prior to the event. It was set up to allow volunteers to choose the volunteer area they were interested in or to register into the general pool. We were also able to transfer individuals internally to support the confirmation and scheduling processes. It was an easy to use system which allowed us to customize data and provide a variety of reports.

The system was also able to be used to accommodate registration and sales processes for the March Technical Delegate meetings, Sir Ken Robinson speaking event, school bussing arrival information, teacher champion registration, equipment legacy program and ticket sales for Opening and Closing Ceremonies.

Promotional Materials

Promotional materials were developed to support the general recruitment plan, including an introductory CD, a promotional page on the website with a link to the registration system, two different brochures with event and volunteer details and registration information, two posters, presentation folders, a large map of the layout of Stampede Park and other promotional items such as rulers, foam houses, and yo-yos. We also created a 30-minute PowerPoint presentation with event and volunteer information which we used to present and recruit at various groups and corporations.

Recruitment

General recruitment started early in the planning phase with potential volunteers gathered in 2006, 2007 and in early 2008. Once the Volunteer Registration System was in place, recruitment started in earnest with the dual focus of increasing the





general awareness of the size, scope and purpose of the event among Calgarians as well as the volunteer opportunities it offered. As people began to learn more about the event, the volunteer response increased significantly. The recruitment plan was multi-faceted with the focus on the following main areas:

Groups: Groups, both volunteer and industry based, were identified and approached with informational presentations, electronic information and brochures. These included SAIT Alumni Association, SAIT's Alive, CODA, Scouts, Air Cadets, International Brotherhood of Electrical Workers, White Hatters, the Calgary Zoo, the Brier, the University of Calgary, Volunteer Calgary and Rotary Clubs of Calgary.

We developed strong partnerships with Rotary and Volunteer Calgary. The Rotary Clubs of Calgary struck a standing committee and developed a plan to support WSC2009 by committing to staffing all seven Information Booths at Stampede Park during the event which was a good fit with their focus on and work with supporting youth around the world. We conducted informational presentations at 11 of the 14 local Rotary Clubs which supported the event and the committee had six organizing meetings in the lead up to the event.

Volunteer Calgary was a great supporting resource which gave us direct connection to other volunteer organizations in the city, helped promote the volunteer opportunities on an ongoing basis and secured us a spot on Breakfast TV during Volunteer Week.

Corporations: During the fall of 2008 and spring of 2009, promotion of the event and volunteer recruitment focused on corporate Calgary. We met with many VPs and HR managers to discuss the size and impact of the event on their industries.

The objectives were threefold: primarily, we discussed the company donating the time of their paid employees to volunteer at the event. Several companies agreed to this support, including Shell Canada, G.E. Canada, Jones Brown Inc., Weatherford Canada, Fluor Canada, DIRT Environmental Solutions, JCI, KIEWIT and Tarpon Energy.

The other objectives we pitched to corporations was to support their employees' volunteer time by allocating extra holiday time or to help us promote volunteer opportunities by advertising through internal communications systems. Both these approaches were successful and we were given very good access to employee updates, meetings and lunch-and-learn sessions which drove volunteer registrations to our website. We tracked employee participation by company and were able to provide feedback on participation numbers to companies if requested.



Individuals: There was an ongoing recruitment plan focused on individuals and families. This included advertising in the Calgary Herald, an overpass banner program beginning in June and poster distribution. Our main forum for promoting the event to individuals was our attendance at many special events throughout Calgary during the spring and summer, often in conjunction with the Skills Road Show. Brochures, balloons, posters, rulers and foam houses were used as promotional giveaways to encourage individuals to sign up on the website. Some of the events we attended included industry meetings, Canada Day, the Calgary Stampede, the Calgary Folk Festival, SAIT Days, career fairs, several Stampede Breakfast events, the Provincial Skills Competition, the Calgary Jazz Festival and the Lilac Festival.

We also invited registered volunteers and others to attend information sessions where we presented our detailed PowerPoint presentation, answered specific enquiries and detailed the Volunteer Recognition Program. We held these presentations at Canada Olympic Park, SAIT and at the public libraries. They also included a social component with snacks and a drink which was successful in creating a fun and social atmosphere.

Workshop and Technical Volunteers: Volunteers who worked in the 45 skill competitions were generally recruited from industry, colleges across the country and individuals involved in other skill competitions. Recruiting these volunteers was an internal process, using the Skills/ Compétences Canada and provincial networks. Many of the Workshop Supervisors and their assistants assembled their teams through their personal and professional contacts.

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Volunteer Organizational Chart and Job Descriptions

One of our core needs was to build the structure of the volunteer program. This involved a very detailed analysis of what, where and when volunteers were needed.

The volunteer management team held several meetings with each department during spring 2008 to assess details of their department plan. Jobs were identified and job descriptions were developed by the departments from which we developed a detailed organizational chart. It was necessary to have job descriptions available for prospective volunteers so we could place them into positions that would be interesting, rewarding and suitable. The organizational chart identified nine functional areas: Hosting, Education, Competition Operations, Special Events, Information Technology, Media & Sponsorship, Transportation and Logistics, Volunteer Administration and Venue Management. This structure allowed us, in conjunction with department managers, to create a



spreadsheet and schedule that was circulated numerous times for fine tuning and which developed into the overall Volunteer Management Plan.

Volunteer Department Staff Structure

Volunteer Director	May 2008 to December 2009
Volunteer Administration Manager	February 2009 to October 2009
Volunteer Operations Manager	February 2009 to September 2009
Technical Volunteer Coordinator	May 2009 to September 2009, summer student
Volunteer Data Base Coordinator	May 2009 to September 2009, summer student
Volunteer Coordinator (two positions)	May 2009 to September 2009, summer students

Each Manager and Coordinator was assigned a specific functional area of the volunteer organizational chart. Their focus was on recruiting, confirming the volunteers’ availability, screening, developing the department-specific training needs and plan and generally fine-tuning the plan. This gave each of the six staff responsibility for approximately 350 to 500 individual volunteers. They managed most of the communication directly with volunteers and acted as the primary contact for their group. We also identified Volunteer Team Leads for each key area. These were full-time volunteers with additional training and responsibilities, giving us another layer of supervision for daily volunteers.

Scheduling

The scheduling process was derived from the Volunteer Management Plan with each department scheduled separately. Because of the vast differences among the departments, scheduling was managed by individual staff responsible for the specific department.

There was one main schedule that included most event volunteers who were not involved in the competition set up, operations and tear down. It was done on a very complex spread sheet with pivot tables and other functions that allowed a great deal of data manipulation. It was set up by exporting the registration data from the volunteer registration system and was used to confirm individual volunteer schedules.





Orientation and Training

There were several levels within the Volunteer Orientation and Training Plan including a compulsory Safety Orientation.

All volunteers attended a Volunteer Orientation which gave specific event and volunteer information and some history and information about WSI. This gave volunteers additional scope and information so they could function comfortably in their positions and answer questions appropriately.

We also delivered department-specific training. Team Hosts had the most detailed training program (2 hours and a SAIT tour) followed by the Competition Administrative Assistants (1.5 days). Most other event-specific training was covered just prior to the first shift or during regular orientations.

We developed a Volunteer Survival Guide which was a valuable tool. 3,000 copies were distributed during uniform distribution. Volunteers were very appreciative of the content and the format of the manual.

Volunteer Clothing Program: The allocation of volunteer clothing was based on the time commitment of individual volunteers as follows:

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1-3 shifts	1 golf shirt
4 shifts or 2 days	1 golf shirt and 1 other item
6 shifts or 3 days	1 golf shirt and 2 other items
4+ days	2 golf shirts, vest, jacket
7+days	+ 2 additional shirts

We ordered 4,300 golf shirts, 2,300 vests, 2,300 jackets and 3,500 ball caps. Ball caps were distributed on a first come, first served request basis. Clothing sizes were referenced from the manufacturers' recommendation and we added inventory to the 2XL and 3XL order to ensure all sizes were comfortably accommodated.

The distribution of 8,900 pieces required detailed organization which included offering an early pickup by volunteers from the supplier's warehouse. This worked very well: we distributed to about 500 volunteers in advance. Upon opening the Volunteer Center at Stampede Park August 17, we moved to full time uniform distribution and orientation from that location.

In the Volunteer Center the uniform inventory was sorted by item, size and gender. The space required to store all the boxes was approximately 90x4x4 feet. We used a supply chain approach: volunteers checked in, time commitments were verified and then they moved through the different pieces of clothing. Sizing samples were available for each item.



Volunteer Center/Accreditation/Transportation

The Volunteer Center was located in the Corral (an old hockey rink) with the Volunteer Department Staff office close by. The main center of activities was on the (covered) ice surface which was 17,000 square feet. Half the surface was set with round tables for serving volunteer lunches and a general organizational area. The square footage was generous and comfortable with lots of room for registration, accreditation and uniform tables.

During set up and orientation, volunteers signed in and received their accreditation and uniforms at a common table. With adequate volunteer administration support, this worked well for low traffic times.

During event days when volunteer counts doubled, we reworked the set up to include 2 or 3 different check in tables organized alphabetically with separate uniform distribution tables. Signage directed them to meet their staff supervisors and/or Volunteer Team Leads for organization and direction. Groups gathered 15 to 30 minutes prior to their shifts for last minute instructions and a head count before they headed as a group out to their destination. Most of the event volunteer scheduling was done in half day shifts so this process took place in the morning before the park opened and again around noon hour.

Volunteer accreditation was mainstreamed with the WSI accreditation process which controlled access to specific meetings, offices, functions and food and beverage facilities. There were several challenges with the volunteer side of the overall accreditation plan which resulted in many volunteers being issued manual passes. This created some registration challenges but no functional issues as volunteers were not granted access to any special areas.

Volunteer accreditation, both during set up and the event, allowed volunteers to access Calgary Transit for free. We also were allocated 40 parking passes for volunteers which was difficult to administer but worked adequately.

Food and Beverage & Accommodation

The food and beverage services were supplied on site by Stampede Park. Volunteer lunches were served in the Nashville North tent during set up from August 19th to August 27th. After the Official Delegates and Competitors arrived on site, volunteer lunches moved to the Volunteer Center in the Corral. Seating tables were in the main area and buffet lines were in the concourse. Lunch access was monitored by staff and volunteers.



The total volunteer lunches consumed were 11,116 with the largest numbers occurring during Competition days: 1081 lunches on C1, 1226 on C2, 1103 on C3 and 950 on C4. Lunch charges were \$210,806 plus additional coffee, snacks, lunches and dinners at \$31,600 for a total volunteer F&B on site expense of \$242,406.

Out-of-town volunteers received double accommodation at hotels mostly on the C-Train line for easy access to Stampede Park. Most of these hotels included breakfasts and volunteers were given a daily per diem to cover their dinner and incidental expenses.



Recognition Program

Volunteers participate in events for many reasons but whatever the reason they need to be treated well and made to feel appreciated. The WSC2009 Volunteer Recognition program was extremely well received and the events were well attended.

The volunteer clothing program, a central pillar to the Volunteer Recognition Program, is important to the identity of the event while promoting team building within the volunteer core. Other than clothing, we also distributed a WSC2009 backpack, which included:

- logo'd water bottle;
- logo'd rain poncho;
- volunteer-specific commemorative pin;
- Tug and Tess pins;
- notebook;
- rulers; and
- event maps.

Volunteer Social Program: The social program was very well attended and included the following events:

- Kick Off Party, August 16th, 700 guests
- Set up Volunteer Appreciation Night, August 26th, 300 guests
- Event Volunteer Appreciation Nights, Sept. 2, 3, 4, 5, 400 guests/night
- Volunteer Wrap Up Party, September 19, 900 guests



Jennifer Buser
Grade 8 Construction
Harold Panabaker School



education

education programs

The Education Department was responsible for executing a number of programs that encouraged students across the province to attend the event and make the most of the opportunity. These programs included Skill City; One School, One Country; Launch Pads; Skill Ambassador Stations; Skills Passports; Second Life and the Skills Road Show.

Skill City

Skill City was a large tent containing 17 Try-a-Skill demonstrations, which is an interactive skill demonstration for the public to try an aspect of a trade or technology. Due to their experience with the program, Skills Canada Alberta was asked to manage this program.

The tent proved very popular and could have been much larger in size.

Process

The initial goal was to accommodate 10,000 student visitors.

In January 2009, lead volunteers were recruited for each Try-a-Skill area. These lead volunteers were tasked with creating a unique Try-a-Skill experience, including developing the activity, determining equipment needs, assisting in sourcing materials and managing the Try-a-Skill area on site. Most were individuals with experience with skills competitions and Try-a-Skills.

The final list of Try-a-Skill events was completed in June 2009. Skills Canada Alberta met with the WSC2009 team to establish processes for purchase orders, volunteers, accommodation, sponsorship and safety.

Outcomes

17 Try-a-Skill areas:

Welding	Electrical Installations	Plastering & Drywall Systems
Refrigeration	Plumbing & Heating	Car Painting
Painting & Decorating	Cooking	Electronics
CNC Milling	Computer Animation	Automotive Technology
Beauty Therapy	Cabinet Making	Landscape Gardening
Carpentry	Brick Laying	

- 34,448 Education visitors and General Public visited Skill City during four days of competition. This does not include accredited Delegates, volunteers and staff.
- Approximately 230 volunteers participated, including those from Ontario and Saskatchewan.





- Skill City operated well beyond planned capacity. It was one of the most popular attractions at WorldSkills Calgary 2009.
- Approximately \$1,100 in vegetables and fruit was used for vegetable/fruit carvings.

One School, One Country

Overview

The One School, One Country program provided young students the opportunity to learn about other countries' values, traditions and cultures.

We worked closely with the Calgary Board of Education (CBE) and the Calgary Catholic School District (CCSD) to include their elementary and middle schools (ages 5-14) in this project with a total of over 60,000 students in 162 elementary/middle schools signing up to learn about WorldSkills and to adopt a Member country/region. Both school boards adapted their curriculum so students could learn about WSI Member countries/regions and about the 45 skill and trade categories.

On September 1, the first day of WSC2009, 55 pre-selected schools met the Competitors from their adopted country when each team was bussed to their specific school. The one-hour visits had some mandatory components to ensure some general consistency but flexibility and creativity was also encouraged. Schools had a welcoming assembly and students showed the Competitors what they learned about their adopted country and shared what they know about their home country. Teams participated in hockey and soccer games, mini skills contests and country line dancing and learned about Canadian culture through songs and presentations.

The three goals of this program were to provide Calgary's elementary/middle school students with:

- a) an opportunity to learn about skills and trades for potential career opportunities;
- b) an opportunity to increase their international awareness by studying the culture and history of a different country; and
- c) to provide a memorable experience for the Competitors and the students involved.

Overall, the program was a huge success. Feedback from teachers, students, the community and Members was all positive. All schools who took part said given the opportunity, they would participate in the program again.





Challenges

The biggest challenge that the OSOC program faced was the timing of the Competition. Because schools depart for summer break at the end of June and students return the first week of September, with the Competition scheduled for the first week of September, schools were asked to participate in a program that crossed over the school years. This created challenges with planning, communication, staffing changes and new students. Both school boards changed the start of their school year by having students return three days early to help schools prepare for WSC2009. Despite these challenges, 75% of the responding schools agreed they had enough time to plan and prepare for the September 1 visit.

The CBE was adamant about creating a connection between WorldSkills and their elementary schools and the OSOC program made that possible. It was important to both boards that all elementary schools who wanted to be involved had the opportunity to do so. The program was offered to 235 schools although with only 50 WSI Member teams, we needed to be creative in assigning teams and schools. After numerous discussions, it was decided larger teams would divide into two groups to go to two different schools for the OSOC visit. It was also determined not all schools would host a team, but would still participate in the program by adopting a team and learning about that country. Schools could also become partner schools to send classes or engage in shared video conferencing so other schools learning about the same country would be able to view the experience.

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With 162 schools signed up to participate, the school boards selected 46 schools to act as the team host. 10 Members offered to either split their team or visit two schools on September 1 which allowed us to increase the number of host schools to 55.

Program Launch

On March 4, 2009, Calgary elementary and middle school students, along with their parents and teachers, gathered at the Westin Hotel in Calgary to meet the Technical Delegates during the Technical Committee Meeting. 62 students, aged 8 to 14, represented their school at the One School, One Country Technical Delegates Introduction.

After parading into the Technical Committee meeting room and introducing themselves, students and Technical Delegates exchanged gifts, took photos and asked questions. With smiles all around the room everyone was excited and engaged in this unique event. The evening was a success and a great start to the OSOC program.





“I think WorldSkills was an amazing opportunity for our students and community. It has changed the way I think about education and I hope has opened doors for young students.” – *Josie Baines, Somerset School*

Teacher Resources

Teachers were provided with a variety of resources which they could use and adapt for their classrooms, including word searches and a jeopardy game. Teachers were encouraged to use these documents as a helpful resource to their students about the various skilled trades and technologies involved in WorldSkills. Teachers were asked for their input and a discussion forum encouraged the sharing of ideas and brainstorming new ones.

The forum had 244 users who made 95 posts that were viewed over 1,800 times. The forum also had 31 resource attachments which were downloaded 755 times. 74% of survey respondents said the forum was a useful resource.

The OSOC Activity Book was a guide to the world of trades for students. Over 60,000 books were produced and delivered to all students involved in the program.

“I know many of the kids got a lot out of the book. It provided a great resource.” – *Karen Decoux, Janet Johnstone School*

“My grade six students are enjoying (the books) and keep referring to them as we build our knowledge about the skills. They are of high quality and of interest to all.”

– *Brigit Mau, Grant MacEwan School*

School Activities

Prior to the summer break over 40 schools held a WorldSkills Day. These included cultural music days, with songs, dances and musical instruments from around the world, to spirit days and sport days, with activities related to the various trades and technologies. The WSC2009 mascots, Tug and Tess, visited 18 WorldSkills Days to help excite students about the Competition.





“The mascots were a huge hit and the play day today was exceptional too.” – Bonnie Bilcox, Cambrian Heights School

September 1 OSOC visit

On September 1, 55 schools hosted 45 WSI Member countries/regions, impacting over 25,000 students. Teams were bussed to schools and were greeted with tremendous enthusiasm.

Host schools waved flags and displayed handcrafted items and students shared their new knowledge of a different culture. From presentations to line dancing, skills contests to gift exchanges, warm welcomes and emotional connections were made during the OSOC visits.

“The best part of today was the cultural interchange. (The students) will now be more interested in Indonesia and the rest of the world, which is what our goal was.”

– Lois Reid, Briar Hill School

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Survey Highlights

From the 51 surveys returned:

- 94.3 % agreed the students in our school have increased their knowledge of WorldSkills because of the OSOC program.
- 71.7% agreed the community involved with our school have increased their knowledge of WorldSkills because of OSOC.
- 94.3% agreed our perception of skilled trades and technologies has changed in a positive way because of OSOC and WorldSkills Calgary 2009.
- 100% agreed our school would participate in this program again.
- 66.1% agreed the hour-long visit was an adequate time for the OSOC visit. Those who disagreed said they would have liked the visit to be 1.5-2 hours and two schools said a half day would have been appropriate.





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Comments from the schools:

“The strength of the program was facilitating and elevating awareness of the value of skilled trades and the potential for careers in this area.... There was such a gentle and generous nature to the team – I think we were all surprised about how much they appreciated their short time with us! We felt so honoured!” – Gloria Zakariasen, Cedarbrae School

“Participating in WorldSkills Calgary 2009 was a great opportunity for our students. They really felt a part of something big!” – Barbara James, Acadia School

“Thank you for this opportunity to foster global citizenship within our students. What an awesome experience for all!”

– Rachael Bradley, Queensland Downs

Comments from the teams:

“It’s been an amazing experience and I’m sure it’s one that the Skillaroos will take with them wherever they go.”

– Mark Callaghan, WorldSkills Australia CEO

“This is a day that we will remember for the rest of our lives. I hope you remember the friendship between us and you and between our two countries which is so important.” – Kevin Brennan MP, UK Minister of State for Apprenticeships

“I feel proud to be a role model, especially for kids in the first world because we are from a third world country so I feel very happy... I love Calgary!”

– Luiz Buanelo – Brazil Competitor, Manufacturing Team Challenge



“I think it’s amazing. A warm welcome and the effort they put in, it’s just amazing!” – Lennard Schutter, Netherlands Competitor, Web Design

Launch Pads

The Launch Pads were four educational tents situated at the student point-of-entry locations to the event. These tents provided students an introductory video to WSC2009, passport program material and accreditation as required.

Implementation

After determining the objectives, structure and operation, we contracted Mediaco to fulfill the audio, video and lighting components. We ordered signage, examined tent locations and potential hazards and re-oriented tents as necessary on the site map.

Tents were staffed by a volunteer team lead and 10 volunteers stationed in and around the tent. Volunteer team leads were trained on assignments, proceedings, volunteer responsibilities, emergency contact and evacuation procedures and radio and storage pod key responsibilities.

Observations

The Launch Pads successfully provided students with an adequate educational preview prior to entering the event. The team lead training material greatly assisted the team leads as they felt empowered to make decisions that best suited the environment.

Launch Pad Video

The video was the centerpiece of the Launch Pad educational tent experience. After assembling the criteria and developing the outline, we contracted the WSC2009 official photographers/videographers, Deluxe Design Group, to work with us to produce the video. The video set the tone for the students, providing an excellent high-energy experience to begin their visit.

Skills Ambassador Stations

Twenty- nine Skills Ambassador Stations were set up throughout the Competition within each official competition area. This enabled visitors to see which countries were competing and what the Competitors were actually doing in the Competition and to hear a presentation from an industry expert.

Each station sat up to 40 people in an amphitheatre style setting, allowing people to circulate through on a regular basis. Presentations were given every 5 to 10





minutes depending on traffic flow. Open during competition hours throughout the Competition, the stations allowed delegates, school groups, families and the general public to learn about many interesting career opportunities available, including the education and training involved, skills and interests needed, salary range and benefits and resources for more information.

These stations were new to the Competition and invited visitors to become engaged and involved in this unique educational experience. The stations were color coded according to the skill sector colors allowing for easy recognition of the skill areas. The station panels provided skill information, sponsorship recognition, the names of Experts and Competitors and a message from WSI. The side panels provided information on the Competition, Canadian and Alberta career options, a job description, environmental initiatives, salary and contacts. The corner panels included educational requirements and personal characteristics needed to pursue a career in this particular field.

The stations were attractive, interesting and became the place to get up close and personal with Competitors and the Competition. Each station was equipped with a 46-inch Samsung LCD monitor, laptop, microphone, cabinet, amplifier and cart. The LCD monitor played a 3-5 minute PowerPoint on a continuous loop.

Skills Ambassadors

The 100 Skills Ambassadors were volunteers with education and/or training in the skill they represented.

Skills Ambassadors were presenters with good communication skills, comfortable speaking to students and the public. They told their stories and answered questions on their skill and the Competition. They inspired, motivated and informed students, teachers and families of the education and opportunities available in the skilled trades and technologies.

As part of a 2 or 3 person tag-team, Skills Ambassadors invited, welcomed and engaged groups into the stations to hear their presentation and ask questions. Teams were often comprised of one more experienced industry veteran, instructor or industry person and one younger student, apprentice, journeyman or past Competitor. Skills Ambassadors shared their passion and commitment to their skill. They also directed visitors to a volunteer Skills Passport Official who stamped their Skills Passport upon answering a question on that station.

John Brosda, Senior Manager with Alberta Apprentice and Industry Training provided 17 people from his department as Skills Ambassadors. These people were chosen for specific stations and were knowledgeable in their field. John's

personal expertise was invaluable as 17 of the 29 stations and nine of the non-stations were related to apprenticeable trades in Alberta. John was consulted on a regular basis regarding all written material presented at the stations.

Careers: The Next Generation provided 20 of their people as Skills Ambassadors. They were professional presenters who came from locations throughout the province. They were a good fit for the program as they are all dedicated to the career development of Alberta's youth.

Sponsors were also invited to become Skills Ambassadors. A number of companies offered their educational services and supplied volunteers, notably Nexen, Cisco, Autodesk and Mori Seki.

Skills Posters and Monitors

Those skill competitions that did not have a Skills Ambassador Station showcased the same information in a different format. Sixteen competitions showcased a free-standing Skills Poster, a poster acknowledging the Experts and Competitors and a PowerPoint presentation playing on a LCD monitor, to compliment that skill. All equipment was strategically placed along corridors to optimize viewing by the public.

Observations

Overall the program was a huge success with positive feedback coming from students, teachers, the public, volunteers, sponsors and other educators. It was a tremendous opportunity to enhance the visitor's experience, to make the Competition interactive and meaningful and to fulfill our mandate of changing people's perceptions about the high value of skill, trade and technology careers in our society.

Skills Passport

The Skills Passport was an exciting and interactive means for students to increase involvement and learning at the event.

Students received their passports in the Launch Pads upon arrival. The passport was set up like a diary or journal. Students answered questions and collected specific information asked by the City of Calgary, Alberta Education, Skills Canada Alberta and WSC2009. The passport questions were tied in with the Competitions at three locations: Skills Ambassador Stations in the Competition areas, Canada and Alberta House in Global Skills Village and Try-a-Skill at Skill City.

Each passport section was stamped by a Skills Passport Officer volunteer located in three major locations. Self-inking stamps with a variety of symbol imprints



represented tools of the skilled trades, including scissors, hammer, car, wrench, saw, screwdriver, whisk, computer and ruler. The first six stamps qualified students to win two 32-inch Samsung TVs, one for themselves and one for their school. 12 stamps qualified students to win a 32-inch Samsung TV and Xbox 360 for themselves. The purpose of the passport was two-fold: to encourage participation and to journal and sketch about the student's experience.

The passports included the draw entry form which was placed in a drum at each of the four Launch Pads or at the Accreditation Booth. Students kept their journal as a memory piece or personal journey of their experience. Following the competition, we drew for prizes from the 2,332 entries collected.

The low return rate on entries compared with the more than 50,000 passports available may have been due to limited time the students had at the event (typically 2 or 3 hours), lack of Skills Passport volunteers and a desire to keep the passports intact.

Overall, Skills Passports were popular and beneficial for students and teachers.

Second Life

WorldSkills Calgary 2009 created a virtual educational environment called "Skills Island". Resources included layout of the various events at Stampede Park during the event, directory of skill locations in buildings and tents and a tool treasure hunt to encourage visitors to collect tools while relating items to specific skills. The construction team was comprised of the land owner and two WSC2009 Skills Awareness Coordinators.

Implementation

We acquired a photographic database of the Competition site and imported signs, murals and exterior building detail for a more accurate replication. We constructed the grounds layout, the building outlines, and the building exteriors. We added finer exterior details such as landscapes, roadways and signs.

We acquired floor plans to construct building interiors to replicate the exact layout of competition areas.

We also imported and installed graphics for signage and for the Skills Ambassador Stations and the slides shown at the Ambassador Stations. We constructed tools for the tool treasure hunt and composed an article about the project for media release including step-by-step instructions for installation.





Observations

Second Life is an educational tool that connects well with those from the “video game generation”. The structure of a user controlling an avatar to acquire information and complete tasks is similar to a video game environment.

Audience

This project was successful in raising awareness with experienced users of the program. During the Competition, 380 separate avatars visited Skills Island.

Functionality

Second Life is a program that is downloaded and installed. Since this is not a web-based program and takes time to install, potential users may have become disinterested due to the lengthy procedure.

Hardware Requirement

Second Life functions best on more advanced computer systems. The technology is too advanced for many systems currently used by the public.

Skills Road Show

Mission Statement: “To engage the passion of our youth to pursue satisfying trades and technology career pathways that result in a motivated and highly skilled workforce.”

The Skills Road Show was a traveling event designed to reach out to students and the public through presentations, displays and hands-on demonstrations to educate, raise awareness of the skilled trades and technology-based careers and to generate interest in attending the WSC2009 event. This road show, funded by Alberta Education, was conceived to showcase the skills and international goodwill represented by the event to students throughout Alberta and highlight the rewarding opportunities that exist in skilled trade and technology careers.

The Road Show traveled in a 20-foot trailer, wrapped with the WorldSkills logo and images, pulled by a truck emblazoned with the same logos. This travelling billboard helped raise awareness for the competition.

Implementation

The Road Show logged over 53,000 kilometers, touring the province from Spirit River in the north, Jasper and Grande Prairie in the west, Lac La Biche in the east and Milk River and Crowsnest Pass in the south.





| education programs

Typical presentations included an explanation and brief history of the WorldSkills event, a PowerPoint presentation highlighting the skills represented in the competition and an interactive discussion to help students identify the impact of trades on their life. This was followed by a demonstration of AutoCad software, a robotics demonstration, and hands-on activities including building yo-yos, trying out soldering, a tire change challenge and computer applications.

Audiences averaged over 100 students per presentation, thus creating excitement for the event and offering Alberta students the chance to explore a range of vocational choices.

The Road Show also participated in various career fairs, trade shows, rodeos, community events and conferences. Through this exposure, a broader audience of parents, teachers and other influencers were made aware of the event, and of the diverse range of careers in the trades and technology fields.

By the Numbers

- **53,000** kilometers travelled
- **160** school presentations reaching over **12,000** students
- **78** schools visited
- **11** job fairs and career days impacting **27,000** people
- **18** community events and sporting events impacting **82,000** people
- **32,000** yo-yo kits handed out

Conclusions

The Skills Road Show was effective in achieving its goals. The Try-a-Skill activities were an excellent resource for engaging students, creating interest and giving them a chance to try a new activity.

A follow-up evaluation was sent to schools. Of the replies received, 86% rated the Skills Road Show very good to excellent.





Comments Received

“This was a great presentation for kids.”

– Paulette Morck, Oilfields High School, Black Diamond

“The students loved the presentation. The artifacts were relevant to them, the Try-a-Skill was great and the kids are still playing with their yo-yos.” – Vanessa Munroe, Nickle School, Calgary

“The Skills Road Show was GREAT!! Thank you.”

– Bob Kratz, St. Mark Junior High, Edmonton

Recommendations

It is important that prior communication with the host school clearly establishes the format, facility needs, number of participants and the scope of the presentation.

Because of the wide range of ages and education within the audiences, it is essential the presentation is flexible with resources and content adapted to suit the age and knowledge level of the participants.

The hands-on component is a vital part of the presentation. It serves to create interest, offers additional opportunities for engagement and allows students the opportunity to explore a number of skills and technologies. It is very important to have a variety of activities and adequate time and staffing to allow students to experience this component.





non-competition events

non-competition events

Opening & Closing Ceremonies

Opening Ceremony Presented by Samsung

Sponsors and funding partners attended a special reception prior to the Opening Ceremony in a private lounge of the Stampede Grandstand. Simultaneously, the Government of Alberta hosted VIPs, international dignitaries and all levels of Canadian government at the Premier's Reception in another area at the same venue. These events were held in special suites that allowed attendees to view the Opening Ceremony from preferred covered seating areas without leaving their receptions.

In total, the Opening Ceremony was sold out with more than 15,000 people in attendance. All were treated to welcome speeches from The Right Honorable Stephen Harper, Prime Minister of Canada; The Honorable Ed Stelmach, Premier of Alberta; His Worship Dave Bronconnier, Mayor of Calgary; Treaty 7 Grand Chief Charles Weaselhead of the Blackfoot Nation; WorldSkills International President Tjerk Dusseldorp; Chairman of the WorldSkills Calgary 2009 Board of Directors Guy Mallabone and WSC2009 President Richard Walker.

Competitors paraded across the large stage one Member country/regions at a time, met by cheers and applause from the crowd. As they settled into their seats the entertainment began with a classic Calgary cowboy feel followed by a pop music and dance mix, acrobatics, a high-flying motorcycle act and a traditional First Nations dance. The evening was peppered with colorful lighting and impressive fireworks. The crowd sang and danced along to the grande finale musical piece "I Wanna Rock and Roll All Night", performed by a KISS tribute band and the Young Canadians of the Calgary Stampede.

It was a long day for Competitors as they were marshaled into order hours before the ceremony began. However, the event ended promptly on time which allowed teams ample time to return to Competitors' Village to prepare for the first day of competition.

Closing Ceremony Presented by Samsung

Spectators began arriving at the venue for the Closing Ceremony an hour before the doors opened, hoping to set aside seats for their group. The venue was sold out with approximately 7,000 spectators. Competitors arrived and took their reserved seats on the arena floor by country/regions. A spontaneous parade of Competitors erupted prior to the start of the event, with teams dancing, cheering and waving their flags as they circled the centre stage. The New Zealand team performed the traditional Maori dance, the Haka, to loud cheers from the crowd.





The energy in the packed arena was intense as each winner was announced. Cheers, music and confetti exploded as entertainers directed Competitors to the stage to collect their medal for their skill event or for Best of Nation recognition. Everyone was engaged and entertained throughout the lengthy Ceremony by human butterflies, street dancers and a cast of high-energy entertainers which set the tone for the Farewell Party which took place immediately after the conclusion of the ceremony.

Parents, supporters and spectators joined Competitors as they made their way across Stampede Park to the Farewell Party which was spread amongst three separate venues. The “City at Night” tent was pulsing with music from DJ Faust while the Nashville North tent hosted the People’s Choice Awards, a fashion show of wedding gowns created during the Competition, the Sustainability Awards and a rockin’ country music live band. “Lounge” was located on the main level of the Grandstand for folks wanting a quiet place to unwind and visit amidst quality acappella music. Due to a very tight move out schedule on park, the party ended at midnight to facilitate tear down, which began in the wee hours of the morning.

Banff Excursions

Teams who purchased accommodation packages were taken on a luxury coach tour from Calgary to Banff National Park. Clear blue skies and warm sunshine made exploring the town of Banff and the scenery at the summit of Sulphur Mountain an experience guests talked about all week long. Spread out over two days to accommodate all Delegates, each tour was followed by a western style barbeque with live country music entertainment and Canadian hospitality before guests were transported back to Calgary.

Family Brunch

For the first time ever during a WorldSkills International Competition, an event was organized to focus on Competitors and their families. This Family Brunch was an opportunity for the Competitors to connect with their parents, siblings, grandparents and other family members who traveled to Calgary to support them. Held in the parking lot at Competitors’ Village on the morning of the Closing Ceremony day, complimentary food and casual entertainment was provided to approximately 1,800 people. Many remarked it was one of few opportunities Competitors had to visit with their families, which was appreciated by both parties.



Global Skills Village Presented by UA Canadian Piping Trades

Global Skills Village presented by UA Canadian Piping Trades (GSV) presented another significant opportunity for sponsors to leverage their participation in the event. As part of the sponsorship package, sponsors were given booth space in the GSV to showcase their organization. The size of the booth was based on sponsorship level, ranging from 800 sq. ft. for Global Founding & Founding sponsors to 400 sq. ft. for Platinum sponsors and 100 sq. ft. for Gold and Supporting sponsors. Sponsor booths were grouped according to sponsorship level and where applicable, by industry.

As the GSV was located in the center of the event venue, it received a high volume of spectator traffic. 70,735 education visitors and general public visited GSV during four days of competition. This does not include accredited Delegates, volunteers and staff.

Canada House

Canada House was created to symbolize Canada and Skills/Compétences Canada's (S/CC's) important role in promoting trades and technology careers in the globalized economy.

The official opening included guests such as the Honourable Diane Finley, Minister of Human Resources and Skills Development Canada (HRSDC); Mike Holmes, Canada's Most Trusted Contractor and WSC2009 spokesperson; Terry Cooke, S/CC President and Nathan Banke, WorldSkills 2007 alumni. During the launch, Minister Finley presented an Apprenticeship Grant to Ward Webber, past Canadian Skills Competition medalist in Cabinetmaking.

Canada House was visited by thousands of students during the Competition who participated in interactive displays in five skill sectors: Construction, Manufacturing, Transportation/Aerospace, Service/Hospitality and Technology. Interactive, educational and fun displays included virtual car painting, restaurant service techniques, geo catching, snowbird aircraft maintenance, CNC machining and much more. Occupations were highlighted through all five senses.

Canada House showcased the importance of partnership with industry, education and government and demonstrated the extent of commitment from stakeholders who share similar goals.



Resource Centre

S/CC provincial and territorial staff ran the Resource Centre, where visitors surfed the web and viewed trade and technology videos on various occupations. Visitors received brochures, Team Canada profile booklets, tattoos and radio pens.

Wall of Champions

Canada House was home to the Wall of Champions which highlighted 38 Team Canada Competitors with profiles and individual quotes. The wall was also the backdrop for interviews, programming and official ceremonies.

Alberta House

Alberta House was an interactive exhibit showcasing skilled trades and technology opportunities in Alberta. Themed displays, demonstrations and interactive resources showcased Alberta's key strengths: learning, working, innovating, living and visiting.

Young innovators representing the Youth Technopreneurship Program and post-secondary graduates representing the Learning Clicks Program presented their inventions and answered questions.

Emerging musical performers from across the province provided a glimpse into Alberta's vibrant arts and culture. About 120,000 people visited Alberta House during Competition, experiencing SMART Technologies products, exploring Alberta Genome's 3D human body and taking flight in the Alberta Aviation Museum's flight simulators.

WSC2009 mascots mingled with visitors and Alberta history was showcased by the Royal Alberta Museum and the Royal Tyrrell Museum on the technical aspects of paleontological fieldwork, molding and casting. The Alberta Film Commission highlighted the film industry in Alberta through video presentations.

Premiere Experience

The 2009 WorldSkills Premiere Experience was a huge success. With over 100 participants from dozens of countries around the world, we welcomed a full range of international leaders in industry, education, government and labour associations. Participants took part in the Opening and Closing Ceremonies, the WorldSkills Leaders' Forum, the Global Skills Marketplace, tours of the Competition site and much more. The leaders left Calgary after enjoying the full WorldSkills experience and the hospitality of Calgary and Canada.





The City of Calgary opened their arms to welcome the Premiere Experience delegates to make their stay in Calgary one to remember. With white cowboy hats for all, participants will remember their day in Banff and their nights in Calgary.

For more information visit the WorldSkills Premiere Experience website at www.worldskillspremiere.com.

Leaders' Forum

The WorldSkills Leaders Forum (WSLF) had an audience of approximately 600 people making it the largest WSLF to date. With the Premier of Alberta, the Mayor of Calgary, federal Ministers from the governments of Canada, Finland, Jamaica, India, Malaysia and United Kingdom along with policy makers and senior leaders from industry and education, it was a prime opportunity to communicate the WorldSkills movement message to decision makers. Positive feedback and praise for the event was overwhelming.

The keynote address was given by Canadian business executive, author and consultant Don Tapscott. An internationally renowned authority on the impact of information technology on business, Don is the author of *Wikinomics – How Mass Collaboration Changes Everything*, and *Growing Up Digital*.

After lunch an interactive panel discussion with five Past Champions from previous WorldSkills Competitions took place. The panel, representing a cross section of various skills and technologies, discussed the positive impact that participating in the WorldSkills Competitions has had on their personal and professional lives. Leaders indicated they found the discussion refreshing and invigorating to hear youth speak about the way they work and think in today's economy.

The Government of Alberta and the Canadian Ministers of Education Council provided tremendous support to the WSLF. By combining their efforts with support from our Global Industry Partners, WSI made the 2009 WSLF a world-class event.

The entire WSLF, including the keynote address, is available on WorldSkills TV: www.worldskillsleadersforum.com/index.php?option=com_content&task=view&id=312&Itemid=374.





Technology Forum

WorldSkills Calgary 2009 hosted the first-ever Information Technology Forum during the Competition. Invited speakers included senior representatives from Hewlett Packard, Samsung and Cisco. The diversity of speakers and their topics all came to the same analysis: technology is connected to many facets of our lives and plays an important role in the education sector.

Greg Chappell, Vice President of Business Critical Systems at HP Canada, spoke of the importance of IT professions and how technology is embedded in everything we interact with on a daily basis. He discussed the importance of promoting IT careers to youth throughout the education system.

Ronald Hulse, Vice President of Sales and Marketing at Samsung Canada, spoke of how IT bridges the gap between labor, culture and education.

Amy Christen, Vice President of Cisco Networking Academy, explained the direct impact technology has on our education system and the importance of technology for educating youth.

The City of Calgary WorldSkills Cultural Celebration

The WorldSkills Cultural Celebration was a week-long festival that welcomed participants and spectators from around the world to the global Competition. The free, family-friendly Celebration highlighted Calgary's culture, vitality and diversity.

"When we were planning the Cultural Celebration, one of our goals was to highlight the non-traditional careers associated with skills, trades and technology that are often associated with arts and culture," said Trish Neufeld, The City of Calgary's WorldSkills Project Manager. "We wanted to show that a carpenter could build cabinets or guitars; a stonemason could work on buildings or statues; an electrician could wire houses or stage productions."

From August 29 through September 5, Olympic Plaza and Stampede Park came alive with music, dance, visual arts, and theatrical performances from local and national artists.

Kick-Off Concert

A kick-off concert was held at Olympic Plaza featuring musical acts, dancers, visual artists and theatre performers. Street performers, roving entertainment, jugglers and a host of local artists created their masterpieces before visitors' eyes.

Juggling Sunday

A juggling festival where talent of all ages showed off their skills.



Coca-Cola Stage

Free daily stage concerts at Stampede Park with different themes, including country, roots, blues, hip-hop, b-box, ethno-pop, indie and folk.

Artisan Village

The Artisan Village at Olympic Plaza featured talented, local artists selling their crafts, demonstrating their skills and showing the world how skilled trades play a role in the arts. Featured works included:

- Ceramics
- Jewelry
- Fashion design
- Pottery
- Printmaking
- Fibre art
- Aboriginal arts
- Wood carving

Public Art Displays

Two multi-day public art displays highlighted working artists. Visitors watched the creative process in progress to gain a better understanding of how trades and skills can be used to create art.

Artist: David Bynoe

David created a set of kinetic cedar wings that tripled in size when opened through a series of levers. The wings were constructed entirely of wood and cord, and he demonstrated a wide variety of skills ranging from CAD design to carpentry.

Artist Team: Paul Slipper, Amiel Logan and Cameron Small

The artist team showcased stone masonry and artistic skills required to transform a block of stone into the work of art, “Self-made Woman”. The team created a large-scale figurative work, carved in granite, depicting the emergence of a figure from raw stone.

WorldSkillz Performance Troupe

The WorldSkillz Performance Troupe was created specifically for the WorldSkills Cultural Celebration. The troupe presented “stop and play” performances, engaging the public by performing spontaneously in the downtown core. The shows were developed specifically around some of the skills featured in the Competition.

Celebration Spectacular

The grand finale Celebration Spectacular at Olympic Plaza was a carnival-themed concert, featuring highflying aerial acts, circus performers, a spectacular percussion show and music from around the world.





environmental
sustainability



environmental sustainability

The WorldSkills “Green Team” Presented by EnCana

WSC2009 was the first WorldSkills Competition to make a concerted effort to apply the WorldSkills International Sustainability Policy. A WSI task force established the policy to focus on various “green initiatives”, including:

- caring for the environment;
- leading innovation and practices toward sustainable practices throughout the Competition by setting standards;
- promoting the 4R’s of reduce, reuse, recycle and regenerate; and
- encouraging and recognizing best practices.

Golder Associates Ltd. worked with WSC2009 to develop a sustainability program with measurable goals. This involved working directly with Chief Experts and Experts with Special Responsibilities for each skill who promoted the Sustainability Policy within each skill. The culmination of the program was the Sustainability Award, based on sustainability assessments and rankings in each area. The award was presented to the Chief Expert on behalf of the skill area.

The goal of the sustainability program was to “raise awareness of the positive contributions that the Competition can make to sustainability while reducing the environmental footprint of its activities.”

Methodology

Criteria were established to benchmark sustainable performance around the environmental footprint. A graduated qualitative checklist was developed around 26 parameters to measure performance in four areas of the Environmental component:

- Materials
- Products
- Energy
- Water

Social and Economic sustainability measures, which overlap with Environmental measures, were also assessed.





A cross-section of seven skill categories were assessed. Each skill area was visited by a member of Golder's Sustainability Team (the "Green Team") for a full day during the Competition to observe, record and discuss with both Competitors and Experts. The seven categories were:

- Automotive Technology
- Cabinet Making
- Landscape Gardening
- Mobile Robotics
- Web Design
- Graphic Design Technology
- Cooking

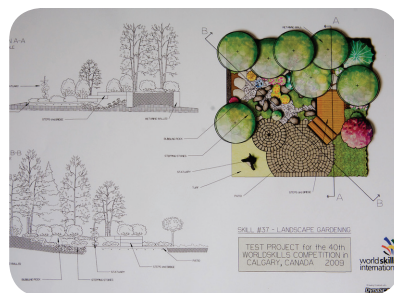
Outcomes

Overall the assessments showed sustainability considerations were evident at the skills, with an average mark of 81%. The Green Team noted a good general awareness of environmental responsibility, recycling and responsible energy and water use at each skill. It was also reported that at skills with a Skills Ambassador Station, sustainability measures were noted and discussed with enthusiastic responses from the audiences. This awareness raising is a positive legacy of WSC2009.

Landscape Gardening scored very high in Materials and Energy categories, with the use of locally sourced, non-toxic materials and an efficient use of venue equipment. Cabinet Making scored well in the Water category with very low water consumption, and on the Social scale, with products donated and unfinished products, machinery and tool benches donated to schools.

The Sustainability Award was presented to Beauty Therapy for its excellent pre-planning, set up and teardown of the skill. The Green Team noted the following specific environmentally-responsible practices:

- no use of pollutants;
- small product bottles were used and unused products returned;
- each Competitor was allotted a maximum of two towels;
- rinsing was done with cold rather than hot water; and
- a plan was developed for future Competitions to invite residents of seniors facilities to participate as models.





equipment
legacy program

equipment legacy program

Thousands of Alberta trades and technology students benefitted from state-of-the-art equipment purchased by the Alberta government for WorldSkills Calgary 2009.

As a legacy from the Competition, WorldSkills Calgary 2009 distributed equipment used during the Competition valued at \$16 million to schools and post-secondary institutes across the province. Donated items included computers, CNC milling machines, welders, woodworking equipment, commercial kitchen equipment and automobile repair equipment.

School jurisdictions with schools offering career and technology studies courses and all publically funded post-secondary training providers offering apprenticeship technical training were eligible for the program.

When awarding equipment, the following was considered:

- replacement of existing equipment;
- new start-up programs;
- supporting infrastructure (i.e. space, instructors, budget); and
- the value added by a donation (i.e. continuing education in the community, history of program delivery, etc.).

In all, 45 school jurisdictions and 10 post-secondary institutions submitted applications and all applicants received equipment. It is estimated that more than 300 schools from the 45 jurisdictions benefited from the donated equipment.

The benefits of this program include:

- The installation of donated equipment will enhance the delivery of skills education and help raise the awareness of career opportunities in skilled trades to young people.
- Equipment acquired through the program stays in Alberta for the use and benefit of Albertans. The projected lifespan of the equipment acquired during this initiative is 2021.
- Public announcements and recognition events have enhanced the awareness of opportunities available through skills education and Alberta's support for youth, skills and trades training.
- The Equipment Legacy Program allowed WSC2009 to provide a high quality event, set a new standard for WorldSkills Competitions and have a significant impact on the perception of participants and spectators to the value of skilled trades and skills education.





marketing &
communications

marketing & communications

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Marketing

Our primary target market for this event was youth aged 17 to 25 who are looking for career alternatives as well as their parents, educators and influencers who help steer their path. Our goal was to encourage youth to attend the event to improve their perceptions about skills, trades and technology careers which might cause them to pursue these career options.

To attract youth, many of our communications and marketing tactics were focused on non-traditional approaches, to connect with youth where they live online and in specific print publications.

Another goal was to use limited marketing resources to take the marketing message outside of Calgary into Alberta, throughout Canada and internationally.

Metrics

Our seven-day total attendance goal was 150,000. Our final total attendance was 151,589, which included 59,510 students, teachers and education attendees; 72,782 general public and 19,297 accredited Delegates.

Celebrity Spokespeople

We engaged three celebrity spokespeople to help us connect to our target audiences. We chose spokespeople to represent each of the areas of skills, trades and technology: well-known contractor Mike Holmes represented the trades; Chef David Adjei represented the skilled professions and astronaut Julie Payette represented technology careers.

Both Mike and David were involved in several events prior to and during the Competition, including sponsor nights, the launch of the Countdown Clock, Stampede events, Opening Ceremonies, One School One Country program and a media tour. Julie was unable to participate in person as she was training for and participating in a space mission. However, we generated a Public Service Announcement focusing on women in technology careers, using video of Julie in action as the cornerstone of the message.

Sir Ken Robinson

In partnership with SAIT Polytechnic, we hosted an evening with Sir Ken Robinson, an internationally-acclaimed educator and motivational speaker, three months prior to the Competition. The sold-out evening focused on educators in the city, encouraging them to help students find their passion in life.



Advertising

We employed traditional and non-traditional advertising methods to engage our target markets both locally and across Canada:

- We placed a prominent sign in the Edmonton Airport departures lounge for four months leading up to the event, with viewership of approximately 150,000 eyes per month.
- We purchased the back cover of the spring College Canada magazine, which serves Canada's colleges, institutes, university colleges and polytechnics. Circulation was over 10,000 across Canada.
- We conducted a multiple fax broadcast campaign to over 5,600 targeted Aboriginal businesses, institutions and associations across Canada in both English and French. Respondents were directed to our website for more information. Half the respondents were from Alberta, followed by BC, Ontario, Manitoba, Quebec and Nova Scotia.
- We appealed to residents in Southern Alberta through the Lethbridge Herald's Visit Calgary newspaper campaign in August.
- We connected with youth through print and online ads in YouthInk, directed at high school students, and FFWD Magazine, directed at college/university students, in the months leading up to the Competition.
- We worked with the SAIT Polytechnic Alumni Magazine team to assist with content for their issue dedicated to WorldSkills.
- We manned a trade show booth at the Skills Alberta provincial competition in Edmonton in May.

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Cineplex Media

We extended our national campaign to include 15-second looped digital ads on 1,000 TV screens in office towers and major sports arenas in Calgary, Vancouver, Edmonton, Toronto and Ottawa for three months prior to the Competition.

Calgary Stampede

We hosted and participated in several events connected to the Calgary Stampede, the annual rodeo-based 10-day event that draws over 1 million visitors to Calgary for "the greatest outdoor show on earth". We manned a trade show booth in the BMO Centre, distributing information, registering volunteers and answering questions. We partnered with our sponsor The Building Trades of Alberta on a



float for the nationally-televised Stampede Parade. We sponsored a chuckwagon tarp for two nights (including the finals) for the nationally-televised Rangeland Derby chuckwagon races. In conjunction with the tarp sponsorship, we hosted two back-of-the-barns parties for sponsors and stakeholders to meet and visit with our chuckwagon driver, Barry Hodgson, and his team. We partnered with Barry to participate in a chuckwagon breakfast at Olympic Plaza in downtown Calgary, cooking and serving flapjacks and bacon off the back of the chuckwagon to visitors and tourists. During this event we met a group of French travel agents, who cooked with us as they learned all about WorldSkills.

Outdoor Calgary Marketing

There were several components to our out-of-home marketing campaign in Calgary, designed to create awareness and drive traffic to the event:

- **Pattison Outdoor:** Our sponsor Pattison Outdoor donated significant promotional dollars to complement our transit buy. The campaign began in early May with billboards, bus posters and transit interior cards in Calgary, Lethbridge and Medicine Hat. The Calgary Airport campaign began in mid June with airposters and YYC-TV spots. The second transit campaign with new creative began mid July and included significantly more billboards, posters and interior cards along with billboards on major highways approaching Calgary. We also dominated three C-Train stations starting mid-August with posters, pillar wraps and door decals.
- **Overpass banners:** We rotated seven 30'x3' banners every month on various major overpasses throughout the city, starting in June. The overpass space was booked through the City of Calgary. This allowed us to change up our messaging while maintaining a consistent look and feel to our banners.
- **Sports stadiums:** We targeted every major sports venue in Calgary with our logo and event dates, including Calgary Stampeders football games (logo on centre field); Calgary Flames hockey games (rinkboard during end-of-season home dates and playoff games, televised in Canada and the US); Calgary Hitmen hockey game (pre-game promo with build-your-own yo-yos and mascot appearances) and Calgary Vipers baseball games (outfield advertisement, concession banners throughout the season and WorldSkills Night at Viper Stadium).



- **Calgary Airport:** We supplemented Pattison advertising at the airport with free-standing posters in concourse exits, banners, jumbotron messaging and our logo on gate check-in screens.
- **City pageantry:** In partnership with the City of Calgary, we hung more than 400 flags and banners at intersections and on major roadway flag poles around the city two months before the event. The flags and banners included our logo, government partner logos and Competition dates.

Traditional Signage

We managed the signage needs of every department within WorldSkills Calgary 2009 which culminated in a signage plan of more than 700 signs. These included directional signs, information signs, sponsorship banners, skills banners, media signs, safety signs, tent banners, etc. Signs were produced in various formats, including vinyl banners of many sizes, double-sided sandwich boards, pop-up signs, nylon media backdrop, Skills Ambassador Stations panels and posters and many more. We used one major supplier/sponsor which helped us keep track of the overall program with minor support from other suppliers.

Non-traditional Signage

We used a number of non-traditional methods to communicate our messages:

- **3M film:** We used 3M film graphics to wrap WSC2009 vehicles, wrap the turret outside and pillars in the concourse of the BMO Centre, windows on the Corral and Grandstand buildings and Corral rinkboards for the Closing Ceremony. We also used 3M technology for the Countdown Clock which was positioned in the front window of a major downtown office building belonging to a sponsor. The clock was a living mural, which counted down the seconds to Opening Ceremony.
- **Gobos:** We produced five sets of gobos for Founding Sponsors and Government partners which showed their logo. Gobos are a metal filter placed in front of a spotlight which projects the image of the cutout on the filter. These gobos were shown on the walls around the BMO Centre, above Competition space, and in the BMO Centre concourse.
- **SAIT footprints:** In conjunction with the SAIT C-Train station domination program, we produced 300 2-ft. long vinyl decal bootprints, complete with the WSC2009 logo. These decals were positioned to lead Competitors and team members away from the C-Train station, across campus to residences, meal locations, medical facilities, recreation areas, etc.





Merchandise Sales

We sold WSC2009-branded items from our website prior to the event and from a double-wide booth at Global Skills Village during the event. We sold a handful of items in each of three price points (under \$10, \$10-\$25, over \$25) to make merchandise desirable and affordable for all. Approximately \$35,000 of merchandise was sold from the booth during four days of Competition with very little product left over. We also took orders at the booth for the Commemorative DVD. After the Competition, we invited the WSI community through an e-mail broadcast to purchase the Commemorative DVD. We sold nearly 600 units in total.

People's Choice Awards

We set up a program to honour Competitors who were voted on by the public to have the best projects in their skill Competition. We accepted paper ballots in drums set up around the site. Ballots were handed out as visitors arrived at the event. Awards were handed out in eight skills during the Farewell Party following the Closing Ceremony. Skills subject to People's Choice Awards were determined based on WSI protocol.

Communications

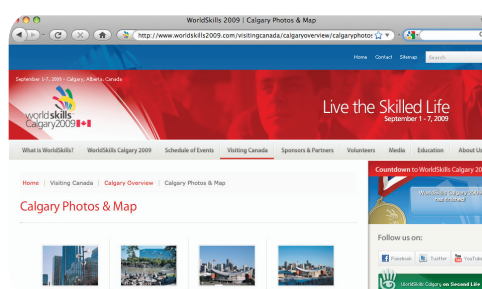
Communications efforts were focused on delivering our key messages to our target audiences. This was accomplished in print, online, through digital means and by personal presentations.

- **Printed materials:** We generated a significant number of printed publications, including the delegate Handbook (in French and English); the Program (with numerous sponsor ads); the Media Handbook and Media Kit; the Media Resource Binder for the Media Centre; the Volunteer Resource Binders for Media Centre volunteer liaisons; the brochure and the poster. The latest versions of all materials were generated in-house, using our own writing and graphic design expertise.
- **Newsletter:** We worked with the Sponsorship department to produce a monthly e-newsletter starting April 2009 that was sent to stakeholders and interested parties who signed up on our website.



- **Website:** We regularly updated the WSC2009 website and added new sections as needed.
- **WSI articles:** We submitted articles to WSI every two weeks beginning in February 2009. These articles updated the planning progress and were distributed as part of the WSI fan-out to Member countries.
- **WorldSkills 101:** We delivered information sessions to interested groups and organizations around Southern Alberta. This included Calgary Economic Development, the Taxi Commission, Travel Alberta, Calgary Airport Authority and various Aboriginal groups. These one-on-one sessions proved very valuable to help clarify our messages and create event advocates in the community.
- **Event TV screens and outdoor messaging:** We delivered our messaging through television screens networked throughout Stampede Park and on outdoor speakers that broadcast messages several times a day. TV screens showed videos (including WorldSkills TV productions) and the updated daily reporting from most skill competitions. Audio messages thanked sponsors and directed visitors to an array of events on park.
- **Speaking notes:** In an effort to stay on message, we prepared speaking notes for several WSC2009 executives for events and media interviews. We also wrote speaking notes for our celebrity spokespeople attending events on our behalf.

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media services

media services

Media Centre

WSC2009 operated a full-service Media Centre for several days prior to and during the Competition. 455 accredited media were encouraged to make use of the workspaces, the computers and the printers while enjoying hospitality twice daily. Morning media briefings occurred daily, highlighting events of the day and pitching specific story ideas. A Media Resource Binder was on site to help connect media to Team Leaders and other spokespeople. The Media Centre also hosted the H1N1 media conference and a pre-event media tour of the Competition site. Volunteer Media Liaison personnel helped the media in specific skill areas connect to targeted interviewees and position camera equipment for optimum shooting opportunities. Two well-attended media receptions were held prior to the Opening Ceremony and the Closing Ceremony. The Media Centre was staffed and managed by NATIONAL Public Relations in conjunction with WSC2009 staff.

Media Monitoring

We recorded 1168 media hits in print, online and on the radio. The vast majority (88%) were general event promotion while 12% were focused on the H1N1-related death of a Competitor's family member on Day 2 of the Competition.

42% of the total coverage occurred in Alberta, 52% in the rest of Canada and 6% internationally. Media hits were recorded in 17 countries around the world, including New Zealand, Australia, Ireland, Scotland, England, Wales, Germany, India, US, Japan, Korea, Taiwan, Vietnam, Brazil, China and Denmark.

Our most prominent hit was a spot on BBC World News, which was produced on the final day of Competition. A BBC reporter from Edmonton used much of our stock footage from throughout the week to compile her story, which ran multiple times for several days on BBC.

Our media outreach outside of Alberta included using the Vancouver, Toronto and Montreal offices of NATIONAL Public Relations to encourage their local media to get accredited and focus stories on Competitors from their local areas.

Accreditation

Media were accredited in advance and on site through the general WSC2009 accreditation process. This created some challenges as media were forced into line-ups alongside other delegates. Perhaps a better system would be to accredit media directly at the Media Centre, thereby minimizing their time spent away from reporting the news. WSI recognizes three levels of media: "official" media, which is hired by WSI or WSC2009 with highly unrestricted access; "professional" media from news outlets with slightly restricted access and "Member" media who travel on behalf of a WSI Member country/region. Despite the Media Code



of Conduct distributed to every accredited media person, the varying levels of accreditation and access did result in some confusion and unfulfilled expectations as the result of restricted access.

Pre-event Media

Our focus in late August 2009 was driving traffic to the event. This was accomplished by getting our CEO in front of local radio, TV and print outlets as much as possible. We pitched his availability to media representing a wide demographic; he was well received in all markets. Simultaneously, NATIONAL Public Relations used their regional offices to pitch local media, resulting in significant pre-event coverage.

Satellite

WSC2009 arranged to place a satellite truck on site for each day of the Competition. Media were invited to book and pay individually for satellite time to upload pre-recorded video to a broadcaster in their home country. While this was a valuable service and helped to increase our international reach with a few countries, we did not give media enough time to make arrangements on their end to partner with a broadcaster willing to download and air their tape. A minimum of three months lead time should be given to maximize this service.

CNW Broadcast on Demand

For a total of six days prior to and during the Competition, we uploaded a 4-minute video highlight package to the CNW (Canada News Wire) website of events from that morning and the previous afternoon. This package was downloaded by broadcasters across Canada, making it easy for stations to cover the event. In total there were 84 downloads, 540 video previews and 1,980 page previews. Clips were shown in New Zealand, Australia, France, the UK and across Canada.

Media Sponsors

The Calgary Herald and Global Calgary Television partnered with WSC2009 to supplement our media buys with substantial promotional dollars. The Herald offered a robust package of promotional opportunities, including a targeted online leaderboard campaign, print ads in the Calgary Stampede Parade Gazette and the Calgary Stampede pre-football-game publication Horsepower, skill-based explanatory articles in the lead-up to the event in the daily newspaper and two special WSC2009 supplements, one printed a year before the event and the second, a week before the event. We produced an overrun of 20,000 copies of the second supplement which were distributed as a general information source at the event from the Information Kiosks.



Global also developed a multi-faceted promotional program, including PSA's with our celebrity spokespeople, seven sponsor-based Try-a-Skill vignettes, an on-air sales promotion contest and branding billboards.

Both sponsors (and other local media) devoted substantial news coverage to the event, both remotely and on location. The Global Breakfast Show broadcast from the event every morning throughout the Competition.

Social Media

We launched a comprehensive social media campaign in May 2009 on Facebook, Twitter and YouTube. Each account was linked to the other accounts, so updates on one site drew traffic from other sites. We gained 1,435 friends on Facebook, 38% of whom fell into our target demographic of 18-24 years. Friends came from around the world, including Canada, Indonesia, France, US, Singapore, Australia and UK.

Twitter resulted in 971 followers, including numerous media outlets and folks in Canada, Australia, Italy, US, Switzerland, Brazil and Denmark.

We posted 25 videos on our dedicated YouTube channel which experienced more than 25,000 hits. The most popular videos were the General PSA, Mayor Dave Bronconnier's invitation to the Opening Ceremony and the ShawTV highlight package of WorldSkills Calgary 2009.

WorldSkills TV

The Australian Channel, in partnership with WSI and WSC2009, worked with Calgary video journalists to produce 150 vignettes during the Competition which were streamed online to computers around the world. This resulted in more than 500,000 video plays including the top-viewed videos of the Invitation to Opening Ceremony, the Opening Ceremony and the SkillsGermany bid for 2013.

Prime Minister's Visit

We spent several days working confidentially with Canadian Prime Minister Stephen Harper's advance team to prepare for his visit on September 1. After his early-afternoon arrival, he participated in a photo opportunity for the media with federal Minister Diane Finley and Dan Van Holst, the Canadian competitor in Automobile Technology. The Prime Minister took a tour of the skill areas, joined in a photo opportunity with Team Canada and later gave a speech during the Opening Ceremony. There was no press availability during his visit.

Daily Reporting

For the first time at a WorldSkills Competition, media were able to access daily reporting from the previous day's Competition. This process was complicated





by several challenges: the data was not deemed to be “results” in nature but randomly ranked the top three performers in each skill; results were not cumulative, so it was difficult to position a country’s standing; reporting from several skills was pulled by WSI after it was reported and the timed release of the data was variable, which made it difficult to encourage the media to expect reporting at a specific time every day.

Website & Media Website

Until two months prior to the Competition, media used the WSC2009 website as their source of information. At that point WSI launched its media website, which became a comprehensive source of media information.

100,553 unique visitors from 163 countries visited the WSC2009 website in the six months leading up to and through the Competition, averaging four pageviews per visit. During the Competition period of September 1-7, the site saw 36,062 unique visitors with a high of more than 8,000 visitors on September 2.

Crisis Communication

The death of a Competitor’s family member on the morning of the second day of Competition resulted in an intense war-room atmosphere for much of the day as the WSC2009 crisis team determined what the facts were, if there was any risk to Competitors and spectators and how the school boards and public would be informed. There were three primary concerns:

- The bubble of care around the affected family and the New Zealand Team, ensuring all their needs were met;
- The affect on the Competitors and the Competition; and
- The release of information to the media.

Led by WSC2009 Chairman Guy Mallabone, the crisis team was made up of members from the City of Calgary Emergency Management Agency, WSC2009 and NATIONAL Public Relations, WSI, SAIT Communications and the Calgary Stampede and professionals from Alberta Health Services (AHS), the medical authority on the matter.

Implementing our H1N1 protocol, we contacted both school boards and explained the situation. Both boards indicated they would take their lead from WSC2009 and AHS.

AHS held a news conference the following morning, confirming the death was H1N1-related. Our own news conference followed, assuring everyone our preparedness was appropriate and the event would continue as scheduled.



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sponsorship program

sponsorship program

The WorldSkills Calgary 2009 Sponsorship Program originated in late 2006 with a request for proposals inviting sponsorship structure proposals from various marketing agencies. This ultimately resulted in Fusion Alliance Marketing, a division of Cossette Communications, receiving the right to develop the structure in the winter of 2007.

The final sponsorship program, termed the wireframe structure, was completed in summer 2007 and presented to WSI and its Global Industry Partners in September 2007 at the WorldSkills sponsorship meeting in Berlin. After unanimous approval of the overall structure and strategy, it was taken to market and sponsorship relationship building began. This was complimented by the addition of the sponsorship management system software, AM/PM Software Systems Inc., for sponsorship prospect management.

The structure contained six sponsorship/partner levels:

- Global Founding/Founding (Global Founding denotes Founding sponsors who are also WSI Global Industry Partners), \$500,000 commitment
- Platinum, \$250,000 commitment
- Gold, \$75,000 commitment
- Supporting, \$25,000 commitment
- Media
- Government

Through the wireframe structure each sponsor received a core base of benefits appropriate to their sponsorship level. Core benefits were supplemented with additional sponsorship benefits corresponding to the specific program, competition or event the sponsorship was tied to.



Sales

With a total of 105 sponsors, four media partners and three government partners, WSC2009 implemented a robust servicing plan to ensure all sponsors/partners received a proper return on their investment. This involved a multi-faceted strategy ensuring sponsors received recognition across all marketing and communications platforms. The number of sponsors per level breaks out as follows:

- Global Founding/Founding: 8 sponsors
- Platinum: 7 sponsors
- Gold: 34 sponsors
- Supporting: 56 sponsors
- Media: 4 sponsors
- Government: 3 sponsors

Goals

The original sponsorship goal of \$9.4 million was established by the WSC2009 Board of Directors (BoD). This goal was to be achieved by meeting specific financial targets each quartile. At the end of the 2007/2008 fiscal year, the BoD increased the sponsorship goal to \$11.5 million, an increase of \$2.1 million or just over 20%. Shortly after this increase in expectations a significant weakening of the overall global economy occurred, which saw sponsorship marketing budgets severely diminished in most organizations. Regardless, sponsorship goals were achieved each quartile.

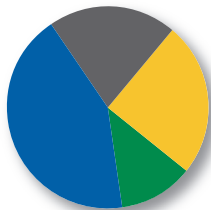
Sponsorship Revenues (cash and value-in-kind) by Fiscal Year

- 2007/08: \$1.787 million (Cash \$575,000; VIK \$1.212 million)
- 2008/09: \$9.27 million (Cash \$2.025 million; VIK \$7.245 million)
- 2009/10: \$1.396 million (Cash \$294,000; VIK \$1.102 million)
- Total Sponsorship: \$12,453,000 (Cash \$2.894 million; VIK \$9.559 million)



Sponsor Demographics

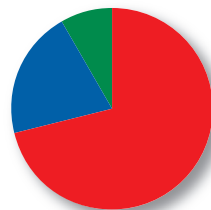
The percentage of sponsorship by level indicates where the major sponsorship contributions came from. The Global Founding/Founding level produced over 40% of all sponsorship revenues consistent with the large amounts of cash and equipment provided by sponsors to WSC2009.



Percentage of Sponsorship by Level

Global Founding/Founding:	42.8%
Platinum:	20.7%
Gold:	24.6%
Supporting:	11.9%

The international nature of WSC2009 is exhibited by the broad scope of sponsorship origination. While the vast majority of sponsorship funding was obtained from Canadian companies (or the Canadian subsidiary, i.e. 3M Canada or Shell Canada), American companies provided ample support. This is partly attributed to the strong corporate relationships SkillsUSA has built with corporate America. In total, over 90% of all sponsorship funding came from Canada and the United States.



Percentage of Total Sponsorship by Country of Origin

Canada:	71.3%
Alberta:	28.3%
Calgary:	23.9%
Edmonton:	4.2%
Red Deer:	0.2%
Ontario:	33.6%
Greater Toronto Area:	26.0%
Kitchener/Waterloo:	2.7%
Ottawa:	4.4%
London:	0.5%
Manitoba:	4.1%
British Columbia:	2.8%
Quebec:	2.5%
United States:	20.5%
Other Countries:	8.2%
Korea:	4.0%
France:	1.7%
Australia:	1.4%
Netherlands:	0.5%
Germany:	0.4%
England:	0.1%
Luxembourg:	0.1%



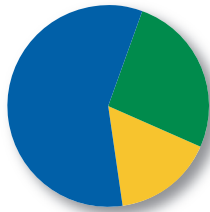
Website Sponsor Presence

All sponsors received exposure on the WSC2009 website at www.worldskills2009.com. All sponsor logos contained a direct link to the sponsor's website.

- WSC2009 sponsor/partner header on the front page of the website, by sponsor level, lead to individual pages with sponsor logo recognition and direct web link.
- Sponsor logo on the front page, rotating through Gold, Platinum, Founding/Global Founding, Media and Government partners.
- A small advertisement appearing consistently on each unique visit on every page the user advances to; this was offered to all Gold, Platinum, Founding/Global Founding, Media and Government partners.
- Logo recognition on the relevant competition or program the sponsor was associated with.

WSC2009 Website Metrics to September 2009:

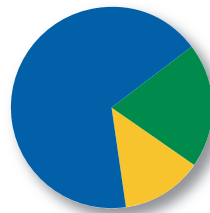
Total Visits: 254,593
 Page Views: 975,798
 Average Time on Site: 3 minutes, 12 seconds
 Percent of New Visits to Total Visits: 71.23%



- Direct Traffic: 58%
- Search Engines: 26%
- Referring Sites: 16%

Sponsor-Specific Metrics For Sponsor-Related Pages Only:

Total Visits: 6,532
 Page Views: 77,201
 Average Time on Sponsor Pages: 8 minutes, 59 seconds
 Percent of New Visits to Total Visits: 65.74%



- Direct Traffic: 67%
- Search Engines: 20%
- Referring Sites: 13%

Mass Impact Newspaper Insert

In partnership with Media Partner the Calgary Herald, a high impact, full-colour, six-page newspaper insert was developed and distributed in the Neighbours section August 27. The insert was distributed to 297,070 households in Calgary and the surrounding area with an additional 20,000 copies distributed to sponsors, partners, government agencies, WSI member groups and the public. Sponsors received recognition in the form of their logo or company listing in the insert.



E-Newsletter

The creation and distribution of an online newsletter supported the overall marketing mix and gave sponsors additional recognition. The newsletter was designed to educate and inform interested parties through a mix of current highlights, interviews with Competitors from various disciplines and sponsorship/marketing articles. Each newsletter also provided links to the websites of Founding Sponsors.

Using Clickspace Interactive, the monthly newsletter was distributed to 1900 email addresses in Canada and around the world beginning April 2009. The newsletter was opt-in only and interested persons signed up from a link located on the home page of the WSC2009 website.

Try-a-Skill Vignettes

In coordination with the Marketing/Communication plan and the wireframe sponsorship structure, and with the support of Media Partner Global Television, WSC2009 produced six sponsor-specific “Try-a-Skill Vignettes”. These vignettes focused on a young person or Competitor related to a specific skill, an educator and a sponsor representative. The dual theme throughout the vignettes was part advocacy for trades and technology careers and part event awareness to attend WSC2009. The following sponsor vignettes were completed:

- Automobile Repair, sponsored by Car-O-Liner
- Information Technology, Cisco
- Plumbing and Heating, UA Canadian Piping Trades
- Electrical Installations, Building Trades of Alberta
- CNC Milling/Turning, Mori Seiki
- Mechatronics, Festo

A seventh Try-a-Skill Vignette focusing on females in the trades was added to the rotation in July.

The vignettes were primarily produced for commercial airtime on Global Calgary which resulted in seven vignettes running over 1,200 times over six months. The vignettes were also posted on the WSC2009 YouTube channel and were viewed individually approximately 5,500 times.



Event Program

The WSC2009 event program acted as an overall guide for spectators and students attending the event. 20,000 copies of the program were printed and distributed to the public throughout the six days the event was open to the public. Global Founding/Founding sponsors were able to provide a welcome letter from a high-ranking executive. All sponsors were recognized through individual advertisements:

- Global Founding, Founding, Platinum and Media sponsors received a full page advertisement
- Gold Sponsors received one-half page
- Supporting Sponsors received one-quarter page

Sponsors also received logo recognition on the general sponsor page.

Sponsorship Signage Program

The signage program was based on maximizing exposure through both traditional and other methods, such as digital. The amount of signage recognition was based on the sponsor level, ranging from a ratio of 100% for top level Global Founding/Founding sponsors, to 75% for Platinum sponsors, 35% for Gold sponsors and 25% for Supporting sponsors.

The general signage program included the following for competition-based sponsors:

- Logo recognition on nine 3ft. x 6ft. sponsor banners per skill.
- Logo recognition on each skill competition banner (5ft. x15ft., hanging above the skill).
- In skills with a Skills Ambassador Station:
 - Logo recognition on two 3ft. x 6ft. panels per kiosk and
 - Logo recognition and customized slide on the kiosk's digital signage (46-inch Samsung television).
- Skills without a Skills Ambassador Station were supplemented with a large poster with sponsor logo recognition and similar digital signage.
- Rotating logo recognition on all Stampede Park digital signage.
- Logo recognition on 20 sponsor pop-up banners located throughout the event, with heavy distribution in the BMO Centre.
- Recognition on 13 touch screens with general event information placed throughout the event site, particularly in the BMO Centre and Big Four buildings. These user-friendly screens invited users to view all sponsors by their sponsor level.



Global Skills Village presented by UA Canadian Piping Trades

Global Skills Village presented by UA Canadian Piping Trades (GSV) presented another significant opportunity for sponsors to leverage their participation in the event. As part of the sponsorship package, sponsors were given booth space in the GSV to showcase their organization. The size of the booth was based on sponsorship level:

- Global Founding/Founding: 20ft. x 40ft. (800 sq. ft.)
- Platinum: 20ft. x 20ft. (400 sq. ft.)
- Gold/Supporting: 10ft. x 10ft. (100 sq. ft.)

Sponsor booths were grouped according to sponsorship level and where applicable, by industry. As the GSV was located in the center of the event venue, it received a high volume of spectator traffic. 70,735 education visitors and general public visited GSV during four days of competition. This does not include accredited Delegates, volunteers and staff.

Sponsor Receptions & Events

Integral to this event was the ability to celebrate the lead-up and launch of the event through various sponsor-related functions. These functions were all designed to enhance relationships with existing sponsors and cultivate new sponsor contacts.

An Evening with David Adjey

Hosted by celebrity chef and WSC2009 spokesperson David Adjey, this event was held in March at Divino Wine and Cheese Bistro and featured two student chefs competing in an Iron Chef-style cook-off. With fine wine and hors d'oeuvres, attendees also sampled food prepared by the student chefs. Over 150 sponsors, WSC2009 Board of Directors, WSI Secretariat and government partners enjoyed the evening and left with a WSC2009 apron signed by David Adjey.

An Evening with Sir Ken Robinson

This June event, sponsored by SAIT Polytechnic, featured Sir Ken Robinson, an internationally recognized speaker on the development of human potential, who discussed the importance of finding your passion in life. Of the more than 1500 in attendance were key sponsors and members of both the Calgary Public and Calgary Catholic School Boards.



Calgary Stampede Chuckwagon Barbeques

WSC2009 sponsored a chuckwagon for two nights at the GMC Rangeland Derby during the 2009 Calgary Stampede. In addition to our logo on the chuckwagon tarp, we also hosted two Back-of-the-Barns barbeques before the chuckwagon races. Prior to watching the WSC2009 chuckwagon in action, sponsors, partners and stakeholders attended the barbeque and visited with driver Barry Hodgson, his team and his horses.

Opening Ceremony Sponsors Reception

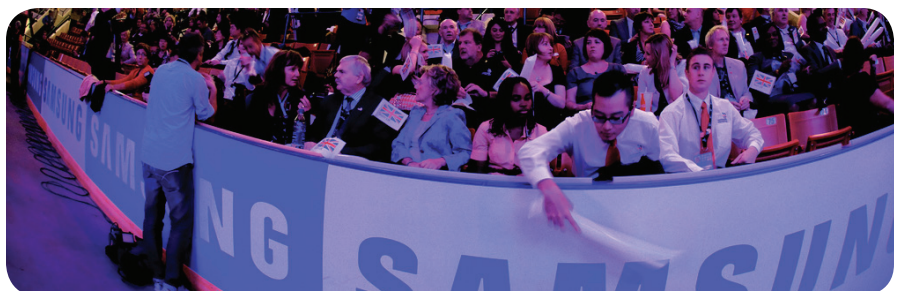
All sponsors were invited to the formal Sponsors Reception at Ranahan's private lounge in the Stampede Grandstand prior to Opening Ceremony. Sponsors watched the Opening Ceremony from a private, covered, seating deck.

Industry Nights at Global Skills Village Presented by UA Canadian Piping Trades

After GSV closed to the public, it was reopened in the evening as a private networking function for sponsors, Delegates, government representatives and other key stakeholders. Light snacks and beverages were served to approximately 300 guests per night on each of the first three competition days. The September 2nd Industry Night was sponsored by Alliance Tech; September 4th by UA Canadian Piping Trades.

VIP Lounge

The WSC2009 VIP Lounge, located in Rotary House at Stampede Park, was open to all sponsors and their guests. The lounge offered food and drinks, several Samsung televisions, internet-connected HP desktop and a quiet escape from the hectic event.



sponsors

Government Partners



Partners



Media Partners



Global Founding Sponsors



Founding Sponsors



Platinum Sponsors



Gold Sponsors



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Supporting Sponsors





appendices

appendix a: enrolment breakdown

 September 1-7 Competition Number		Information & Communication Technology					Manufacturing & Engineering Technology													Creative Arts & Fashion			
		Information Network Cabling	IT PC/Network Support	IT/Software Applications	Offset Printing	Web Design	CNC Milling	CNC Turning	Construction Metal Works	Electronics	Manufacturing Team Challenge	Mechanical Engineering Design - CAD	Mechatronics	Mobile Robotics	Mould Making	Polymechanics/Automation	Sheet Metal Technology	Welding	Fashion Technology	Floristry	Graphic Design Technology	Jewellery	
		02	39	09	11	17	07	06	D2	16	03	05	04	23	08	01	HM1	10	31	28	40	27	
AE	United Arab Emirates		✓	✓		✓					✓	✓	✓							✓			
AT	Austria		✓				✓		✓		✓	✓			✓					✓			
AU	Australia			✓		✓		✓				✓					✓			✓			
BE	Belgium		✓		✓								✓					✓			✓		
BN	Brunei Darussalam																						
BR	Brazil		✓	✓		✓	✓		✓	✓	✓	✓	✓			✓		✓			✓	✓	
CA	Canada	✓	✓	✓	✓	✓		✓		✓		✓	✓				✓				✓		
CH	Switzerland		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓			✓		✓	✓	✓		✓	
CO	Colombia		✓							✓			✓				✓						
DE	Germany		✓		✓		✓	✓		✓			✓			✓							
DK	Denmark				✓			✓													✓		
EC	Ecuador																						
EE	Estonia												✓										
ES	Spain		✓			✓							✓						✓				
FI	Finland		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		✓	✓	✓	✓	✓	
FR	France		✓	✓	✓	✓	✓	✓	✓		✓	✓	✓				✓	✓	✓	✓	✓	✓	
HK	Hong Kong SAR		✓	✓	✓	✓					✓	✓								✓	✓	✓	
HR	Croatia																						
HU	Hungary		✓																	✓			
ID	Indonesia			✓		✓			✓		✓	✓	✓	✓				✓	✓		✓	✓	
IE	Ireland								✓														
IN	India			✓											✓								
IR	Iran		✓	✓		✓	✓		✓									✓			✓	✓	
IS	Iceland																						
IT	South Tyrol, Italy																				✓	✓	
JM	Jamaica		✓			✓																	
JP	Japan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
KR	Korea	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
LI	Principality of Liechtenstein		✓				✓				✓					✓							
LU	Luxembourg							✓															
MA	Morocco								✓				✓										
MO	Macau SAR		✓	✓		✓							✓						✓	✓			
MX	Mexico							✓					✓					✓		✓		✓	
MY	Malaysia																						
NL	Netherlands	✓			✓	✓		✓		✓		✓	✓	✓					✓		✓		
NO	Norway	✓			✓								✓					✓	✓	✓	✓	✓	
NZ	New Zealand				✓											✓	✓		✓				
OM	Oman																						
PH	Philippines																						
PT	Portugal		✓			✓	✓		✓		✓				✓			✓				✓	
SA	Saudi Arabia			✓		✓												✓			✓		
SE	Sweden	✓	✓		✓	✓	✓	✓					✓					✓		✓		✓	
SG	Singapore	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓							✓	✓	✓	
TH	Thailand	✓	✓			✓		✓						✓				✓	✓		✓	✓	
TN	Tunisia								✓														
TW	Chinese Taipei		✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
UK	United Kingdom		✓			✓	✓		✓		✓								✓			✓	
US	United States of America		✓		✓		✓	✓				✓						✓					
VE	Venezuela																						
VN	Vietnam			✓		✓			✓				✓										
ZA	South Africa					✓							✓	✓			✓		✓	✓			

appendix a: enrolment breakdown

	Social & Personal Services					Transportation & Logistics				Construction & Building Technology														
	Beauty Therapy 30	Caring 41	Confectioner/ Pastry Cook 32	Cooking 34	Ladies' Men's Hairdressing 29	Restaurant Service 35	Aircraft Maintenance D1	Autobody Repair 13	Automobile Technology 33	Car Painting 36	Bricklaying 20	Cabinetmaking 24	Carpentry 26	Electrical Installations 18	Industrial Control 19	Joinery 25	Landscape Gardening 37	Metal Roofing 14	Painting & Decorating 22	Plastering & Drywall Systems D3	Plumbing & Heating 15	Refrigeration 38	Stonemasonry 21	Wall & Floor Tiling 12
AE		✓												✓										
AT	✓			✓		✓			✓		✓	✓	✓	✓	✓		✓	✓				✓		✓
AU				✓		✓			✓					✓	✓		✓	✓				✓		✓
BE				✓							✓			✓	✓			✓				✓		✓
BN																		✓						
BR				✓										✓										
CA	✓			✓		✓	✓							✓	✓		✓							✓
CH	✓			✓		✓			✓		✓	✓	✓	✓	✓		✓	✓		✓				✓
CO				✓		✓					✓	✓	✓	✓	✓		✓							✓
DE				✓		✓					✓		✓	✓	✓		✓							✓
DK				✓		✓				✓	✓		✓						✓					
EC											✓										✓			
EE				✓		✓						✓		✓					✓					✓
ES	✓			✓		✓			✓	✓	✓	✓		✓	✓		✓				✓		✓	✓
FI	✓	✓		✓		✓	✓		✓	✓	✓	✓	✓	✓	✓		✓				✓		✓	✓
FR	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
HK	✓			✓	✓	✓			✓	✓				✓			✓	✓			✓	✓	✓	✓
HR					✓																✓	✓		
HU	✓		✓	✓	✓						✓	✓	✓	✓		✓					✓			✓
ID				✓		✓					✓	✓		✓	✓									✓
IE	✓			✓		✓	✓				✓		✓	✓	✓				✓					✓
IN																								
IR									✓		✓			✓	✓							✓		
IS																								
IT	✓	✓		✓	✓	✓					✓	✓	✓	✓			✓	✓			✓			✓
JM				✓																	✓			✓
JP	✓			✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓
KR				✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
LI				✓										✓							✓			
LU															✓						✓			✓
MA															✓						✓			
MO					✓																	✓		
MX	✓	✓		✓		✓				✓							✓					✓		
MY	✓										✓													
NL		✓				✓		✓		✓	✓	✓		✓	✓		✓	✓			✓	✓		✓
NO		✓		✓		✓		✓	✓	✓				✓			✓	✓			✓	✓		
NZ				✓		✓		✓	✓	✓	✓	✓		✓	✓	✓					✓			
OM											✓	✓	✓	✓										
PH																								
PT	✓				✓	✓								✓	✓		✓				✓	✓	✓	✓
SA									✓			✓				✓						✓		
SE	✓	✓		✓	✓	✓		✓		✓	✓			✓	✓		✓	✓			✓	✓		✓
SG	✓	✓		✓		✓		✓	✓	✓	✓			✓	✓		✓	✓				✓		✓
TH				✓					✓	✓				✓	✓						✓	✓	✓	
TN				✓					✓	✓	✓			✓	✓		✓			✓		✓	✓	
TW	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓		✓		✓
UK	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		✓		✓	✓		
US				✓	✓	✓	✓		✓	✓	✓	✓	✓	✓			✓				✓	✓		
VE				✓																	✓			
VN						✓								✓								✓		
ZA	✓				✓	✓			✓								✓					✓		

(Updated July 15, 2009)

appendix b: results by skill

First Name	Last Name	Country Name	Medal	Result
Skill No. 1 Polymechanics/Automation				
JUN-WEI	CHEN	Chinese Taipei	GOLD	544
Benjamin	Grabherr	Austria	SILVER	538
Blum	Jerome	Switzerland	BRONZE	522
Arthur	Camargo	Brazil	Medallion For Excellence	513
Do Hee	Lee	Korea		499
Tony Paul	Wells	New Zealand		496
Masashi	Fujimori	Japan		494
Patrick	Büchel	Principality of Liechtenstein		471
Claudio	Afonso	Portugal		468
Marie-Luise	Hoerisch	Germany		466
Ville	Laurikainen	Finland		457
Skill No. 2 Information Network Cabling				
Shigehiro	Nose	Japan	GOLD	556
Dimitris	Hansen	Norway	SILVER	534
Patrik	Lindström	Sweden	BRONZE	511
Jing Yuan	Tan	Singapore		498
Ju Won	Lee	Korea		486
Gerrald	van Milligen	Netherlands		485
Daniel	Reid	Canada		466
Rounnachai	Ampaipoka	Thailand		465
Skill No. 3 Manufacturing Team Challenge				
Tae Young	Hwang	Korea	GOLD	545
Hyung Jun	Kim	Korea	GOLD	545
Jung Seung	Lim	Korea	GOLD	545
Andrew	Arthur	Australia	SILVER	533
Kyle	Butler	Australia	SILVER	533
Luke	Davies	Australia	SILVER	533
Cheng-Hung	Chien	Chinese Taipei	BRONZE	523
Ching-Hung	Huang	Chinese Taipei	BRONZE	523
Cheng-Yueh	Tsai	Chinese Taipei	BRONZE	523
Masahide	Hayakawa	Japan	Medallion For Excellence	514
Yuki	Nishite	Japan	Medallion For Excellence	514
katsumi	Suzuki	Japan	Medallion For Excellence	514
Guus	de Bree	Netherlands		476
David	den Hartigh	Netherlands		476
Jan	Nevels	Netherlands		476
Christophe	Delabrosse	France		472
Hyacinthe	Houe	France		472
Adrien	Lecomte	France		472
Gustavo	Bock	Brazil		470
Luiz	Buzanelo	Brazil		470
Gilson	Maus	Brazil		470
Antti	Autio	Finland		466
Mika	Junttila	Finland		466
Sami	Myllynen	Finland		466
Skill No. 4 Mechatronics				
Kazuhiro	Hamada	Japan	GOLD	557
Kyohei	Nagano	Japan	GOLD	557
Daniel	Gomes	Brazil	SILVER	550
Marcio	Silva	Brazil	SILVER	550
Seong Beom	Lee	Korea	BRONZE	547
Kwang Hyun	Yang	Korea	BRONZE	547
John	Karlsson	Sweden	BRONZE	545
Dennis	Larsson	Sweden	BRONZE	545
Marco	Erni	Switzerland	Medallion For Excellence	527
Markus	Trachsel	Switzerland	Medallion For Excellence	527
Ville	Arffman	Finland	Medallion For Excellence	526
Jarno	Martiskainen	Finland	Medallion For Excellence	526
Hong Gim	Ho	Singapore	Medallion For Excellence	523
Chin Boon	Lau	Singapore	Medallion For Excellence	523
Mario	Hennerbichler	Austria	Medallion For Excellence	520
Stefan	Leitner	Austria	Medallion For Excellence	520

First Name	Last Name	Country Name	Medal	Result
Skill No. 4	Mechatronics			
Florian	Haizmann	Germany	Medallion For Excellence	515
Jochen	Spohrer	Germany	Medallion For Excellence	515
David	Ahn	Belgium	Medallion For Excellence	514
Le Minh	Bang	Vietnam	Medallion For Excellence	514
Alexandre	Huppertz	Belgium	Medallion For Excellence	514
Nguyen	Van Hoa	Vietnam	Medallion For Excellence	514
Shen-Chao	Hsu	Chinese Taipei	Medallion For Excellence	511
Kuo-Wei	Lee	Chinese Taipei	Medallion For Excellence	511
Kevin	Kloosterman	Netherlands		499
Rens	van Holstein	Netherlands		499
Rohjai	Badarudin	Indonesia		495
Marcos	Martin del Río	Spain		495
Miguel	Santos	Spain		495
Fajar	Zainuddin	Indonesia		495
Glenn	Augerud	Norway		494
Ole Andre	Kristiansen	Norway		494
Kok Hong	Lim	Malaysia		493
Mohd Ikrawmy	Omar	Malaysia		493
Jamie	Feenstra	Canada		491
Andrew	Marcolin	Canada		491
Gergő	Beregszászi	Hungary		484
Albert	Viktor	Hungary		484
Robert	Harkmaa	Estonia		483
Urmo	Lepiksoo	Estonia		483
Said	Lachguer	Morocco		482
Zakaria	Lahjaouzi	Morocco		482
Josselin	Orveillon	France		481
Yoann	SALOU	France		481
Weng Seng	Kam	Macao, China		475
Chi Hou	Lei	Macao, China		475
Luis Eduardo				
Guadalupe	Arias	Mexico		472
Alberto Ismael				
Dominguez	Muro	Mexico		472
Karl	Drogemoller	South Africa		457
Kyle	Janse van Rensburg	South Africa		457
Adam	Bierschbach	United States of America		456
Adam	Wiechmann	United States of America		456
Felipe	Orozco	Colombia		454
Jonatan	Osorio	Colombia		454
Ali	AL Awadi	United Arab Emirates		441
Yousef	Alneaimi	United Arab Emirates		441
Skill No. 5	Mechanical Engineering Design - CAD			
Fernando	Luiz	Brazil	GOLD	544
André	Reusser	Switzerland	SILVER	537
Ricardo	Nogueira	Portugal	BRONZE	526
Bob	Kramer	Netherlands	BRONZE	524
Chuan Ming	Foo	Singapore	Medallion For Excellence	517
Martin	Eusebi	United Kingdom	Medallion For Excellence	516
Germain-Samuel	Sauvé	Canada	Medallion For Excellence	515
WEI-CHE	CHIU	Chinese Taipei	Medallion For Excellence	504
Itsna	Affandi Firdaus	Indonesia	Medallion For Excellence	502
Melanie	Frick	Principality of Liechtenstein	Medallion For Excellence	500
Mathias	Schwamberger	Austria	Medallion For Excellence	500
Jae Won	Jang	Korea		499
Alexander	Juustovaara	Finland		492
Daisuke	Odashima	Japan		487
Paul	Duperier	France		481
Anis	Elghoul	Tunisia		472
Chung-Ngan	Tsoi	Hong Kong, China		455
Zayed	Al Azazi	United Arab Emirates		415

First Name	Last Name	Country Name	Medal	Result
Skill No. 6 CNC Turning				
Benjamin	Poredos	Austria	GOLD	542
Jaewoo	Jo	Korea	GOLD	541
Nathaphon	Chaiprasian	Thailand	GOLD	540
Noriyuki	Kitayama	Japan	BRONZE	539
Weliton	Batisti	Brazil	Medallion For Excellence	529
Chun-Ko	Fang	Chinese Taipei	Medallion For Excellence	525
Patrick	Borgelink	Netherlands	Medallion For Excellence	515
Daniel	Zelmer	Germany	Medallion For Excellence	515
Guillaume	Grenier	Canada	Medallion For Excellence	511
Fabian	Vogelbacher	Switzerland	Medallion For Excellence	505
Joni	Lappalainen	Finland		496
Marcus	Ottosson	Sweden		489
Muhammad Afiq	Bin Abdul Rashid	Singapore		483
Hans	Blaabjerg Kjær Jensen	Denmark		483
Akbar	Khalili Geshnigani	Iran		481
Josef	Schwarzer	United States of America		474
Julien	Leproux	France		473
Michaël	Chamizo	Belgium		469
Jose Mario Cruz	Rodriguez	Mexico		447
Marco	Da Silva	Luxembourg		444
Skill No. 7 CNC Milling				
Jun Ha	Lee	Korea	GOLD	545
Danilo	Silva	Brazil	SILVER	541
Ryota	Ishibashi	Japan	BRONZE	528
Mohsen	Hasanzadeh Otaghvar	Iran	Medallion For Excellence	520
Claudio	Nigg	Principality of Liechtenstein	Medallion For Excellence	515
Cheng-Chieh	Chen	Chinese Taipei	Medallion For Excellence	512
Wei Chong	Lim	Singapore	Medallion For Excellence	512
Andreas	Uhlmann	Switzerland	Medallion For Excellence	511
Andreas Martin	Seeburger	Germany	Medallion For Excellence	508
Bruno	Pinto	Portugal	Medallion For Excellence	501
Karl	Loos	Canada		497
Tobias	Gustafsson	Sweden		493
Noran	Pierre	Belgium		488
Loic	GIESEN	France		483
Tuomas	Pajuranta	Finland		473
Christopher	Coates	United Kingdom		450
Fernando	DeLaGarza	United States of America		423
Skill No. 8 Mould Making				
Yeon Ho	Lee	Korea	GOLD	533
Koji	Ando	Japan	SILVER	526
Neekamparambath	Priyadarsan	India	SILVER	525
Hung-Cheng	Lin	Chinese Taipei	Medallion For Excellence	505
Lukas	Winkler	Austria	Medallion For Excellence	500
Wildani	Wildani	Indonesia		462
Tewan	Phromson	Thailand		450
Skill No. 9 IT/ Software Applications				
Tiago	Souza	Brazil	GOLD	542
Nick	Davies	Australia	SILVER	538
Chun-Yi	Wu	Chinese Taipei	BRONZE	534
Sang Gi	Lee	Korea	Medallion For Excellence	527
Martin	Dörig	Switzerland	Medallion For Excellence	521
Chu Tien	Dung	Vietnam	Medallion For Excellence	520
Mikaeil	Janbazi Ghadi	Iran	Medallion For Excellence	511
Abdulrahman	Alfozan	Saudi Arabia	Medallion For Excellence	507
Stacy	DuBois	Canada	Medallion For Excellence	506
Yuan Jie	Lim	Singapore	Medallion For Excellence	501
Maxime	Aubaret	France		499
Rin	Oktaviani Lestari	Indonesia		499
Jung-yu	LAM	Hong Kong, China		498
Juha	Lampén	Finland		488
Meng Lap	Chan	Macao, China		476

First Name	Last Name	Country Name	Medal	Result
Skill No. 9 IT/ Software Applications				
Siddaraju	Sampangi	India		455
Yoshihiro	Serizawa	Japan		442
Mohamed	Al Zahmi	United Arab Emirates		437
Skill No. 10 Welding				
Taweesuk	Aeamphong	Thailand	GOLD	539
Joe	Young	United States of America	SILVER	534
Rafael	Borges	Brazil	BRONZE	528
Joshua	Harris	Australia	BRONZE	527
Yuichi	Mori	Japan	BRONZE	527
Jairo	Carrasco	Portugal	Medallion For Excellence	523
Marc-Olivier	Bélanger	Canada	Medallion For Excellence	518
Nor	Rohmat	Indonesia	Medallion For Excellence	518
Jared	Lamb	New Zealand	Medallion For Excellence	514
Sayed Hadi	Hosseini	Iran	Medallion For Excellence	513
Karl	Johansson	Sweden	Medallion For Excellence	513
Shao-Ping	Hung	Chinese Taipei	Medallion For Excellence	509
Un Do	Jeong	Korea	Medallion For Excellence	500
Luka	Vanhaeren	Belgium		474
Tino	Ojanperä	Finland		473
Frédéric	Lorenz	Switzerland		468
Alexander	Mukhin	Norway		467
Marine	Bregeon	France		465
Louis	Steynberg	South Africa		461
Diego	Guerrero	Colombia		430
Skill No. 11 Offset Printing				
Martin	Ernst	Switzerland	GOLD	542
Noriaki	Kikuchi	Japan	GOLD	541
Stefan	Groß	Germany	BRONZE	533
Simon	Beauchamp	Canada	BRONZE	531
Alban	Robin	France	Medallion For Excellence	527
Tsz-Kin	Liu	Hong Kong, China	Medallion For Excellence	510
Amela	Mujkic	United States of America	Medallion For Excellence	506
Royce	Richards	New Zealand	Medallion For Excellence	501
Martin	Blaalid	Norway		474
Sébastien	Meys	Belgium		473
Dennis	Looijmans	Netherlands		470
John	Stensen Jensen	Denmark		468
Marcus	Wahlén	Sweden		464
Niklas	Kivioja	Finland		460
Skill No. 12 Wall & Floor Tiling				
Jeong Gu	Kim	Korea	GOLD	538
Geverson Abreu Dias	Schmitt	Brazil	SILVER	527
Peter	Steinweiss	Australia	BRONZE	522
Andreas	Ebner	Austria	BRONZE	521
Georg	Leicht	Germany	BRONZE	520
Chun-Yu	Chen	Chinese Taipei	Medallion For Excellence	517
Timo	Huhtasalo	Finland	Medallion For Excellence	515
Fabian	Kallweit	South Tyrol, Italy	Medallion For Excellence	511
Rahmadi	Rahmadi	Indonesia	Medallion For Excellence	511
Stephane	Machabert	France	Medallion For Excellence	510
Matis	Indov	Estonia	Medallion For Excellence	509
Sylvester	Keus	Netherlands	Medallion For Excellence	505
Christoph	Kleinert	Luxembourg	Medallion For Excellence	500
Mohd Azuan	Aziz	Malaysia		499
Johannes	Hennoks	Sweden		498
Lukas	Gutknecht	Switzerland		497
Flavio	Almeida	Portugal		482
Adrien	Marzolla	Belgium		462
Michiaki	Omura	Japan		454
József	Takács	Hungary		402

First Name	Last Name	Country Name	Medal	Result
Skill No. 13 Autobody Repair				
Won Seok	Choi	Korea	GOLD	554
Yoshihiro	Iwasaki	Japan	SILVER	545
Helge Elias	Tveit	Norway	BRONZE	530
Daniel	Cain	United Kingdom	BRONZE	528
Jérémy	Magnin	Switzerland	Medallion For Excellence	526
Tommy	Laugesen	Denmark	Medallion For Excellence	509
Aaron	Samphier	Australia	Medallion For Excellence	507
Richard	Büttner	Germany	Medallion For Excellence	505
Andreas	Erlingsson	Sweden		499
Eric	Westerhof	Netherlands		492
Wei-Chih	Liao	Chinese Taipei		488
Jonathan	Megard	France		486
Scott	Raymond	United States of America		481
Juhani	Raappana	Finland		475
Devon	DeBoer	Canada		473
Ruben	Pico	Spain		470
Jesse	Clinton	New Zealand		430
Skill No. 14 Metal Roofing				
Jürg	Kühni	Switzerland	GOLD	526
Joakim	Karlsson	Sweden	SILVER	523
Markus	Ebner	South Tyrol, Italy	BRONZE	520
Marc	Linotte	France	BRONZE	519
Alexander	Sandholzer	Austria	Medallion For Excellence	504
Louis	Joarlette	Belgium		462
Peter	Pulles	Netherlands		446
Skill No. 15 Plumbing and Heating				
Claus	Weber	Austria	GOLD	535
Tyson	Knight	Australia	SILVER	532
Seong Won	Kim	Korea	SILVER	530
Damian	Bänziger	Switzerland	Medallion For Excellence	524
Philippe	Poitevin	France	Medallion For Excellence	521
Pasi	Tahkola	Finland	Medallion For Excellence	521
Christopher	Lonsdale	United Kingdom	Medallion For Excellence	520
Takahisa	Oda	Japan	Medallion For Excellence	519
Martin	Negele	Principality of Liechtenstein	Medallion For Excellence	510
Peerapol	Sripetch	Thailand	Medallion For Excellence	510
Morten	Qvistgaard	Denmark	Medallion For Excellence	509
Kristófer	Thorgeirsson	Iceland	Medallion For Excellence	505
Clarence	Bertam	Malaysia	Medallion For Excellence	503
Mattias	Petersson	Sweden	Medallion For Excellence	501
Andreas	Lochmann	South Tyrol, Italy		496
Tonny	de Putter	Netherlands		493
Peter	Fuller	New Zealand		493
Christopher	Ledig	Luxembourg		488
Chun-kit	CHAN	Hong Kong, China		481
Pedro	Mendes	Portugal		479
Supriyanto	Supriyanto	Indonesia		474
Leroy	Rodgers	United States of America		467
Brian	Martin	Canada		390
Skill No. 16 Electronics				
Mateus Benedetti	Freitas	Brazil	GOLD	540
Young Huan	Heo	Korea	GOLD	540
Hsiao-Chiang	Hsu	Chinese Taipei	GOLD	538
Patrick	Haldi	Switzerland	Medallion For Excellence	534
Fuyuna	Miyashita	Japan	Medallion For Excellence	534
Jun Yi	Ho	Singapore	Medallion For Excellence	527
Hoang Duc	Long	Vietnam	Medallion For Excellence	518
Melanie	Adlam	United Kingdom	Medallion For Excellence	504
Jose	Araujo	Portugal		497
Saeid	Jamili	Iran		495
Mohamed	Oubelhamid	Morocco		487
Tomi	Leinonen	Finland		486

First Name	Last Name	Country Name	Medal	Result
Skill No. 16 Electronics				
Saidi	Mossaab	Tunisia		482
Tino	Suhaebri	Indonesia		479
Joachim	Eccardt	Germany		472
Jud	Tofflemire	Canada		467
Hayden	LeJeune	United States of America		455
Wilson	Suarez	Colombia		445
Skill No. 17 Web Design				
Fabian	Vogler	Switzerland	GOLD	534
Jason	Valdron	Canada	SILVER	530
Daniel	Jones	Australia	BRONZE	523
Dong Gyu	Lee	Korea	BRONZE	523
André	Ramos	Brazil	BRONZE	521
Jian-Yin	Ye	Chinese Taipei	Medallion For Excellence	517
Tedde	Lundgren	Sweden	Medallion For Excellence	515
Kin Un	Lam	Macao, China	Medallion For Excellence	514
Lennard	Schutter	Netherlands	Medallion For Excellence	514
Hossein	Ganjeali	Iran	Medallion For Excellence	513
Sam	Stenvall	Finland	Medallion For Excellence	512
Fabio	Azevedo	Portugal	Medallion For Excellence	511
Clément	Faydi	France	Medallion For Excellence	511
Nur Amalina	Bte Zakaria	Singapore	Medallion For Excellence	508
Héctor	Escriche	Spain	Medallion For Excellence	508
Siu-Hang	Au-Yeung	Hong Kong, China	Medallion For Excellence	505
Richard	Edwards	United Kingdom	Medallion For Excellence	502
Iqbal	Maulana	Indonesia	Medallion For Excellence	501
Settachok	Saennam	Thailand		494
Shawn Ricardo	McLean	Jamaica		488
Nguyen Phuc	Hung	Vietnam		484
Tomoe	Abe	Japan		470
Abdulelah	Alanqry	Saudi Arabia		463
Waseem	Sabjee	South Africa		446
Ismail	Dad	United Arab Emirates		392
Skill No. 18 Electrical Installations				
Masahiko	Kawashita	Japan	GOLD	541
Richard	Sagar	United Kingdom	GOLD	541
Jérémy	Leveque	France	GOLD	540
Martin	Buob	Switzerland	BRONZE	538
Matthias	Klaunzer	Austria	Medallion For Excellence	530
Kwang Sam	Jeong	Korea	Medallion For Excellence	527
Krister	Haugen	Norway	Medallion For Excellence	523
André	Didoné	Brazil	Medallion For Excellence	522
Andre	Rodrigues	Portugal	Medallion For Excellence	521
Ben	De Groot	New Zealand	Medallion For Excellence	518
Gavin	Press	Australia	Medallion For Excellence	511
Craig	Spady	Canada	Medallion For Excellence	511
Taneli	Kolppanen	Finland	Medallion For Excellence	509
David	Gough	Ireland	Medallion For Excellence	507
Armin	Buergstaller	South Tyrol, Italy	Medallion For Excellence	505
Raphael	Gabriel	Germany	Medallion For Excellence	500
Taher	Ahmadzadghan	Iran		499
Moehammad	Ridwan	Indonesia		499
Simon	Hemmerle	Principality of Liechtenstein		495
Kluijt	Barry	Netherlands		494
Do Viet	Cuong	Vietnam		494
Lajos	Jávorcsik	Hungary		494
Chang-Ling	Kuo	Chinese Taipei		494
Kajsa	Eriksson-Rosenqvist	Sweden		491
Jonathan	Jallet	Belgium		490
Wittawat	Kiawsom	Thailand		477
Stefán Ingi	Ingvason	Iceland		472
Mohd Saiful Anis	Busu	Malaysia		467
Saiefeddine	Lazaar	Tunisia		445
Alejandro	Alvarez	Spain		432
Khalied	Dad	United Arab Emirates		415

First Name	Last Name	Country Name	Medal	Result
Skill No. 19 Industrial Control				
Stefan	Kastl	Austria	GOLD	541
Joakim	Pålsson	Sweden	SILVER	538
Florian	Fuchs	Germany	SILVER	537
Thomas	HANS	France	Medallion For Excellence	534
Tomohiro	Suemori	Japan	Medallion For Excellence	529
Mika	Tuomala	Finland	Medallion For Excellence	526
Ho Gyeom	Kim	Korea	Medallion For Excellence	525
Benjamin	Dean	Australia	Medallion For Excellence	519
Karel	Versteegen	Netherlands	Medallion For Excellence	512
Dominik	Süess	Switzerland	Medallion For Excellence	511
Gawang	Jaka Permana	Indonesia	Medallion For Excellence	501
Yi-Heng	Wang	Chinese Taipei		499
Daniel	Hunt	New Zealand		493
Steven	Dingwall	Canada		491
Nuno	Simoes	Portugal		481
Eduard	Juncá	Spain		478
Yves	Zimmer	Luxembourg		466
Marouan	Sliti	Tunisia		462
Shawn	Chew Chek Phang	Singapore		455
Quentin	Marsia	Belgium		451
Brahim	Mouktad	Morocco		450

Skill No. 20 Bricklaying				
Tea Jin	Lee	Korea	GOLD	532
Ville	Rämö	Finland	GOLD	530
Armin	Brugger	South Tyrol, Italy	BRONZE	527
Nigel	Croke	Australia	BRONZE	527
Jack	Malinge	France	Medallion For Excellence	524
Sam	Fairgrieve	United Kingdom	Medallion For Excellence	523
Roland	Knoblechner	Austria	Medallion For Excellence	521
Benjamin	Kuhn	Switzerland	Medallion For Excellence	516
Jack	Jepsen Bak	Denmark	Medallion For Excellence	504
Paul	Molloy	Ireland	Medallion For Excellence	503
Johan	Wier	Sweden	Medallion For Excellence	502
Michael	Janzer	Germany		499
Edi	Suwiknyo	Indonesia		498
Thijs	Oude Breuil	Netherlands		494
Kevin	Jeanson	Canada		493
Daniel	Cullen	New Zealand		489
Chan-Chang	Kuo	Chinese Taipei		488
Saiful	Junaidi	Malaysia		486
Brandon	Broecks	Belgium		422
Sándor	Rezes	Hungary		421

Skill No. 21 Stonemasonry				
Tobias	Kupferschmidt	Switzerland	GOLD	531
Kyung Hyo	Ham	Korea	SILVER	522
Jonathan	Griffin	France	BRONZE	519
Oliver	Clack	United Kingdom	Medallion For Excellence	510
Stefan	Posch	Austria	Medallion For Excellence	509
Saul	Silva	Portugal	Medallion For Excellence	508
Tomonori	Yamada	Japan	Medallion For Excellence	506
Jarkko	Kukkonen	Finland		465
Jean-François	de la Hamayde	Belgium		430

Skill No. 22 Painting & Decorating				
Andreas	Marbacher	Switzerland	GOLD	548
Mark	Nevin	United Kingdom	GOLD	547
Ludovic	Durel	France	BRONZE	533
Katja	Jaatinen	Finland	Medallion For Excellence	519
Kyle	French	Australia	Medallion For Excellence	512
A Reum	Lee	Korea	Medallion For Excellence	511
Yu-Chiang	Lin	Chinese Taipei	Medallion For Excellence	509
Max	Grønbæk	Denmark		491
Johan	Hellström-Reineke	Sweden		491

First Name	Last Name	Country Name	Medal	Result
Skill No. 22 Painting & Decorating				
Anton	Stampfer	South Tyrol, Italy		490
Michael	Nachbargauer	Austria		474
Céline	Dos Santos	Belgium		468
Margus	Aus	Estonia		459
Tiffany	Vandermeij	Canada		449
Skill No. 23 Mobile Robotics				
Yuta	Imai	Japan	GOLD	557
Takaaki	Ozaki	Japan	GOLD	557
Moon Suck	Choi	Korea	GOLD	555
Won Yeong	Kim	Korea	GOLD	555
Ye Seng	Chen	Singapore	BRONZE	527
Tian Long	Tey	Singapore	BRONZE	527
Yuan-Fu	Liu	Chinese Taipei	BRONZE	526
Shen-Kai	Yu	Chinese Taipei	BRONZE	526
Christian	Olbricht	Germany	Medallion For Excellence	518
Julian	Schwegmann	Germany	Medallion For Excellence	518
Kledson	Alves	Brazil		499
Andrei	Belegante	Brazil		499
Myles	Robinson	Canada		487
Pavlo	Tovaryanskyy	Canada		487
Wesley	Estment	South Africa		485
Timothy	Light	South Africa		485
Perry	van Adrichem	Netherlands		480
Sjors	van der Valk	Netherlands		480
Ivan	Afandi	Indonesia		478
Arif Gunawan	Amri	Indonesia		478
Kalle	Häkkänen	Finland		473
Anniina	Peltonen	Finland		473
Birol	Capa	Turkey		472
Onur	Varol	Turkey		472
Cristian	Cuellar	Colombia		471
David	Martin	Colombia		471
Khalifa	Al Kaabi	United Arab Emirates		470
Ahmed	Nasir	United Arab Emirates		470
Skill No. 24 Cabinetmaking				
Chien-Wen	Lai	Chinese Taipei	GOLD	540
Jonathan	Arbour	Canada	GOLD	538
Florian	Pichler	South Tyrol, Italy	BRONZE	537
Jérôme	Bellet	France	Medallion For Excellence	532
Tae Min	Kim	Korea	Medallion For Excellence	523
Anssi	Nikku	Finland	Medallion For Excellence	520
Gerald	Eidenberger	Austria	Medallion For Excellence	518
Muhammad	Abidin	Indonesia	Medallion For Excellence	514
Martin	Maurer	Switzerland	Medallion For Excellence	513
Ivo	Ilm	Estonia	Medallion For Excellence	510
Luke	Griffiths	United Kingdom	Medallion For Excellence	509
Emil	Weberg	Sweden	Medallion For Excellence	509
Mattias	Eugler	Germany	Medallion For Excellence	507
Michael	Welshman	Australia	Medallion For Excellence	506
Michael	Shieffelbein	New Zealand		490
Kazuki	Nakajima	Japan		486
Kyle	Wegman	United States of America		477
Mohammad Mahdi	Rezaei Kazki	Iran		468
Johanness	Juman Usen	Malaysia		464
Diego	Palomo	Spain		458
Nilas	Stoumann	Denmark		457
Gustavo	Cruz Zeferino	Mexico		424
Skill No. 25 Joinery				
Geum seok	Gong	Korea	GOLD	552
Thorsten	Kornmayer	Germany	SILVER	546
Luzio	Egli	Switzerland	BRONZE	535
Trevor	Woods	United Kingdom	BRONZE	533

First Name	Last Name	Country Name	Medal	Result
Skill No. 25 Joinery				
Jean-François	Bruyère	Belgium	Medallion For Excellence	527
Sébastien	Mazzariol	France	Medallion For Excellence	526
Travis	Wieler	Canada	Medallion For Excellence	517
Gábor	Berkes	Hungary	Medallion For Excellence	507
Mitchell	Edwards	Australia	Medallion For Excellence	503
Patrik	Illmeier	Austria		493
Chih-Hsiu	Liang	Chinese Taipei		492
Carlos	Vidinha	Portugal		485
Bahtiar	Efendi	Indonesia		483
Nguyen Trong	Tien	Vietnam		479
Harri	Vilokkinen	Finland		474
Michael	Lyon	New Zealand		472
Allan	Biller Lauritsen	Denmark		470
Arturo	Edo	Spain		465
Yuya	Nishida	Japan		440
Skill No. 26 Carpentry				
Barry	Dennigan	Ireland	GOLD	527
Peter	Schwarz	Switzerland	GOLD	525
Peter Thomas	Ebner	Austria	BRONZE	524
Willem	Beverloo	Netherlands	Medallion For Excellence	518
Adrien	Desbrosses	France	Medallion For Excellence	517
Erich	Gruber	South Tyrol, Italy	Medallion For Excellence	517
Kenneth	Meldgaard	Denmark	Medallion For Excellence	517
Thomas	Schleicher	Germany	Medallion For Excellence	514
Bong Ho	Kim	Korea	Medallion For Excellence	511
Scott	Blair	Canada		499
Cliff	Williams	United Kingdom		497
István	Bolvári	Hungary		480
Ville	Huusko	Finland		479
Maho	Kojima	Japan		465
Daniel	Malthus	New Zealand		411
Skill No. 27 Jewellery				
Tae Sik	Yun	Korea	GOLD	536
Alexandre	Concari	Brazil	SILVER	529
Thomas	Gamper	South Tyrol, Italy	SILVER	527
Manoch	Kaosuan	Thailand	Medallion For Excellence	524
Koji	Toyama	Japan	Medallion For Excellence	524
Maria	Suikkanen	Finland	Medallion For Excellence	521
Zhe-Hao	Yeh	Chinese Taipei	Medallion For Excellence	517
Ehsan	Fattahi Hassanabad	Iran	Medallion For Excellence	508
Rodolfo	Santos	Portugal	Medallion For Excellence	508
Lucy Ann	Kägi	Switzerland	Medallion For Excellence	502
Kwong-Chun	Cheung	Hong Kong, China		491
Adam	Claridge	United Kingdom		483
Beate	Bratvold	Norway		480
Anna	Nilsson	Sweden		473
Alberto Isaac	Martinez Estebanes	Mexico		458
Ahmad	Abdul Rahman	Indonesia		421
Skill No. 28 Floristry				
Clément	Petit	France	GOLD	539
Lina	Supstiks	Sweden	SILVER	530
Wen-Hao	Liao	Chinese Taipei	BRONZE	527
Joseph	Massie	United Kingdom	BRONZE	527
Yuki	Kaseno	Japan	BRONZE	525
Won Teak	Seo	Korea	Medallion For Excellence	522
Elisa	Paquet-Lessard	Canada	Medallion For Excellence	520
Ka Wai	Cheang	Macao, China	Medallion For Excellence	518
Elisabeth	Finnbråten	Norway	Medallion For Excellence	511
Stacey	Pitman	Australia	Medallion For Excellence	507
Tuulikki	Mattila	Finland	Medallion For Excellence	506
Christine	Stalder	Switzerland		493
Michaela	Glawogger	Austria		490

First Name	Last Name	Country Name	Medal	Result
Skill No. 28 Floristry				
Brigitta	Udvari	Hungary		479
Caitlin	Thorburn	New Zealand		464
Nelly	Mashala	South Africa		453
Neslihan	Arslan	Turkey		445
Alfonso	Jimenez Mendez	Mexico		444
Skill No. 29 Ladies / Mens Hairdressing				
Elina	Salminen	Finland	GOLD	566
Sabrina	Fiorin	South Tyrol, Italy	SILVER	539
Angélique	Frank	France	BRONZE	536
Samuel	Chabot	Canada	Medallion For Excellence	531
Daniela	Marques	Portugal	Medallion For Excellence	522
Ha Neul	Park	Korea	Medallion For Excellence	521
Jennifer	Miaczynski	United States of America	Medallion For Excellence	513
Linzi	Weare	United Kingdom	Medallion For Excellence	511
Megan	Kuhn	Australia	Medallion For Excellence	506
Yu-Chien	Lin	Chinese Taipei	Medallion For Excellence	505
Shadi	Rafei	Sweden		498
Gert	Taljaard	South Africa		494
Dorina	Szakács	Hungary		486
Lia	Mendonça	Brazil		481
Kwan-Shek	Li	Hong Kong, China		476
Sabela	Garrido	Spain		474
Orbjörg	Bergþórsdóttir	Iceland		471
Kai Kei	Lam	Macao, China		471
Dwi	Sefi Susanti	Indonesia		453
Yuui	Tanaka	Japan		446
Skill No. 30 Beauty Therapy				
Jessie-Lee	Gladwell	Australia	GOLD	552
Isabelle	Collin	Canada	SILVER	549
Charlotte	Burford	United Kingdom	BRONZE	543
Siu-Ting	Chan	Hong Kong, China	Medallion For Excellence	531
Janet	Gilbert	Ireland	Medallion For Excellence	525
Julie	Dubois	France	Medallion For Excellence	513
Sara	Immo	Sweden	Medallion For Excellence	507
Ka Wen	Chua	Singapore	Medallion For Excellence	504
Khairunnisa	Hamdan	Malaysia	Medallion For Excellence	504
Nikoletta	Németh	Hungary		492
Sabrina	Morson	South Tyrol, Italy		489
Yu-Wen	Wu	Chinese Taipei		489
Joana	Ferreira	Switzerland		480
Katherine	Kurzewski	South Africa		477
Heidi	Lahti	Finland		468
Marta	Lagares	Spain		462
Minae	Satoh	Japan		459
Debora	Raposo	Portugal		453
Skill No. 31 Fashion Technology				
Carol	Sidler	Switzerland	GOLD	551
Marianna	Luoma	Finland	SILVER	531
Ching-Chuan	Shen	Chinese Taipei	BRONZE	527
Jin Hwa	Jeon	Korea	BRONZE	525
Daisy	Liang	Canada	BRONZE	525
Worachat	Sithiboon	Thailand	Medallion For Excellence	513
Soi Wa	Leong	Macao, China	Medallion For Excellence	507
Miki	Chiba	Japan		491
Madelen	Høgnes Syversen	Norway		491
I Nyoman	Bayu	Indonesia		479
Marie-Rose	Vitale	France		479
Irene	Márquez	Spain		478
Suza Azlina	Alias	Malaysia		468
Kumru	Kodamanoglu	Turkey		435

First Name	Last Name	Country Name	Medal	Result
Skill No. 32 Confectioner / Pastry Cook				
Gregor	Regner	Austria	GOLD	533
Veronika	Kuen	South Tyrol, Italy	GOLD	531
Na Ri	Shin	Korea	BRONZE	523
Jolanda	Stgier	Switzerland	Medallion For Excellence	519
Alistair	Birt	United Kingdom	Medallion For Excellence	516
Caitlin	Mayo	Canada	Medallion For Excellence	506
Yi-Yen	Chien	Chinese Taipei	Medallion For Excellence	502
Linda	Nummelin	Finland	Medallion For Excellence	500
Loic	Gineste	France		499
Maria	Santos	Brazil		498
Harumi	Kamiya	Japan		496
Matthieu	Renoirte	Belgium		496
Nikoletta	Tapaszi	Hungary		476
Andreas Mulinacci	Due	Denmark		406
Skill No. 33 Automobile Technology				
Colm	Corcoran	Ireland	GOLD	564
Jack	Frederick	United States of America	SILVER	550
Yong Chan	Kim	Korea	BRONZE	539
Hung-Chih	Wang	Chinese Taipei	Medallion For Excellence	527
Dan	Van Holst	Canada	Medallion For Excellence	520
Dean	Jones	United Kingdom	Medallion For Excellence	518
Roman	Telser	South Tyrol, Italy	Medallion For Excellence	517
Lukas	Bollhalder	Switzerland	Medallion For Excellence	514
Perrin	Bouna	Australia	Medallion For Excellence	514
Marcel	Woods	New Zealand	Medallion For Excellence	513
Mamoru	Miyahara	Japan	Medallion For Excellence	510
Daniel	Weigl	Austria	Medallion For Excellence	509
Christofer	Westling	Sweden	Medallion For Excellence	504
Romain	Loll	France	Medallion For Excellence	502
Per Arne	Jansen	Norway	Medallion For Excellence	500
Tuomo	Pyhälä	Finland		499
Rui	Marques	Portugal		498
Kaoh Jie	Yong	Malaysia		498
Charles	Kaufmann	Luxembourg		492
Mathieu	Ganty	Belgium		491
Ali	Vafaei	Iran		491
Prawatchai	Dangnoi	Thailand		489
Florian	Weiss	Germany		479
Dedi	Agus Septiawan	Indonesia		477
Jonn	Kromann	Denmark		467
José Luis	Albarracín	Spain		454
Mounir	Elkihel	Morocco		448
Bophelo	Pico	South Africa		414
Skill No. 34 Cooking				
Florian	Neumann	Germany	GOLD	533
Sung Hun	Park	Korea	GOLD	532
Adam	Smith	United Kingdom	GOLD	531
Chien-Hung	Chen	Chinese Taipei	BRONZE	529
Eric	Räty	Finland	Medallion For Excellence	528
Nenad	Djuric	Australia	Medallion For Excellence	525
Daniela	Manser	Switzerland	Medallion For Excellence	525
Karla	Siverts	Norway	Medallion For Excellence	524
Rodrigo	Perez	Sweden	Medallion For Excellence	521
Sébastien	Laframboise	Canada	Medallion For Excellence	520
Reto	Jenal	Principality of Liechtenstein	Medallion For Excellence	519
Nuryani	Oktapiani	Indonesia	Medallion For Excellence	519
Christian	Pircher	South Tyrol, Italy	Medallion For Excellence	518
Wai-shing Wilson	Luk	Hong Kong, China	Medallion For Excellence	515
Dao Duy	Khanh	Vietnam	Medallion For Excellence	513
Patrick	Herrmüller	Austria	Medallion For Excellence	510
Tosaporn	Limdumnern	Thailand	Medallion For Excellence	510
Breid	Devlin	Ireland	Medallion For Excellence	509
Zsolt	Berki	Hungary	Medallion For Excellence	504


First Name	Last Name	Country Name	Medal	Result
Skill No. 34 Cooking				
Craig	Growney	United States of America	Medallion For Excellence	504
Thomas	Townsend	New Zealand	Medallion For Excellence	501
Dennis Juhl	Jensen	Denmark		495
Sonetra	Uon	Belgium		491
Ming	Jung	Singapore		490
Joonas	Koppel	Estonia		489
Aimara	Bartolomé	Spain		483
Gabriel	Moraes	Brazil		480
Guillaume	Cussonneau	France		475
Marvin	Robinson	Jamaica		470
Kazunori	Ishibashi	Japan		464
Cristian	Gallo	Colombia		435
Abel	Garcia Perez	Mexico		425
Sercan	Yasstepe	Turkey		416
Skill No. 35 Restaurant Service				
Heh-Nian (James)	Sun	Australia	GOLD	522
Pierre-Luc	Coté	Canada	GOLD	520
Armin	Profanter	South Tyrol, Italy	BRONZE	518
Katherine	Watson	United Kingdom	BRONZE	518
Kristina	Beale	Ireland	BRONZE	517
Maria	Putak	Sweden	Medallion For Excellence	514
Birgit	Pichler	Austria	Medallion For Excellence	513
Peter	Sand Dørstad	Norway	Medallion For Excellence	512
Joonas	Heino	Finland	Medallion For Excellence	511
Rui Qi	Yew	Singapore	Medallion For Excellence	510
Sven	Latzel	Germany	Medallion For Excellence	509
Helle	Barnholt	Denmark	Medallion For Excellence	508
ZZU-YU	CHIU	Chinese Taipei	Medallion For Excellence	508
Eliane	Mahrer	Switzerland	Medallion For Excellence	505
Chung Woon	Park	Korea	Medallion For Excellence	505
Cédric	Kuster	France	Medallion For Excellence	504
Anne	Hovels	Netherlands	Medallion For Excellence	503
Paulo	Simoes	Portugal	Medallion For Excellence	503
Jorge	Strocen	Spain	Medallion For Excellence	500
Narumi	Hirota	Japan		496
Pham Thi	Quynh Trang	Vietnam		495
Annisa	Nur Jannah	Indonesia		492
Gavin	Cooper	South Africa		490
Luis	Armando Hernandez	Mexico		464
Kirsty	Lister	New Zealand		365
Skill No. 36 Car Painting				
Takeshi	Tsutsumi	Japan	GOLD	564
Hee Bong	Lee	Korea	SILVER	548
Harri	Jalonen	Finland	BRONZE	518
Pornchai	Kangwankong	Thailand	Medallion For Excellence	513
Jeppe	Hansen	Denmark	Medallion For Excellence	511
Jan	Van Der Poel	Netherlands	Medallion For Excellence	511
Wei-Ting	Hsiao	Chinese Taipei	Medallion For Excellence	507
Cyril	Scontrino	France	Medallion For Excellence	506
Ben	Janke	United States of America	Medallion For Excellence	504
Zak	Mclaughlan	United Kingdom	Medallion For Excellence	503
Camille	Cederlund	Sweden		498
Jemma	Bond	New Zealand		478
Justin	Laidlaw	Australia		468
Daniel	Green	Canada		465
Joakim	Haugland	Norway		465
Walter	Pérez	Spain		443
Skill No. 37 Landscape Gardening				
Tobias	Bohnert	Germany	GOLD	538
Andreas	Waldvogel	Germany	GOLD	538
Job	de Visser	Netherlands	SILVER	530
Frank	van Haastert	Netherlands	SILVER	530

First Name	Last Name	Country Name	Medal	Result
Skill No. 37 Landscape Gardening				
Johannes	Springer	Austria	SILVER	529
Johannes	Stöttner	Austria	SILVER	529
Remo	Aus der Au	Switzerland	Medallion For Excellence	521
Manuel	Kostner	South Tyrol, Italy	Medallion For Excellence	521
Peter	Rier	South Tyrol, Italy	Medallion For Excellence	521
Tobias	Schenk	Switzerland	Medallion For Excellence	521
Frédéric	Guery	France	Medallion For Excellence	518
Florian	Piton	France	Medallion For Excellence	518
Luke	Denby	United Kingdom	Medallion For Excellence	512
William	Gadd	United Kingdom	Medallion For Excellence	512
Shiro	Ishii	Japan	Medallion For Excellence	509
Hayato	Shiraishi	Japan	Medallion For Excellence	509
Erik	Bengtsson	Sweden	Medallion For Excellence	507
Kasandra	Wilhelmsson	Sweden	Medallion For Excellence	507
Seung Pyo	Lee	Korea		499
Am Bin	Park	Korea		499
Jostein	Bjørnstad	Norway		492
Håvard	Borgevad	Norway		492
Erno	Maja	Finland		475
Katja	Pesonen	Finland		475
Jhao-Ru	Chen	Chinese Taipei		466
Chao-Wei	Liao	Chinese Taipei		466
Hugo	Parent	Canada		450
Caroline	Tanguay	Canada		450
Iwan	Bronkhorst	South Africa		433
Ashley	Hempel	South Africa		433
Skill No. 38 Refrigeration				
Mackson	Santos	Brazil	GOLD	550
Hamidreza	Paresh	Iran	SILVER	533
Chia-Ming	Mao	Chinese Taipei	BRONZE	530
Prawit	Boonla	Thailand	BRONZE	529
Thomas	Sheehy	Ireland	Medallion For Excellence	525
Mathieu	Boily	Canada	Medallion For Excellence	524
Laurent	Valade	France	Medallion For Excellence	523
Nash	Mason	Australia	Medallion For Excellence	517
Robin	Palgan	Sweden	Medallion For Excellence	513
Shinya	Saito	Japan	Medallion For Excellence	510
Cor	Van Run	Netherlands	Medallion For Excellence	509
Chun-Man	Chan	Hong Kong, China	Medallion For Excellence	504
Young Seok	Cha	Korea	Medallion For Excellence	500
Andre	Roberdo	Portugal		498
Nguyen Hoang	Anh	Vietnam		482
Nicolaas	Barkhuizen	South Africa		473
Zakaria	Besserour	Tunisia		472
Ryan	Rutherford	United States of America		465
Mohamed	Arrouj	Belgium		456
Noureddine	Ghazzaoui	Morocco		445
Fabian	Alvarado Osorio	Mexico		444
Skill No. 39 IT PC/Network Support				
Thiam Shui	Tan	Singapore	GOLD	570
Dong Sok	Lee	Korea	SILVER	548
Florian	Meier	Switzerland	BRONZE	538
Benjamin	Callar	France	Medallion For Excellence	532
Hugo	Landau	United Kingdom	Medallion For Excellence	524
Yi-Chen	Huang	Chinese Taipei	Medallion For Excellence	523
Nicolas	Rolans	Belgium	Medallion For Excellence	517
Matti	Neuvonen	Finland	Medallion For Excellence	515
Luis	Martins	Portugal	Medallion For Excellence	513
Máté	Farkas	Hungary	Medallion For Excellence	511
Matthew	Chadder	Canada	Medallion For Excellence	503
Eduardo	Santiago Jr	Brazil	Medallion For Excellence	502
Kevin	Vogt	Principality Of Liechtenstein	Medallion For Excellence	502
Patrick	Knott	Germany	Medallion For Excellence	500

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Skill No. 39 IT PC/Network Support				
Saeid	Tamis	Iran		496
Sonya Tung	Choi	Macao, China		494
Toshinori	Yoshida	Japan		494
Stefan	Berchtold	Austria		492
Daniel	Wahlberg	Sweden		484
Didac	Navarro	Spain		482
Ratapong	Satyapan	Thailand		481
Tin-Long	Wong	Hong Kong, China		474
Steven	Capote	Colombia		467
Jasan Philano	Pusey	Jamaica		457
Kinzie	Doll	United States of America		448
Ali	Al Daheri	United Arab Emirates		434
Skill No. 40 Graphic Design Technology				
David	Boivin	Canada	GOLD	531
Lay Kheng	Chong	Singapore	GOLD	529
Jirawat	Tachaprechawong	Thailand	BRONZE	528
Claudia	Frass	South Tyrol, Italy	Medallion For Excellence	525
Melissa	Guiney	Australia	Medallion For Excellence	525
Myriam	Santos Neves Johana SN	Belgium	Medallion For Excellence	525
Ting-Hsuan	Lin	Chinese Taipei	Medallion For Excellence	523
Helena	Simões	Brazil	Medallion For Excellence	518
Sanny	Van Essen	Netherlands	Medallion For Excellence	518
Jin Kyung	Hong	Korea	Medallion For Excellence	506
Claire	Charrier	France	Medallion For Excellence	502
Shiori	Asanuma	Japan		498
Claus Julius	Bjørneboe	Denmark		498
Heli	Mikkonen	Finland		498
Kristin	Oliversen	Norway		498
Muhammad	Haris	Indonesia		490
Siu-Hang	Lai	Hong Kong, China		472
Anoud	Al Ali	United Arab Emirates		447
Abdullah	Alshahry	Saudi Arabia		437
Mandla	Duka	South Africa		432
Skill No. 41 Caring				
Fangyi	Choo	Singapore	GOLD	537
Ching Yee	Mah	Singapore	GOLD	537
Nadja	Holzner	South Tyrol, Italy	SILVER	527
Julia Magdalena	Kofler	South Tyrol, Italy	SILVER	527
Tiina	Ahola	Finland	BRONZE	523
Jaana	Pakanen	Finland	BRONZE	523
Ellen	Backx	Netherlands	Medallion For Excellence	510
Saskia	Staalduinen	Netherlands	Medallion For Excellence	510
Marte	Evensen	Norway	Medallion For Excellence	509
Ida	Karlsson	Sweden	Medallion For Excellence	509
Lars	Kristensen	Sweden	Medallion For Excellence	509
Hege	Sveum	Norway	Medallion For Excellence	509
Fiona	Delaire	France		484
Virginie	Masse	France		484
Paloma Karla Sarahi	Lopez Sanchez	Mexico		456
Mariano	Pedraza Zuñiga	Mexico		456
Noora	Al Khanbooli	United Arab Emirates		445
Muna	Al Shehhi	United Arab Emirates		445

First Name	Last Name	Country Name	Medal	Result
Skill No. D1 Aircraft Maintenance				
Andrew	Burke	Ireland	GOLD	535
Brian	Everts	Canada	SILVER	515
Stewart	Wright	United Kingdom	BRONZE	496
Ville	Hämäläinen	Finland		454
Skill No. D2 Construction Metal Works				
Jun Young	Kim	Korea	GOLD	533
Katsuya	Yamazaki	Japan	SILVER	527
Ming-Yuan	Chiang	Chinese Taipei	BRONZE	513
Dominik	von Flüe	Switzerland	BRONZE	513
Gerald	Roche	Ireland	BRONZE	512
Johannes	Pöll	Austria		499
Jeremy	Wehrmuller	France		496
Shane	Ashton	Australia		480
Olli-Pekka	Pöllänen	Finland		427
Skill No. D3 Plastering and Drywall Systems				
Jean-Baptiste	Bevand	France	GOLD	543
Leo Sternfried	Stillhard	Switzerland	SILVER	531
Yujiro	Tezuka	Japan	BRONZE	502
Matthew	Keating	Ireland		492
Ho-Kai	Tang	Chinese Taipei		473
Han Gyeol	Choe	Korea		458
Skill No. HM1 Sheet Metal Technology				
Wei-Hao	Lin	Chinese Taipei	GOLD	530
Tae Yang	Jung	Korea	SILVER	527
Daniel	Karanges	Australia	BRONZE	520
Elliot	Wilkes	New Zealand	Medallion For Excellence	513
Nicolas	Petitpas	France	Medallion For Excellence	500
Yuichi	Takaoka	Japan		463
Brad	Chyz	Canada		448

appendix c: albert vidal award – top 20 competitors

WorldSkills Competition 2009				
Albert Vidal Award - Top Twenty Competitors				
				
Name	Member	Skill	Points	Award
Tan Thiam Shui	SG	39 IT PC/Network Support	570	GOLD
Salminen Elina	FI	29 Ladies / Mens Hairdressing	566	GOLD
Tsutsumi Takeshi	JP	36 Car Painting	564	GOLD
Corcoran Colm	IE	33 Automobile Technology	564	GOLD
Imai Yuta, Ozaki Takaaki	JP	23 Mobile Robotics	557	GOLD
Hamada Kazuhiro, Nagano Kyohei	JP	04 Mechatronics	557	GOLD
Nose Shigehiro	JP	02 Information Network Cabling	556	GOLD
Choi Moon Suck, Kim Won Yeong	KR	23 Mobile Robotics	555	GOLD
Choi Won Seok	KR	13 Autobody Repair	554	GOLD
Gong Geum seok	KR	25 Joinery	552	GOLD
Gladwell Jessie-Lee	AU	30 Beauty Therapy	552	GOLD
Sidler Carol	CH	31 Fashion Technology	551	GOLD
Gomes Dariel, Silva Marcio	BR	04 Mechatronics	550	SILVER
Frederick Jack	US	33 Automobile Technology	550	SILVER
Santos Mackson	BR	38 Refrigeration	549	GOLD
Collin Isabelle	CA	30 Beauty Therapy	549	SILVER
Marbacher Andreas	CH	22 Painting & Decorating	548	GOLD
Lee Hee Bong	KR	36 Car Painting	548	SILVER
Lee Dong Sok	KR	39 IT PC/Network Support	548	SILVER
Nevin Mark	UK	22 Painting & Decorating	547	GOLD
September 6, 2009, 15:47:20				

appendix d: board of directors

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SAIT Polytechnic*

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*Mayor
City of Calgary*

Abe Reimer (Vice Chair)

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*Lead, Community Relations, The Bow
EnCana Corporation*

Bill Nield (Treasurer)

Retired

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*MLA
Calgary-Montrose*

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Western Financial Group*

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Edworthy Vision Centre

Doug Hawkins

Construction Labour Relations – Alberta

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Alberta Teachers' Association*

Orest Iwanylo

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Calgary Stampede*

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*Project Leader, WorldSkills Calgary 2009
Program Development and Standards Division
Alberta Education*

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Program Development and Standards Division
Alberta Education*

Michele Kirchner

*Executive Director, Community Supports
Community, Learner and Industry Connections
Alberta Advanced Education and Technology*

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City of Calgary

appendix e: worldskills calgary 2009 staff

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Jason Bank

Jennifer Hilliker

Jessica Cable

Jian Hong

Jill Cross

Jim Little

Kathleen Kellner

Kelly Des Rochers

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Kevin Harvey

Kristen Immel

Laura Lee Crook

Lee Denny

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