



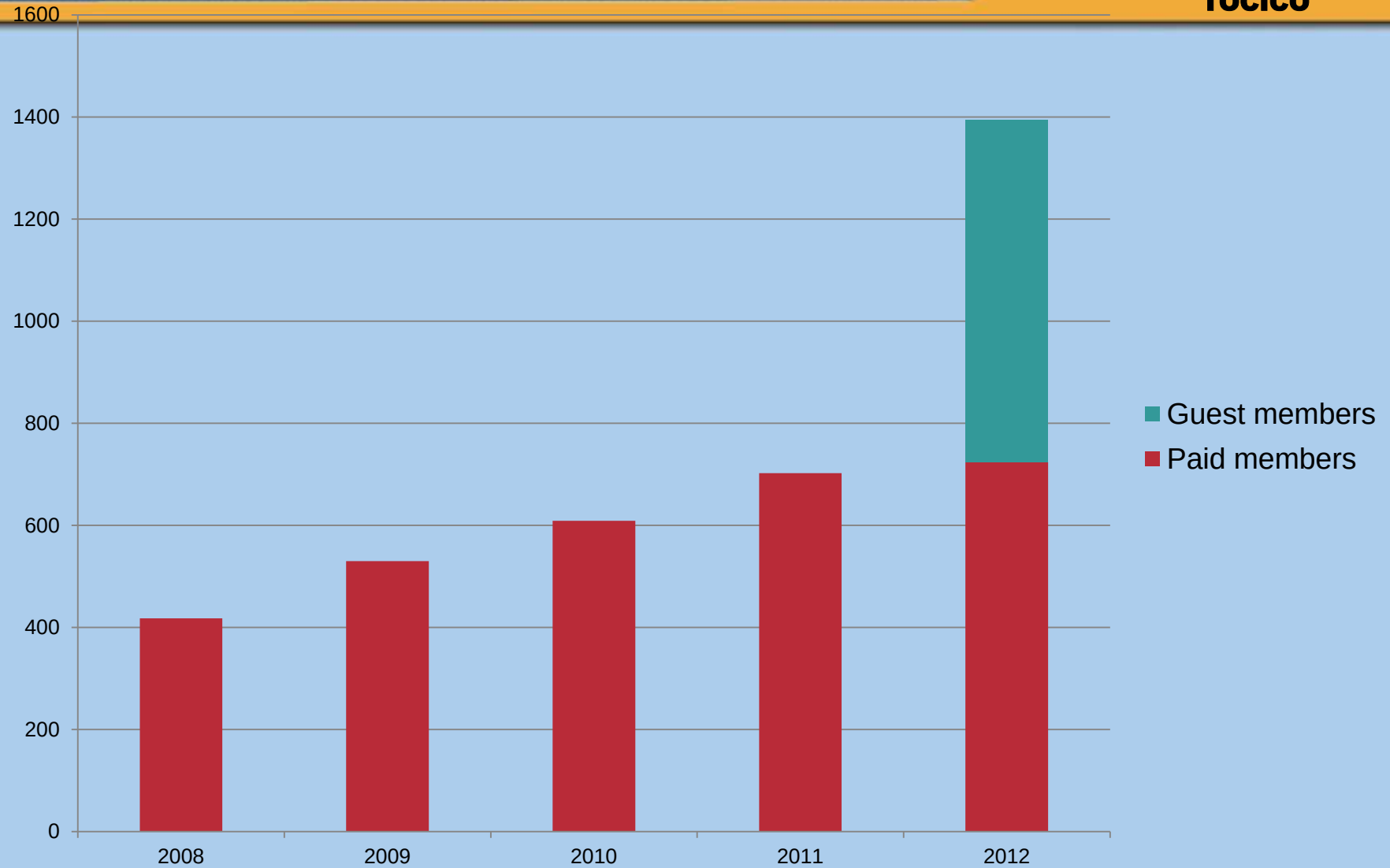
**TOCICO**

# **News from TOCICO**

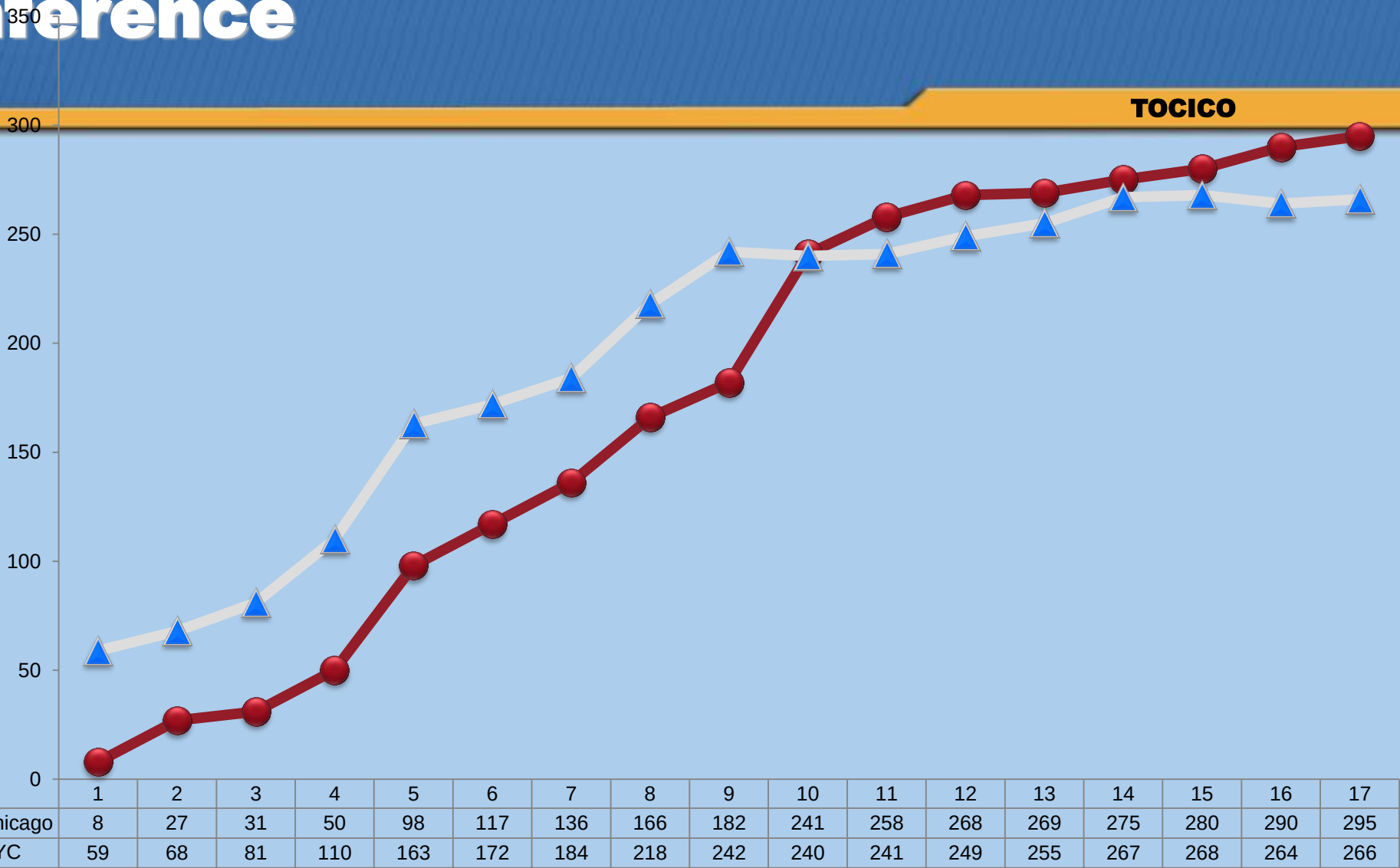
**Christoph Lenhartz**  
**Chairman of the Board**

# Membership

**TOCICO**



# Conference



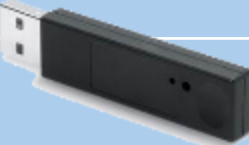
# Value for Members

**TOCICO**

- **Certification**
- **Access to and sharing of knowledge**
  - International and regional conferences
  - Webinars
  - Conference videos
  - Books
  - Regional groups

# Membership & Videos

**TOCICO**

|                                                                                     |                                                      | Members                      | Non-members                       |
|-------------------------------------------------------------------------------------|------------------------------------------------------|------------------------------|-----------------------------------|
|    | View online 2012 (last) conference                   | 75 \$<br>Free for attendees! | 275 \$<br>incl. 1 year membership |
|    | View online past years' conferences                  | Free!                        | 10 \$                             |
|                                                                                     | DVDs with all sessions in HD (2012)                  | 200 \$                       | 350 \$<br>incl. 1 year membership |
|   | Download individual session (current and past years) | 5 \$                         | 10 \$                             |
|  | USB flash drive with all sessions in MP4 (2012)      | 100 \$                       | 300 \$<br>incl. 1 year membership |
|  | Webinars                                             | Free!                        | 10 \$                             |

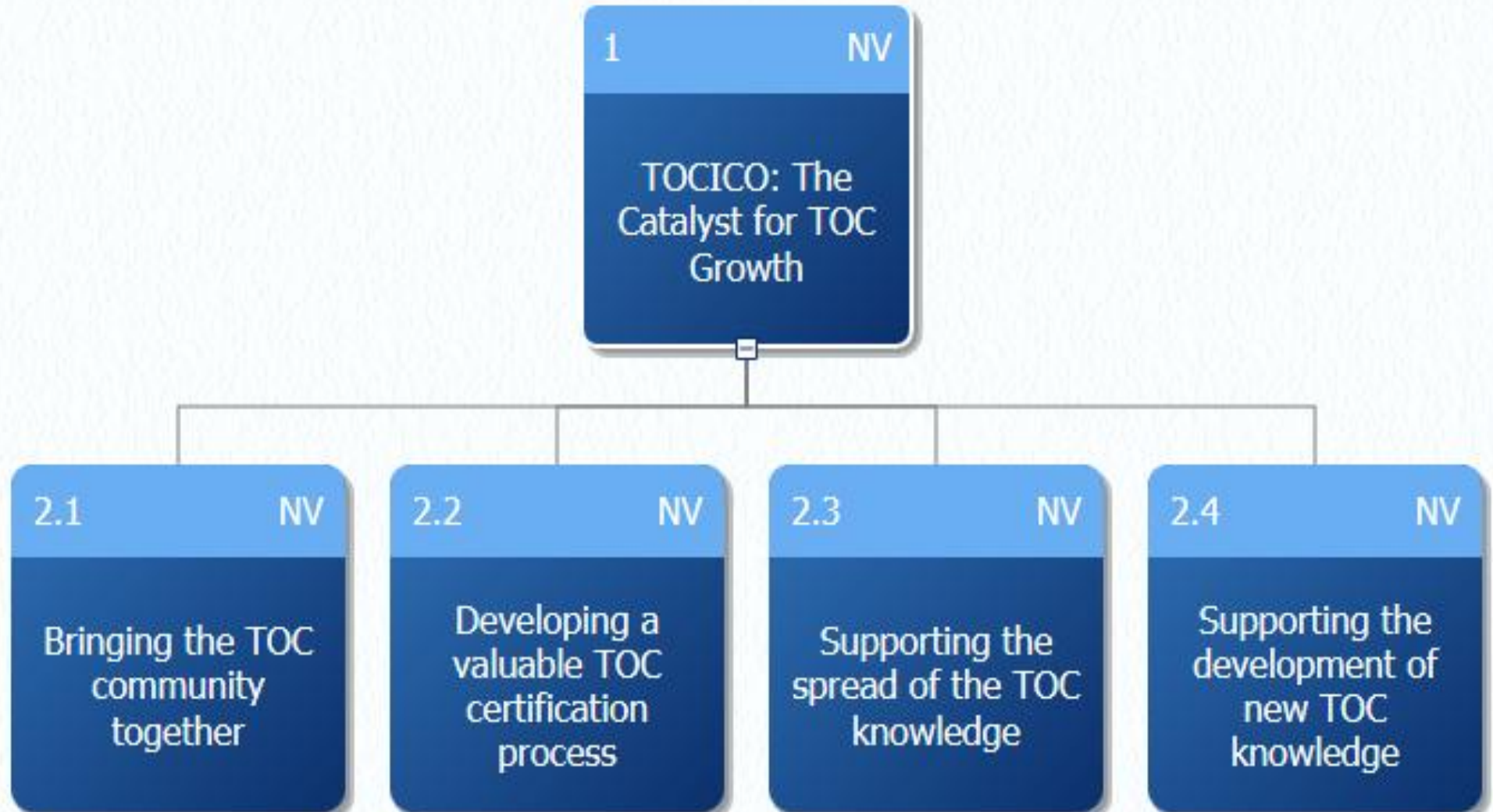
# TOCICO Strategy (Level 1)

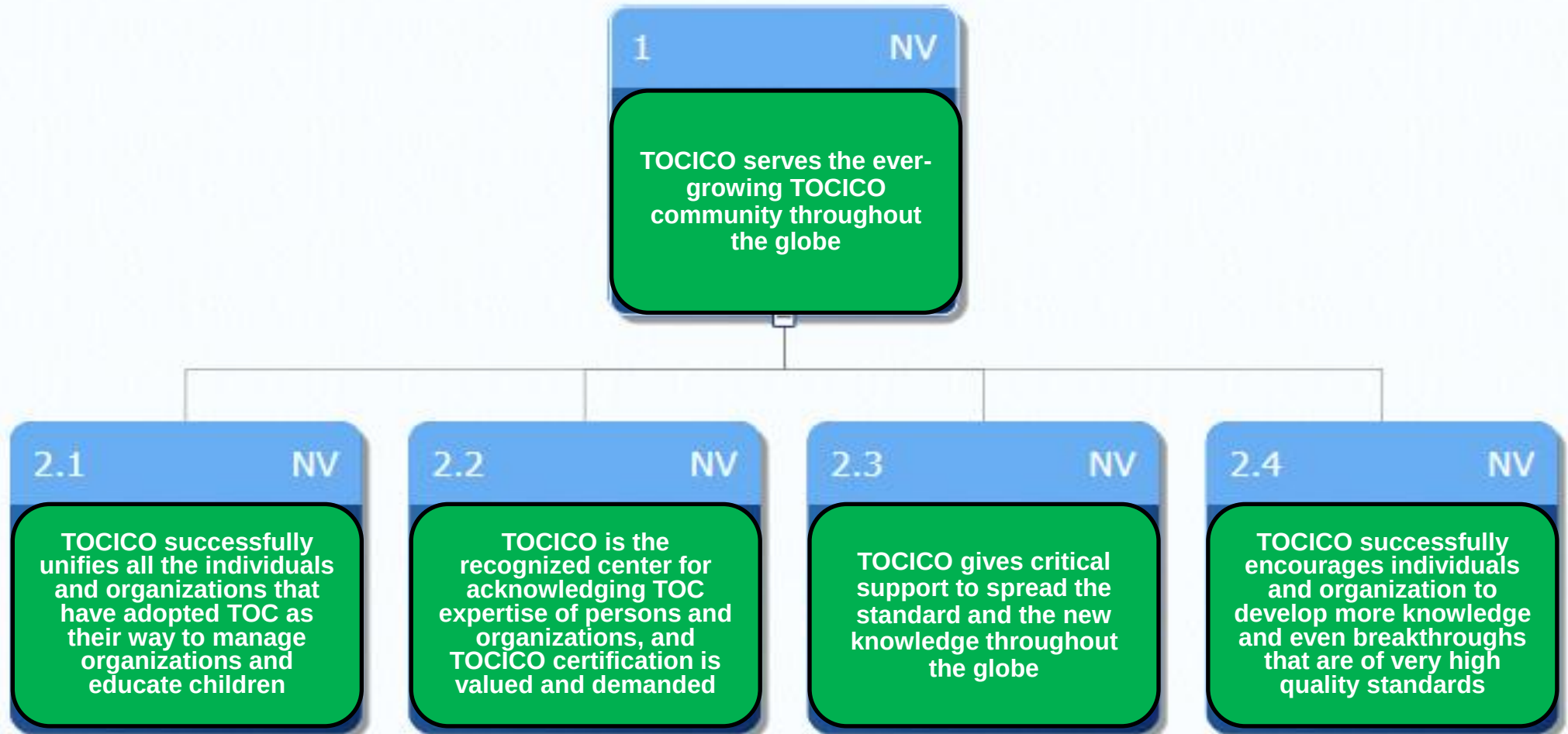
TOCICO

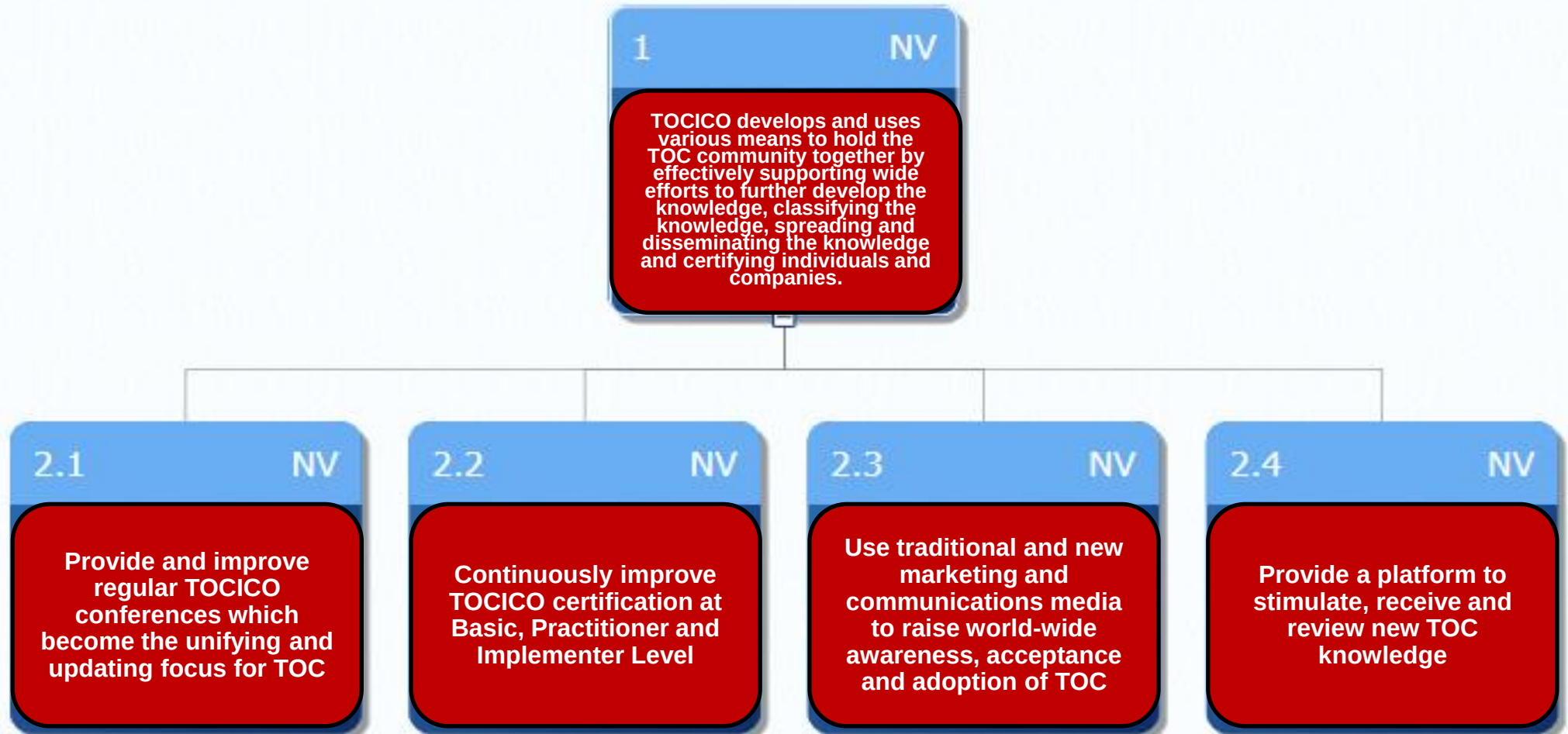
**TOCICO is the catalyst to integrate the growth of TOC knowledge worldwide.**



# TOCICO S&T





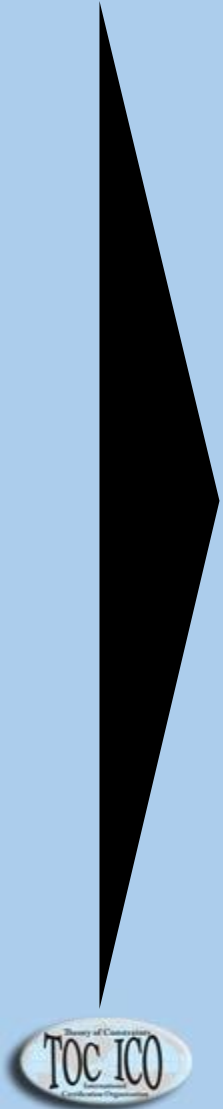


# A Year of Marketing

**TOCICO**

**TOCICO is the leading TOC association worldwide**

- **Reaching out to and attracting the other 99% of TOC enthusiasts and potential TOCICO members**
- **Being attractive to many irrespective of background, history, culture, country**
- **Becoming the place to go for TOC**
- **Creating win-win-partnerships**

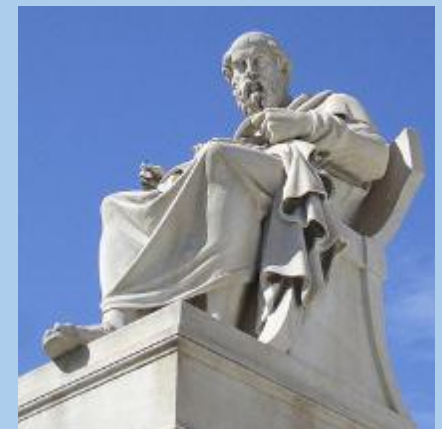
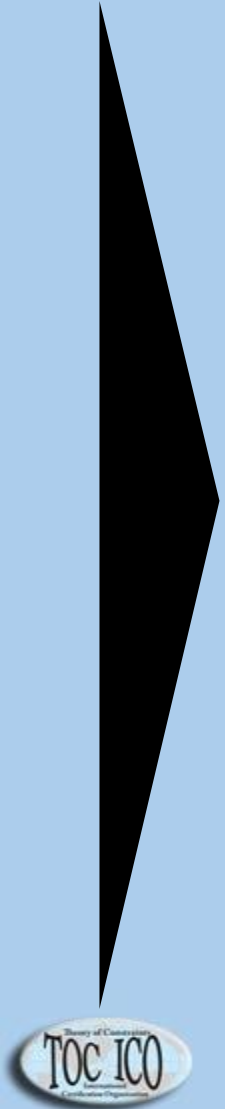


# A Year of Knowledge

**TOCICO**

**TOCICO is the curator of TOC knowledge**

- **Supporting Eliyahu M. Goldratt Foundation**
- **Encouraging knowledge development, exchange and dissemination (circles)**
- **Adapting certification**
- **Raising demand for certification**
- **Creating the central hub for TOC**



## Dolce Konferenzzentrum Bad Nauheim

3.-6. June 2013



[http://tocico.site-ym.com/?page=intl\\_conference\\_2013](http://tocico.site-ym.com/?page=intl_conference_2013)

**Registrieren bitte über TOC4U!**

# The Call for Papers

**TOCICO**



[http://tocico.site-ym.com/?page=2013\\_call\\_for\\_papers](http://tocico.site-ym.com/?page=2013_call_for_papers)

# Questions, Fragen?

**TOCICO**

**...beantworte ich gerne:**

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