

CASE STUDY DI CHINA



Overview

The Destination Imagination (DI) is run through local affiliated licensees in countries, states and provinces around the world. Each Affiliate sets up the business model that suits their economy, culture and education system.

An entrepreneurial mindset of viewing possibilities and finding opportunities has led to the long-term success of Destination Imagination in China. Established in 2005, GETE has created strong, respectful relationships at all levels providing the framework for

This has led to the DI China network including the Ministry of Education, the Ministry of Foreign Affairs, and key government agencies at the provincial and municipal levels. Each region is represented on the Board of Trustees and decisions about the

Goals

- Form and maintain strong relationships at all levels.
- Quality first aligned with country values.
- Be a recognized and respected brand across China.

Funding

Funding is handled at the regional level and then each region purchases the team numbers from DI China. As a business, GETE is eligible for corporate funding, but not for most grants.

BRING PEOPLE INTO THE CONVERSATION WITH AN ATTITUDE OF PARTNERSHIP.

continued development of the program. The key is that every person they talk to is treated as if they are a potential client, so they ensure that their actions and conversations are led with an attitude of partnership.

future of DI China is strategically managed through these relationships. To help manage this network of relationships, DI China organizes its business in three departments headed by full time staff: Marketing, Program Experts, and Business Partnerships. A large network of long-term volunteers, both full time and part time, provide support. Success in retaining volunteers is due to the business ethos and value of belonging. This is accomplished through the value add of becoming a Certified DI Professional in China and involvement at a high profile, multi-day Affiliate Tournament each year.

With consistency and quality, people began seeing us as a trusted brand and not just a passing program.





ADDRESS
 141 S. Black Horse Pike
 Suite 203
 Blackwood, NJ 08012

+1-888-321-1503
www.destinationimagination.org
rrainville@dihq.org



Results

- 2008 1500 teams annually participated across China
- 2010 Two new regions joined after the H1N1 (SARS) pandemic
- 2022 Virtual events provided consistency during COVID-19

Conclusion

DI China has continued to pivot and morph by reacting to the needs and requirements of the educational landscape. By listening to its customers and being immersed in educational policy, DI China has created a network of supporters who are there when adversity calls.

Entrepreneurial Mindset

That entrepreneurial mindset helped DI China to be flexible both in the face of adversity and in times of prosperity. In 2009-2010, China faced the H1N1 pandemic where the company almost dissolved due to government restrictions on in-person activities and events. What was learned and documented during that season helped them be better prepared with a backup plan to continue providing DI during the COVID-19 pandemic that began in 2020. Maintaining relationships over the years also allowed for quick pivoting of direction when needed as was evident in 2021 when government health guidelines meant that the tournament season would need to pivot to a virtual offering. Relationships with TV stations made that pivot attainable as a high-profile tournament was broadcast to teams across China.

Continued ability to pivot and answer needs led to a 5 year partnership with Disney Asia.

The high quality of the DI China offering was preserved. Surviving the H1N1 pandemic assured people that DI was a long-term offering and was a turning point in development as Shanghai joined with 200 teams its first year of participation and the Beijing team count was higher than ever before. The brand name was on secure ground and maintaining that meant consistency and quality. This led to a 5-year partnership with Disney China to expand the offering into new arenas.

Relationships with TV stations made for smooth pivoting to a virtual format.

The Lesson

During the SARS pandemic, DI China was in a precarious financial situation. The strong relationships with staff and volunteers meant that outgoing costs could remain viable until they bounced back the following season.