

# Activity ideas for World Quality Week 2021

Many individuals and organisations use World Quality Week as an opportunity to act as quality advocates.

Help us make 2021 a success by planning your World Quality Week events today. Here are a few ideas to get you started;



Host a lunch and learn session – share a story about the positive impact of quality in your business or [use one of our quality videos](#) to help people to understand quality



Treat your organisation with a quality-themed coffee morning – use this time to build stronger working relationships with colleagues in other teams



To gain support from other leaders in your organisation, engage your senior management team by asking them to support your event



Challenge yourself or your team to identify examples on how you can grow/maintain quality management processes through everyday activities



Record and post your own YouTube video to inspire your team.



Review our articles about creating customer value, and identify CPD objectives where you are using principles covered in them