

## Marketing and Information Commission – Agenda

17 October 2019

Bologna, Italy

Security Commission (SC)  
Training Commission (TC)  
Guidelines Commission (GC)  
Marketing and Information Commission (MIC)  
Management Committee (MC)

### 1: Welcome & opening of the meeting

Apologies for absence. Gasper Golob (Slovenia), Pia Mark (Denmark), Maria Lazarimou (Greece). Pia Mark who will no more be the DBI member in the MIC. DBI will appoint a new person for the MIC in the next meeting.

Participants:

Mirna Rodriguez, Guido Zaccarelli, Helena Grostrand, Jeanine Driessens, John Briggs, Alexandra Tilley Loughrey, Yannis Kontoulis, Wolfgang Neumuller, Simon Goeden-Eicken, Ingeborg Schlosser, Ana Ferreira, Tommy Arvidsson

TASKS TO DO	WHO
<b>2: Approval of agenda</b> (all members): approved.	///
<b>3: Reporting of CFPA Europe</b> a: Security Commission (I. Schlosser) b: Training Commission (J. Briggs) c: Guidelines Commission (J. Driessens). Geraldine Guichard will voluntarily take care of updating of the CFPA-E website concerning guidelines, in the private part and in the public part. d: Management Committee (T. Arvidsson)	///
<b>4: Topics for discussion and to do list.</b> All members are requested to be more active in the MIC commission.	ALL
Simple brief information in English about associations. For the time being we have received information from CNPP, ANPI, AIAS, DBI, SPEK and CEPREVEN. All missing countries are requested to send information: Alexandra is a volunteer to collect information from all missing countries.	All missing countries
Guido will send to all MIC members the contact information of all Commissions members.	Done
Guido will send all contact information to Alexandra.	Done
Newsletter and Website report. One newsletter has been sent in May, one in June, one in September. We are more and more active with the newsletter: Mirna shows the statistics of the contacts for newsletter and website. List of subscribers of the newsletter has to be checked. Helena receives some newsletter, but not all of them; Alexandra apparently is not in the mailing list.	Mirna / Pinchaaqui
LinkedIn Group for members. Yannis has opened a CFPA-E LinkedIn page. The address is <a href="https://www.linkedin.com/company/cfpa-e">https://www.linkedin.com/company/cfpa-e</a>	All



Mirna has all the control of the page. All CFPA-E members are requested to connect and follow.	
Jan will send information about the LinkedIn group only for members.	Jan
News for the Website. We have received information from MAJACZECH, ANPI, CEPREVEN, SPEK, DBI, SFPA, FPA. All members are requested to send more information for the website. Simon will ask members to provide information.	All Simon
Proposals to improve the web site. John suggests that we insert the logos of the exhibitions where CFPA-E was present. Approved.	///
John will prepare a short summary of the FIREX exhibition	John
Guido will prepare a short summary of the Bologna exhibition	Guido
Mirna will send again to all MIC members the instructions to enter the website and insert information and documents.	Mirna
Participation in exhibitions: FIREX London, June 2019. Conference Fire Protection, Ostrawa. September 2019. CFPA-E was not present. Fire Safety North, Manchester. 8-9 October 2019. We had a lot of contacts. Ambiente Lavoro, Bologna 15-17 October 2017. We had a common seminar with CFPA-E, AIAS and Italian National Fire Corp. Future exhibitions: Vds-Fire Safety Cologne. 4-5 December 2019 Conference of Fire Protection of Structures, 7-8 February, Athens. Bucharest, 29 April 2020.	///
Alexandra and Simon explain their proposals to improve the website. Proposals are approved. Simon will send his presentation to all members, who are requested to include their suggestions. The possible change of the website is not approved for the next future. Proposals will be inserted into the present website. The MC will prepare an operational plan for the website improvement. When approved, the plan will be sent to Pinchaaqui.	Simon MC Pinchaaqui
Internal Newsletter for CFPA-E members only. Helena shows her suggestions. The newsletter is to show to members what we are doing. Guido and Mirna are volunteers to help Helena to prepare the first internal newsletter. FPA will send to Helena the FPA newsletter. Articles and news can be in national languages, with a short abstract in English. News and articles will be sent to Helena before February, then John and Alexandra will check the English.	Guido Mirna John Alexandra
Search line has been added in the Website.	Done
New section for National Regulations was created on the homepage CFPA Website. Still many nations are missing. We need information from: United Kingdom, Switzerland, Portugal, Greece, Serbia, Poland, Romania, Czech Republic, Estonia, Turkey, Albania. Jeanine will voluntarily ask for this information.	Jeanine
The number of technical articles published has increased considerably. We must continue working in this direction.	All
New USB cards design.	Done
Support from Alexandra to help with the texts for marketing communications, news or other kind of messages. By decision of MC, John Briggs would discuss about that matter internally in the FPA.	John

Design of new leaflet. Leaflet needs to be updated; the text “Be safe, Be CFPA-E” needs to be updated. The original editable text of the leaflet will be sent to members, so that they can traduce it in national languages.	Mirna
In the new leaflet we will insert a QR code and the invitation to subscribe to the newsletter. Alexandra and Simon will take proposal for the new leaflet. Probably the logos of the members now are too many and we need to eliminate them.	Alexandra Simon
France, Serbia, Albania, Turkey, Denmark and Norway are requested to send and appointed person to the MIC.	France, Serbia, Albania, Turkey, Denmark and Norway
Webinars on national languages can be published on the CFPA website. All members will check if the available webinars can be shared; if so, they are requested to send them.	All

**9: To discuss in the next meeting:**

- Make more attractive the Guideline chapter in the website.
- How to implement a cross-link system with guidelines and courses grouped by topic.
- The members of MIC have to describe what exactly are doing to improve the knowledge of CFPA-E in their own country.
- Inside each Guideline we need a new paragraph “Keywords”, in order to ease the search inside the website.
- The Guideline Commission upload to the website a list of Organizations endorsing our Guidelines.
- The Training Commission is collecting information in order to promote each course. Who will be in charge of this task? (to discuss)
- Insert on the Website a section for job search. A link to the national website will be inserted. All members have to provide to Mirna (Pinchaaqui) the exact address of the link. (task pending to carry out)
- Engine optimization of the website, to check with Pinchaaqui.

**10: Dates and venues of next meeting.**

On January 30, 2020 MIC will have a skype meeting.  
 MIC meetings: 26 March 2020, Linz, Austria  
 General Assembly May or June 2020, London. UK  
 22 October 2020, Hvidovre/Copenhagen, Denmark  
 18 March 2021, Portugal  
 18-22 October 2021, Greece  
 March 2022 Belgium  
 October 2022 Oslo (Norway)