

Marketing and Information Commission – Agenda

13 April 2015 – Helsinki, Finland

1: Welcome & opening of the meeting

- a. New participants and apologies for absence

2: Introduction of members (all members)

3: Approval of agenda (all members)

4: Presentation from SPEK (H Grönstrand)

5: Election of the secretary of Commission

6: Reporting of CFPA Europe (M Rodriguez)

- a: Management Committee
- b: Security Commission
- c: Training Commission
- d: Research Commission

7: Marketing Project and Work Schedule. (all members)

- a: Aims of the new Commission/Strategies – to discuss
- b: Corporate Identity/Brand of CFPA – Europe – to discuss
- c: Tasks agreed at the meeting of the Management Committee in Oslo – 5/6 March 2015 –to discuss:
 - Migration of Hosting
 - Update website
 - Calendar of activities on website (rules about what to publish)
 - Photo Gallery
 - Newsletter (4 times per year – proposal MC)(Ask all members to include link to the CFPA Newsletter in each website)
 - List of ongoing projects on the website
 - Interactive presentation of CFPA E
 - CFPA Europe in Wikipedia
 - Improvements internal structure of website
 - A data collection sheet
 - Initiation package
 - Roll ups
 - Pin CFPA
 - Short presentation of CFPA for courses (4 or 5 slides)
 - Develop a template for Guidelines

- Annual Conferences
- Norway example

8: Proposals of new topics (all members)

- How to engage the members of commissions to work together? to discuss (Helena Grönstrand and all members)

10: Collaborative working with other commissions

11: Dates and venues of next meeting

To discuss

Meeting will commence at 1300hrs and end at 1800hrs on 13 April 2015.

