

Marketing and Information Commission – Agenda

12 October 2016
Cologne, Germany

1: Welcome & opening of the meeting

- a. Introduction of new Director of CFPA Europe.
- b. Introduction of Czech Republic as new member of MIC.
- c. Apologies for absence.

2: Approval of agenda (all members)

4: Election of the secretary of Commission

5: Reporting of CFPA Europe

- a: Management Committee (I Schlosser)
- b: Security Commission (I Schlosser)
- c: Training Commission (M Rodríguez)
- d: Guidelines Commission (M Rodríguez)

6: Topics for discussion and to do list.

- Agreements of Management Committee in relation with MIC and proposals of Director:
 - Each Commission should always on the agenda have a topic called MIC.
 - Find more members for MIC. In a near future Sweden. France follow this issue very closely.
 - Find one person in each country who will be in charge to send information to update the website and Newsletter. Same for all Commissions.
 - Ask members to distribute information about Vds Fire Safety Cologne in their countries.
- Strategy 2015-2017 CFPA Europe. (T Arvidsson. Director)
- How to attract more members to CFPA-Europe:
 - Continue contacts with new countries in order to assure their membership. New members: Austria, Czech Republic.
 - Mini-interviews to show the meaning of the membership and to include to the webpage. Standby mode. To discuss(All).
- Schedule for Newsletter: 4 newsletters per year:
 - November Newsletter.
 - Send the schedule of the newsletter to the customers. It creates expectation by the customers. Inform in the next Newsletter. To discuss (all members)

- Website updates: Calendar, news, areas, sections, report with figures of the web. To discuss (all members).
- Approval of the budget for the creation of MIC section on the website. (all members).
- Text that could be included in the newsletters of all national members to inform their customers about the website of CFPA Europe. Done.
- Update interactive presentation on website (include the new members of CFPA-Europe). Done.
- Update short presentation for introduction of CPFA-courses and send to Training Commission (include the new members of CFPA-Europe). Done.
- New brochure design. To discuss (all members).
- How to get more events for the calendar? Every two months we send an email to all members to get more events. (all members).
- Changes in the Training Section and Guidelines Section in the webpage. (work in progress in collaboration with Training, Security and Guidelines Commission).
- On-going research projects: This information has been requested twice. There are not enough answers. Answers from: CNFPP, DBI, Italy.
- Short summary of Members. Done. Work in progress. Answers from: ANPI, CNPP, SPEK, AIAS, DBI. MIC agreed that:
 - In each newsletter should be included a short summary of each one of the associates in a section that can be called "Meet our associates".
 - The summaries should be available on the website (e.g. from the site with the logos and contact details of members).
- CFPA Europe in Wikipedia. Work in progress. (P Stoker).
- With inspiration from Norway – Discuss how we can develop common campaigns, material, and initiatives for the public. To discuss (all members).
- Add search words to the google. To discuss (all members).
- CFPA at the Vds Fire Safety Cologne on 7th and 8th of December, 2016. To discuss (all members):
 - Main message: "Better Fire Protection and Security by guidelines, training and exchange of information.
 - Ingeborg will provide a proposal for design of the CFPA-booth with this message. Work in progress.
 - Main goal: Let people know of CFPA Europe, create the need to go to the CFPA website.
 - Marketing material for the stand: Leaflet (trainings), TV-screen for the PowerPoint presentation, USB-cards, brochure describing CFPA. Work in progress.
 - Presentation within the exhibition area:
 - CFPA Europe by Tommy Arvidsson.
 - Certification of Fire Safety Engineers by Miguel Vidueira.

- Personnel at the booth: one per time is enough; volunteers: Mirna, Miguel, Tommy, Peter (further volunteers are welcome)
- Price for visitors. Work in progress:
 - Visit of Exhibition: Free of charge (standard-price: 18€, but special conditions: CFPA-members will get vouchers for free entrance to the exhibition-they can distribute them to their staff and their customers)
 - Visit of conferences: special conditions for CFPA-members: 20% discount.
- Several documents have been prepared by TC and uploaded in the webpage (Mirna):
 - Logo Templates for using by the students that passed a certificate or diplomas course (it is up to members-in case of problems due to incorrect use they have to deal with this). Done.
 - Terms and conditions for the use: It will be provided together with the logo to the students by associations. Done.
 - End user guidance: Text has been published on the CFPA-E website to inform everyone on the meaning. Done.

8: Proposals of new topics and ideas (all members)

10: Collaborative working with other commissions (all members)

11: Dates and venues of next meeting (all members)

16 March 2017 - Stockholm