

Marketing and Information Commission Minutes

21 March 2019 Heathrow, UK

1: Welcome & opening of the meeting

- a. Apologies for absence: Maria Lazarimou from Greece (Yiannis Kontoulis is present).
- b. Welcome to the new members: Alexandra Tilley from UK and Simon Goeden from Germany.
- c. Present: Yiannis Kontoulis, Mirna Rodriguez, John Briggs, Jeanine Driessens, Pia Mark, Simon Goeden, Ingeborg Schlosser, Helena Gronstrand, Gasper Golob, Kamila Kempna, Guido Zaccarelli.

2: Approval of agenda (all members)

Approved.

3: Reporting of CFPA Europe

- a. Security Commission (I. Schlosser)
- b. Training Commission (J. Briggs)
- c. Guidelines Commission (J. Diessens)
- d. Management Committee (I. Schlosser)

4: Topics for discussion and to do list.

	Topic	Decision	Who
4.1	Person to upload documents	Done. For the Guideline: after elections; For the Security Paulus Vorderwülbecke; For the Training: John Briggs; For the MIC: Guido Zaccarelli.	GC
4.2	Instructions to upload documents	Done. Mirna already sent simple instructions to upload the documents on the website.	Done
4.3	New design of the newsletter	Done. All members are requested to send brief information about them. The text will be inserted in the newsletter, one member on each of the next newsletters. So far, Mirna received 4 or 5 texts from members. All others are requested to send to Mirna the text before end of April: Who we are, what do we do, etc. No logo, a simple brief text in English.	All
4.4	Website	After long discussion, there are many suggestions in order to improve the CFPA-E website. A new restricted website group is established to improve the website. The website group members are Alexandra and Simo. Everybody will send the suggestion to them.	All
4.5	Website	Alexandra and Simon will collect the suggestions and present their conclusion in the next meeting in Milan (October 2019).	Alexandra Simon
4.6	Newsletter	All are requested to send news to Mirna for the newsletter. Kamila in June and October Jeanine in July Mirna in August Yiannis in September Simon in November John in December	Kamila Jeanine Mirna Yiannis Simon John

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4.7	Internal communications	The circulation of communications between CFPA-E, national members and their employees has to be improved. A proposal is to write an internal newsletter, that CFPA-E will send to each national member, in order to describe the CFPA-E initiatives (articles, meetings, etc.). Mirna will send the new internal newsletter to a mailing list which includes all the members of the commissions and in general to all CFPA-E members, even if they do not participate to the Commissions. The national members in the Commissions will send the internal newsletter to all their colleagues inside their national associations. Helena will prepare a draft.	Helena
4.8	Guideline list	The guideline list has to be more attractive. Something has already been done.	Alexandra Simon
4.9	Guideline list	The procedure for downloading guidelines has to be simpler. If possible, we should keep the email address of the downloader, in order to send the newsletter.	Alexandra Simon
4.10	Guideline list	A “search” line has to be added, in the guideline page and in general in all the website.	Pinchaaqui
4.11	Technical articles	All members are requested to send technical articles, also in the national languages. Kamila will send an article before May.	All
4.12	Journalist	Alexandra is available to correct the English text of our articles and to improve the marketing of the website in general. A budget has to be decided.	MC
4.13	Technical articles	The technical articles have been published with the name of the author and national flag indicating the language of the article.	Done
4.14	Technical articles	The sentence “The opinions expressed in this articles are those of the author and do not necessarily reflect the views of the CFPA Europe” on the upper part of the section “Technical Articles” has been inserted.	Done
4.15	ISBN registration	ISBN registration for guidelines: there is no information about possible advantages for CFPA-E.	Item closed
4.16	Exhibitions and conferences	Possible CFPA-E participation in exhibitions and conferences. <ul style="list-style-type: none"> • FIREX, part of the IFSEC Global: 18-20 June, London UK • Athens conference, September • Fire Safety Engineering, Ostrawa, September • Cologne VdS, 4-5 December • Bucharest VdS, October 	Tommy
4.17	Marketing material	The logos are too many: on the backside of the USB cards there will be no logos at all, on the frontside the CFPA-E logo. The files with the marketing material have already been updated.	Done
4.18	Social media	The MIC approves the opening of the LinkedIn group by Jan. The group, at least initially, will be closed to the public and open only to members.	Jan
4.19	Database	The database has been updated.	Done
4.20	MIC members	France, Portugal, Serbia and Norway are requested to send an appointed person to the MIC.	France Portugal Serbia Norway
4.21	Questionnaire	All members are requested to fill and send to PIA the questionnaire on National Fire Regulations.	All
4.22	Questionnaire	On the website the National regulations are not easy to find. It needs to be apart on the main webpage.	Pinchaaqui

	Topic	Decision	Who
4.23	Webinars	Webinars even on national languages can be published on the CFPA-E website. All members are requested to send webinars to be uploaded on the CFPA-E website.	All
4.24	Endorsement	The MC decides if a certain organization can endorse a guideline. In case of endorsement, the logo of the endorsing organization must be indicated in the Guideline.	Pinchaaqui
4.25	Job search	A link to the national website will be inserted, with the name "Do you want to work with a CFPA-E member?". All have to provide to Pinchaaqui the exact address of the link.	Pinchaaqui All
4.26	Promotion	All members of the MIC commission describe what they do to promote the CFPA-E knowledge.	///
4.27	CFPA-E logo	All members can use the CFPA-E logo in their slides, presentations, letterheads, etc.	///
4.28	Guideline template	We need a new single template for guidelines. Apparently there are different templates for guidelines, especially for Security and Fire prevention. Inside each guideline we need a new paragraph "keywords", in order to ease the "search" inside the website.	?

- 5: Dates and venues of next meeting.** (all members).
 General Assembly: May 22/23 2019, Stockholm, Sweden
 MIC meetings: October 17, 2019, Milan, Italy (To be confirmed)
 March 25, 2020, Linz. Austria