

CFPA-E Marketing and Information Commission

Location Madrid, Spain

Date 18-19 November 2014

Participants

Nation	Name	Company, Address, Telephone, E-Mail	
Denmark	Trine Leth	Dansk Brand- og sikringsteknisk Institut Jernholmen 12, DK-2650 Hvidovre tle@dbi-net.dk / www.dbi-net.dk	Present
Finland	Helena Grönstrand	Suomen Pelastusalan Keskusjärjestö SPEK Ratamestarinkatu 11, FI-00520 Helsinki Helena.gronstrand@spek.fi / www.spek.fi	Present
Spain	Mirna Rodríguez García	CEPREVEN Sagasta 18, ES-28004 Madrid mrodriguez@cepreven.com / www.cepreven.com	Present
Sweden	Tobias Plantin	Brandskyddsföreningen Årstaängsvägen 21c, SE-11587 Stockholm Plantin@svbf.se / www.svbf.se	Absent
Portugal	Gonçalo Sítima	Associação Portuguesa de Segurança Electrónica Present e de Protecção Incêndio APSEI R. do Conselheiro Lopo Vaz, Ed. Varandas do Rio, It AB, escritório D, PT -1800-142, Lisboa rp@apsei.org.pt	Absent
United Kingdom	Jane Thurgood	Fire Protection Association London Road, Moreton in Marsh Gloucestershire GL56 ORH jhurgood@thefpa.co.uk / www.thefpa.co.uk	Absent

Abbreviations

GC	Guideline Commission of CFPA-E
MC	Management Committee of CFPA-E
RC	Research Commission of CFPA-E
SC	Security Commission of CFPA-E
TC	Training Commission of CFPA-E

Minutes of meeting CFPA-E Marketing and Information Commission

Minutes by Mirna Rodríguez

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Point	Notes	Who	Deadline
1:	Welcome & opening of the meeting		
	<ul style="list-style-type: none"> Mirna opens the meeting and welcomes all to Madrid (Spain) 		
1a:	Apologies for absence		
	<ul style="list-style-type: none"> Mirna comments that Jane Thurgood and Gonçalo Sitima sent apologies for not attending the meeting. Moreover, reports that Tobias Plantin sent an email explaining that by the time Swedish Fire Protection Association does not have a person who can contribute to the commission of Marketing. Anders Bergvist will decide what to do in the future regarding this matter. 		
2:	Introduction of Members		
	<ul style="list-style-type: none"> All attendees introduce themselves 	All	
3:	Approval of the agenda		
	<ul style="list-style-type: none"> Agenda receives unanimous approval. 	All	
4:	Presentation from Cepreven		
	<ul style="list-style-type: none"> Slides of Cepreven's Corporate Presentation. 	Mirna	
5:	Election of the secretary of Commission		
	<ul style="list-style-type: none"> Due to the low attendance at this meeting, it was agreed to postpone the election of the Secretary of the Commission for the next meeting. 	All	
6:	Reporting of CFPA Europe		
		Mirna	
6a:	Management Committee (MC)		
	Strategic Topics: <ul style="list-style-type: none"> Harmonizing Training Programs and offering Training Through member organizations. 		

Point	Notes	Who	Deadline
	<ul style="list-style-type: none"> • Developing Guidelines and distribution of Guidelines Through member organizations. • Exchange of information between members. • Partnership building and networking with similar organizations. • Link the guidelines and courses. • Developing Membership and grow of CFPA-E. • Branding of CFPA –E to increase the profile and importance of members throughout the European Market. • Lobbying in Fire Prevention & Protection & Safety& Security matters within the EU. • Next meeting 11 -12 December - Cologne. 		
6b:	<p>Training Commission</p> <ul style="list-style-type: none"> • Orientate the Guidelines and Training to the customer. • Collaborate more closely with the Guidelines Commission . • Course Pathways and linkages. Example: Flowcharts –Fire. Protection Systems; Fire Safety; Security; Risk Management. • Peer review (Spain – Portugal) 2015. • European Qualification Framework. • In relation with Website Commission: Proposed another name for the Commission “Marketing Commission” • Include statistics on fire death in the different countries in the website. • Include in the website videos. • Standardized CFPA – Presentation. • Next meeting 14 -15 April in Finland. 		
6c:	<p>Guidelines Commission</p> <ul style="list-style-type: none"> • Inquire what are the guidelines that are currently more used / demanded at each country, and why. • Which fields of fire safety and natural hazards are not covered in our countries by local or international standards, and have enough relevance to be matter for a new guideline. • How we can upgrade our current guidelines, giving them more content, either to be a better tool for Training Commission, or a better support for designers and safety managers. • Collaborate more closely with the Training and Security Commission • Next meeting 14 -15 April in Finland 		

6d:	<p>Research Commission</p> <ul style="list-style-type: none"> • There are changes in the head of the commission. Currently Fany from DBI is the Chair of the commission. • It's necessary to search research projects interesting to research areas of the member associations of the committee. 		
6e:	<p>Security Commission</p> <ul style="list-style-type: none"> • It is over the Guideline for Security in Schools and uploaded to the website soon. • It has been ratified the Guideline on Safe Emergency Escapes. • Also being worked on document on Metal Theft to be completed soon and the Guideline on Evacuation of Arts and Other Valuables. • Fire Protection Association (FPA) will begin work on a database of Security Rules in European Countries. • It was considering performing a Guideline on Security in Hospitals and General Security Guidelines for Hospitals. • Aspects relating to the CFPA certification procedures were discussed. • European Qualification Framework • Collaborate more closely with other Commissions 		
7:	<p>Marketing Project</p>		
	<p>Web Site:</p> <p>Regarding the current situation of the website it is necessary to solve the situation as soon as possible.</p> <ul style="list-style-type: none"> • It is agreed that Pinchaaquí ask "Europe Hosting": <ul style="list-style-type: none"> - The duration of the existing contract - Is there any penalty for canceling the contract? - When will be available de website? • Depending of the points mentioned above, the members will evaluate whether the hosting should be transferred to Spain or not. Hereby approved the budget of hosting's migration submitted by Pinchaaqui. • Mirna will inform Peter Stoker before request this task to Pinchaaqui. <p>Before addressing the points raised in the presentation of Marketing Project, there were discussed topics which were agreed at the Management Committee in order to improve the website of the CFPA.</p> <ul style="list-style-type: none"> • All agree on the need to upgrade Wordpress, this task will asked to Pinchaaquí once the server will be running at the rates, fixed in the maintenance contract Budget for supporting the web site. Ref. CFPA E001. 	<p>All</p> <p>All</p> <p>Mirna</p> <p>All</p>	

Point	Notes	Who	Deadline
7a:	<p>Aim Marketing and Information Commission: Develop and implement a marketing strategy to:</p> <ul style="list-style-type: none"> • Improve the Corporate Identity/Brand of CFPA • Optimize the available resources (Website, social media, etc.) in order to spread and disseminate the work of commissions and the work of CFPA – EUROPE • Find new promotional strategies 	All	
7b:	<p>Corporate Identity/Brand: The members of the commission discuss about some unknown aspects that must be defined by all members of CFPA. Some of them are:</p> <p>Target public of CFPA? What CFPA Provide to the market? Which values does CFPA want to project? What we want to Achieve?</p> <p>In order to define and clarify aspects necessary to help the members of commission to draw a suitable strategy for implementing the CFPA brand - EUROPE two surveys were made during the meeting:</p> <p>Survey addressed to Management Committee Survey addressed to all Commission members</p>	Helena Trine Mirna	
7c:	<p>Lines to Work: Social Media</p> <ul style="list-style-type: none"> • Trine proposed to ask Pinchaaqui a quotation for Google Adwords and Organic Positioning. • Helena and Trine commented that in this first stage of development of the marketing plan, the spread of CFPA activity can be made by each association through its social media. Later in a second stage, it will be made through CFPA social media. 	Mirna	

<p>Promotional Activities:</p> <ul style="list-style-type: none"> • Organize an annual conference on topics of interest as: <ul style="list-style-type: none"> -Fire Safety in Green Building (Trine Proposal) • Ask Miguel Vidueira, as Chairman of Guideline Commission, ideas of the topic for the Conference. This topic will be presented in the next Management Committee. • The costs of organizing the conference should be shared by all the countries involved, and also look for sponsors to cover the costs. • Create a working group to organize the event composed by: The host country, the three countries where will be held the upcoming conferences, one representative from each commission. • Design promotional materials for participation of member countries in fairs: <ul style="list-style-type: none"> - Design an informative Roll up (for member association CFPA). - Design a Pine to deliver at trade shows and also to deliver to trainers of courses and conferences attendees. - Design an informative Leaflet. • Include the logo of CFPA in the blocks and documents delivered in the CFPA courses. • Request Pinchaaquí to develop a template for presentations of courses. The template must have the same format for all countries 	<p>All</p> <p>Mirna</p> <p>All</p> <p>All</p> <p>Mirna</p>	<p>ASAP</p>
<p>E-mail Marketing and Newsletter:</p> <ul style="list-style-type: none"> • Trine and Helena commented that in some countries the legislation prohibits managing massive mailings without the acceptance of the receivers. Therefore we will ask the member countries: Which is the best route for spreading CFPA's activities in their countries? through a survey • Once we have this information, the frequency of the CFPA Newsletter (monthly, bimonthly, quarterly, have to be defined. • Find new ways to disseminate the information on the CFPA. 	<p>All</p> <p>All</p> <p>All</p>	<p>ASAP</p> <p>ASAP</p>
<p>Harmonization</p> <ul style="list-style-type: none"> ▪ To discuss in connection with the other Commission. For the next meeting 	<p>All</p>	<p>26 Feb.</p>

	<p>New design of presentation CFPA – Europe:</p> <ul style="list-style-type: none"> Based on the presentation made by Ingeborg for Training Commission, members started to work in improving and completing de information about CFPA. New ideas and relevant information included in the presentation. Once included the complementary information will be forwarded to all members of the committee for approval. The information will be sent to Pinchaaquí to prepare a sketch of presentation before Management Committee. The budget submitted by Pinchaaquí for Interactive Presentation is approved. REf. AUP811 	<p>All</p> <p>All</p> <p>Mirna</p> <p>Mirna</p> <p>All</p>	<p>ASAP</p> <p>ASAP</p>
9:	Work Schedule		
	<p>To do:</p> <ul style="list-style-type: none"> Ask Peter about Hosting topic. Contact Pinchaaqui to resquest a quotation for Google Adwords and Organic Positioning. Revised and reviewed CFPA Presentation with all changes and new information suggested during the meeting. Revised and reviewed surveys for Management Committee and for members of all Commissions. 	<p>Mirna</p> <p>Mirna</p> <p>All</p> <p>All</p>	<p>20 Nov.</p> <p>ASAP</p> <p>ASAP (befor MC)</p> <p>ASAP (befor MC)</p>
10:	Collaborative working with other commissions		
	<ul style="list-style-type: none"> There was mentioned the importance of the participation of the representatives of Guidelines and Research Commissions in the meetings of the Marketing Commission in order to know the necessities and main topics in which they are working on these Commissions. 		
11:	Dates and venues of the next meeting		
	<ul style="list-style-type: none"> 26 February 2015 – Copenhagen, Denmark It was suggested the next meeting should last one day 7 May 2015 – Helsinki, Finland 		