

CFPA-E Marketing and Information Commission

Location Vernon, France **Date** 6th April 2016

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Minutes of meeting CFPA-E Marketing and InformationCommission

Minutes by Monica Varan Location Vernon Date 6th April 2016

Point	Notes	Who	Deadline
1:	Welcome & opening of the meeting		
	Mirna opened the meeting and welcomed all to attend it.		
1a:	Apologies for absence		
	Mirna commented that absents could not attend the meeting.		
2:	Approval of the agenda		
	Agenda was approved.	All	
3:	Election of the secretary of Commission		
	Monica volunteered to write the minutes of this meeting	Monica	
5:	Reporting of CFPA Europe		
5a	Management Committee (MC)	Ingeborg	
	Tommy Arvidsson is the new director of CFPA-E.		
	The next General Assembly will be held in Madrid 18-19 May 2016.		
	The work to recruit new member countries is still in progress. IBS from Austria will apply, and also a company Global Innovation Technologies, z.s. from Czech Republic.		
	 CFPA MC have decided that CFPA should be more present at other conferences and also member's conferences. 		

Comentado [A1]: Done

Comentado [A2]: Ingeborg: do you know the name?



Point	Notes	Who	Deadline		
5b:	Security Commission	Ingeborg			
	New training courses:				
	- Physical Security Techniques				
	- Intruder Alarm Systems				
	- CCTV Systems				
	New guidelines:				
	 Guideline: Security in schools, estimated to be finished by the end of 2015 				
	 Guideline: Evacuation in arts and heritage buildings, finished soon 				
	 Guideline: How to prevent metal theft 				
	New papers:				
	- Working on business intelligence. Safety on internet. There is				
	drafted a guide with general advices for managers/CEOs in				
	small/medium enterprises.				
5c:	Training Commission	Mirna			
	Training Commission is working with a new certification for fire safety engineers.				
	Training Commission is working on a common framework to level				
	their training based on European Qualification Framework.				Comentado [A3]:
	Decree in Declaration 10 and				Comentado [A4R3]:
	Peer review Portugal and Spain				Comentado [A5]: Mirna: could you fill in the information shared?
	 Proposal of new Courses: 				Sildleur
	 Fire Safety Systems – Intermediate level 				
	 Fire Intervention Team Leader 				
	 Property Risk Management for Risk Engineers 			_	Comentado [A6]:
5d:	Guideline Commission				Comentado [A7R6]:
	Guideline Commission is working on specific guideline for school				
	fires.				
	Each member will have responsibility to update some guidelines, to ensure continuity.				
	Future guidelines: Solar panels and electric cars.				



Point	Notes	Who	Deadline
6:	MIC: Topics for discussion and to do list		
	 General Assembly: Madrid 18th and 19th of May. The Marketing Commission must send a report on activities. 	Mirna	
	How to attract more members to CFPA-Europe: Write promotional text to attract members on website. Highlight the benefits. The interview with the Risk Manager in Desigual must be viewed on the website as well. Håvard proposed that the interview should first be placed under "News", and then organized under "About".	Mirna	
	Both the work of, and a general presentation of CFPA-E will be presented at the next meeting with Insurance Europe. The meeting will be held in October this year. Afterwards, we will send a letter to Insurance Europe and ask if they will help to spread the newsletter.	Ingeborg	
	Website updates: News: The news presented today are all from Germany and Denmark. It is important to increase traffic. Therefore, are all countries encouraged to send in news to Mirna. Suggestions: - The news should reflect that the members of CFPA are interesting and competent. Ingeborg will send an email to every chairperson requesting more news.	All	
	Calendar: - The calendar shows not many activities. MIC had a discussion whether the calendar should show each members activities or just CFPA-activities.		
	General website discussions: - Suggestions: Write more about the members, not just the country Discussion about the purpose of the website. The discussion was closed by Ingeborg as the General Assembly has decided the strategy for the website. MIC are to implement it.		

Comentado [A8]: I replaced Training Commission for Marketing Commission



Point	Notes	Who	Deadline
	Newsletters: Invite to join the newsletter or ask to distribute them. Put information from CFPA-E in members own newsletters, also invite to join CFPA-newsletter. Belgium and Denmark already practice this. Pia suggested that MIC should make a plan for newsletters. - Helena will write a letter in order to "spread the word" about CFPA-E. Aim: to attract members and followers for the newsletter. - Suggestion: make to generic texts for national newsletters, one short and one longer. Make it easier to use for members. Pia will write a proposal, Mirna will send existing text to Pia.	All Mirna Pia	
	Webpage usage and downloading statistics update: See attachment to the minutes with statistics. Downloading guidelines: MIC decided to make it easier to download the guidelines, as it is much to fill in for the costumer as it is today. The costumer should only have to fill inn their name and email. There should also be a prefilled checkbox to join the newsletter. The guideline description should be changed to attract more customers for downloading. Suggestion: short description about the guideline plus small picture. Write the name instead of number on guideline. Add keywords and organize in alphabetical order. Course overview: Instead of PDF-overview there should be a list with the course name, keywords of the course and link to more information of the course. Also: show which country who provides the course.		
	New banner: - Already paid for and on the way.		
	Webpage for members: Most is not updated. Ingeborg will send an email to Peter and ask for update info. MIC agreed to publish agenda and minutes from MIC. Ask Pinchaaqui for budget.	Ingeborg Mirna	

Comentado [A9]: Information added



Point	Notes	Who	Deadline
	Common powerpoint presentation: Mirna has made a PowerPoint presentation on CFPA-E. the object is to present CFPA-E in the beginning of each course. Comments to the presentation: Make the map "flat" in order to see the countries and their members better.		
	Common campaigns Håvard showed the Norwegian leaflet and video on fire safety in homes, aimed at immigrants and foreign speaking in Norway. The leaflet has been translated into 32 languages, and the video in 12 languages. The video is uploaded to Youtube. All is free and can be used by everyone. Ingeborg showed their own leaflet, which also is translated. Mic will continue discussion surrounding common campaigns in the next meeting.		
	Contents in the Newsletter both before and after General Assembly: Norwegian leaflet and video for foreign speaking and immigrants on fire safety. http://www.brannvernforeningen.no/Brannvern-i-hjem-og-fritid/Brannvern-pa-mange-sprak/Brannvern-pa-mange-sprak German leaflet on firesafty with the same aim. The 40 th birthday of Cepreven, Spain. The 25 th birthday of VdS Training Centre, Germany Teasers for new guidelines: forest fires, large tents (Jeanine will write a short summary for large tents) Explosions, already on website.		
	CFPA in Wikipedia No progress. Ingeborg will ask Peter Stoker.	Ingeborg	
	Publicity products - MIC agreed for the USB memory stick within a card. The amount will be decided in the MC. - MIC is questioning the need for å pin, and suggests no to go on further on this matter. Pia will talk to Jesper, and Mirna will send a text to the MC. If the MC still want a pin for CFPA, MIC will proceed the work.	Pia Mirna	
	 Annual conference Ingeborg oriented about VdS' conference in Köln 7th and 8th December 2016. CFPA will have a stand there, instead of a conference of their own. Ingeborg had some questions for MIC: What's the main message that we want to promote at the stand? Do we have any topic for the fair? What kind of material should there be at the stand? And who will be there representing CFPA. 	Page 7 of	7

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	 The MC have asked MIC to solve this. Who will attend will be up to each country, there will be a special prize for members. Ingeborg will ask for a special prize also for costumers. Suggestions: rollup, screen with presentation, USB-card as a give-away for signing up on newsletter. Ask GC on which guidelines to present. The MIC will continue the discussion in the next meeting. 	All	
9:	Proposals of new topics		
	 CFPA Training Commission decides to make a diploma, and the possibility to use the CFPA-logo in business cards (for students who passed the course). In addition: maybe a list over those who have gained permission to use the logo/passed the course on the website. 		
10:	Collaborative working with other commissions		
	No topics besides those already discussed in previous points.		
11:	Dates and venues of the next meeting		
	The next meeting is in Köln October 12, 2016. All members of the Commission are asked to block the week until final decision is made. Time for the meeting is to be agreed for by email.	Ingeborg	
	There will be a meeting by Skype etc. June 15, 2016 at 15.00	IVIIIII	