

**Minutes of meeting**

**CFPA-E Marketing and Information Commission**

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| **Minutes by** | **Location** | **Date** |
| John Briggs | Brandskyddsföreningen,  Årstaängsvägen 21 C,  10074 Stockholm - Sweden | 16th March 2017 |
| **Participants:** | **Mirna Rodriguez** | **Spain (Chair)** |
|  | **Kamila Kempná, [phone]** | **Czech Republic** |
|  | **Jan Smolka [phone]** | **Czech Republic** |
|  | **Guido Zaccarelli** | **Italy** |
|  | **Helena Grönstrand** | **Finland** |
|  | **Janine Driessens** | **Belgium** |
|  | **Pia Mark** | **Denmark** |
|  | **John Briggs** | **UK** |
|  | **Tommy Ardvidsson** | **CFPA Director** |

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| Point | Notes | By who | By when |
| **1** | **Welcome & opening of the meeting** |  |  |
|  | • **Rodriguez** opens the meeting and welcomes all those attending the meeting.  • Apologies received from Ingeborg Schlosser who was not able to attend | All |  |
| **2** | **Approval of Agenda** |  |  |
|  | The agenda was approved |  |  |
| **3** | **Election of interim Secretary.** |  |  |
|  | • **Briggs** volunteered to be the interim secretary for this meeting |  |  |
| **4** | **Reporting of CFPA Europe Commissions** |  |  |
|  | * Security commission   New guidelines had been published on the website the guideline “Security in Schools “, this was discussed and it was advised that each member country should send this guideline or make it available to  Local authority. Should be translated into appropriate language by the country.  Members of the commission were to look at the security courses templates before they are sent to EQF. These will be available in April 2017.  • Training commission  Some discussion on the content of the security commission, which talked about the future delivery of courses and whether these will be face to face or delivered by video like You-tube  Use of videos was discussed and Rodriguez showed a video used in training for Fire Extinguisher training, which was very good. Suggested that perhaps videos could be used more in Marketing as well as training.  Sub titles were easy to do on you-tube and this makes the transfer of information between countries a little easier.  • Guidelines Commission  First topic was the linking of certification to guidelines: Examples of this were  Fire safety in Schools  Guidelines for hotels [perhaps a checklist to be made for Hotels]  Guidelines that were current and for which people were looking for answers were like the technical article written on Fire in Lithium Batteries and hoe to prevent or suppress these fires and perhaps this technical article should be one of the first to be published on the technical articles section of the website  Also, guidelines on wind turbines were a current subject.  The main point discussed under this heading was that the guidelines on the website should be accessible for people to read without being asked to complete registration, to make it easier, and only asked to complete registration when they wanted to download the guidelines and the wording on the website needs to be a little more “Fluffy” so that people do not think that we are asking for their details for some other reason and that their details will not be used for any other purpose.  • General Assembly will be in Lisbon 14/15th June 2017. | All  All  All  MR |  |
| **5** | **Website** |  |  |
|  | **Ardvidsson** and **Mark** had a question “what do people go to the website for?”  1. News about CFPA  2. Information about training  3. Guidelines  The website google analytics clearly shows that many the people currently go to the website for guidelines  That perhaps we should develop this by introducing technical articles written by the member countries, with a short summary in English at the top and the flag of the country from where the technical article came from. From the summary, people could decide on the usefulness of the article and whether to have it translated into the relevant language.  It was accepted that the regulations from countries would reflect the regulations in each of the member countries and may or may not be relevant to other countries, but they may still be used.  These technical articles would be on a separate list in the website Technical articles to be sent to **Rodriguez** by all members  Website Usage  Visits to the website compared with February last year 2016 are up by 17.5%, but the total numbers are still very low.  **Rodriguez** presented all the google analytics information which was very useful  **Mark** stated that the MI commission should ask the MC as to what the aims of the CFPA-E are with regards to Social media.  This was done at the recent meeting and it can be reported that the MC directed that social media was less than 1% of the website hits or requests for information and so this was not to be pursued further. All our effort for the time being should concentrate on the website and on membership and not social media.  New Section for Marketing Material | All  All  All |  |
| **6** | **MIC Agenda Item** |  |  |
|  | It was stated that each Commission should have MIC as a separate agenda Item  That more members were required for the MIC, there should be at least one person per country. | All |  |
| **7** | **CFPA Director Presentation** |  |  |
|  | Presentation by Director of CFPA  This presentation stated that the aim was to get 10,000 people on the subscribers list. There are currently some 460 subscribers and this is a very small amount.  Currently 14.4% of all subscribers come from Denmark. It should not be difficult to increase these numbers but it will take some effort from the members to do this. The larger members, Germany and France and UK should have 1,500 -2000 subscribers per country and this should be not difficult to do and very soon we will have 10,000. This is a starting figure.  All members should have CFPA links on their websites  Linkedin | All  All |  |
| **8** | **Photographs** |  |  |
|  | Pictures for the website were discussed these are free pictures that are available to be used on publications like the guidelines.  Rodriguez asked for volunteers to do this and  Kempna and Smolka said that they would do this particularly for the guidelines. | Kempna/Smolka |  |
| **9** | **Courses** |  |  |
|  | Short Power Point Presentation CFPA for courses  Deliver information about CFPA to attendees to the courses | MR  All |  |
| **10** | **Research Projects** |  |  |
|  | These are listed on the website and there are a significant number of projects and research being done. The UK did not fill in the form properly and so a lot of this information is missing | JB |  |
| **11** | **EVENTS** |  |  |
|  | Events for the calendar – many countries participate in trade fairs and these should be sent to Rodrigues, as other countries may wish to  participate to represent the CFPA at these events to increase membership and the general awareness about the CFPA. | All |  |
| **12** | **Campaigns** |  |  |
|  | Following on from 11 above it was suggested that CFPA should be able to join campaigns in member countries like:  Fire awareness week  Fire safety week  And to have a topic to do this. Smolka suggested that for this year the topic could be Fire and security safety for the elderly. As older people are living on their own or even in Care homes, we should be able to put some marketing material together. We should be able to come up with some ideas for this, but members said they would refer to their countries / companies and let the Commission know what each company thought. | All |  |
| **13** | **Leaflet** |  |  |
|  | It was confirmed that the leaflet will be on the website from now on and not published. It was noted that at the Management committee meeting in December 2016, that the names would not be included as there are strict rules in some countries as to the release of personal data.  At the same time, all the members of the TC have been given the CFPA presentation which should be shown at the beginning of each CFPA course. [Each country to confirm] | All |  |
| **14** | **Next Meetings** |  |  |
|  | • There are no Skype meetings scheduled now but if this changes the members will be informed by email.  • General Assembly 4-15th June 2017 Lisbon  • 26 October 2017 MADRID Spain 12.30 – 1700  • 22March 2018 Prague – Czech Republic. | All |  |
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