

Minutes of meeting

CFPA-E Marketing and Information Commission

Minutes by Guido Zaccarelli/ Kamila Kempna	Location Prague, Czech Republic	Date 22 March 2018
Participants:	Mirna Rodriguez Tommy Arvidsson Jeanine Driessens Guido Zaccarelli Pia Mark Ingeborg Schlosser Tiia Krook Kamila Kempna Jan Smolka Gasper Golob Susanne Schocher	Spain (Chair) CFPA-E Director Belgium Italy Denmark Germany Finland Czech Republic Czech Republic Slovenia Sweden

Point	Notes	By who	By when
1	Welcome & opening of the meeting		
	• Rodriguez opens the meeting and welcomes all those attending the meeting.	All	
2	Approval of Agenda		
	The agenda was approved.		
3	Election of interim Secretary.		
	• Guido Zaccarelli is the volunteer secretary of the Commission.		
4	Reporting of CFPA Europe Commissions		
	<ul style="list-style-type: none"> • Security Commission • Training Commission • Guideline Commission 		

	<ul style="list-style-type: none"> • Management Committee 		
5	TOPICS FOR DISCUSSION AND TO DO LIST		
	<p>a) Draft of updated CFPA-E logo. Discussion about inserting a space or a stroke instead of a comma between the words. Gasper already sent to Mirna a possible logo, all approve.</p> <p>b) Check Strategy 2018 – 2020. Permanent topic: How to get 5.000 visitors/month to our website and 10.000 subscribers to our Newsletter. So far, we have about 900 subscribers to the newsletter, and they are not increasing very much. Why are our actions not effective enough? Proposals of new actions to carry out. Tommy proposes to insert a short text in any magazine or newsletter published by members. Gasper and Jan propose to have a CFPA-E page on Facebook or some other social media (LinkedIn or Twitter). As a first step, each member can have its own Facebook site with a link to CFPA-E, then if the results are positive, we can study whether to establish an international CFPA-E Facebook (or other) site. Each member should provide a list of actions made in the last year to promote CFPA-E. Each member is required to provide at least 1 interesting article every year to be published on the website. CFPA-E can publish webinars in national languages on the CFPA-E website. Each member is required to provide e-learning or webinars (entire or a link). If members have connections to other organizations, they should promote the publication, on their website or social media, of news about CFPA-E. Members should share the public campaign they start.</p> <p>c) Year 2018 every member appoint a person for MIC. For the time being the countries, which appointed persons, are Denmark, Finland, Italy, Czech Republic, Belgium, UK, Spain, France, Germany and, starting from this meeting, Sweden and Slovenia. Wolfgang Neumüller or Hans Starl from Austria informed that are new members but not attend to the meetings. Not for now: Portugal, Serbia and Norway.</p>	<p>All</p> <p>All</p> <p>All</p>	

	<p>d) How to get more “Technical Articles” from members for the website. See above.</p> <p>e) Questionnaire on National Fire Regulations. Pia reports that many members already sent the filled questionnaire, still a few countries are missing: answers are kindly asked. When Denmark receives more answers the questionnaire will be published on the website.</p> <p>f) Create a CFPA member’s photo bank, copyrights free. This topic is suspended for now, Further discussion about copyright is required.</p> <p>g) Website and Mailing Analytics. Mirna reports. Connections with the website in more or less stable. The best results correspond to the months when the newsletter is published.</p> <p>h) Ranking of downloaded guidelines. Proposal to insert a “select” at the beginning of the window, in order to avoid mistakes by users in the choice of the exact guideline to download.</p> <p>i) The EU General Data Protection Regulation (GDPR). Already discussed in other meetings.</p> <p>Tasks to do:</p> <p>j) November 2017 and March 2018 Newsletters. (Done).</p> <p>k) Continuously improvement and update of the website:</p> <ul style="list-style-type: none"> • Insertion in the webpage of a new chapter on “Cyber Security” under the Video/Information Chapter. (Done). • Insertion the 2018-2020 strategy document in the private part of the website. (Done). • Insertion in the webpage the Guidelines translated in various national languages. (Pending). • Creation a new chapter under the video/information section called “National Regulations” where questionnaire will be published. Approved: to be done as soon as Denmark receives the last answers. • Insertion a link “give us your feedback about these guidelines” on the top part of the guidelines page. (Done). 	<p>All</p> <p>PM</p> <p>All</p> <p>MR</p> <p>MR</p> <p>All</p> <p></p> <p></p> <p>MR</p> <p>PM</p> <p>MR</p>	
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	<p>l) Information from Training Commission in order to promote each course. Short summary per course to Newsletters. (Done/Pending). Information to arrive from Training Commission.</p> <p>m) Send an email to all members informing that marketing material is available in the private section of the website. (Done).</p> <p>n) Send an email to all members informing which events should be published in the calendar and inviting to supply information about those events. (Done).</p> <p>o) Inform CFPA Europe members about what information should be published on the website. (Done).</p> <p>p) Write a very clear message to put on the web site about who is allowed to use CFPA-E's logo. (Done).</p> <p>q) Ask participants of the courses if they want to receive information from the CFPA Europe: Newsletters, new Guidelines, etc. Add a sentence to newsletters: Please, resend it those you think are interested. (Work in progress).</p> <p>r) Motivate member organizations to include information about CFPA in their Newsletters. (Work in progress).</p> <p>s) CFPA presentation, to be shown at the beginning of each CFPA course. (Each country should confirm). Italy and UK confirm. Pia and Ingeborg suggest that we should prepare something shorter, just one or two slides.</p> <p>t) Request FPA an article about the Grenfell Tower and request Cepreven an article about earthquake in Mexico. (Pending). John agrees but reminds that much information is still sub judice, so as soon as the investigation is closed, he will be able to prepare the article.</p> <p>u) Participation of CFPA-E in different local Trade Fairs or Conferences (MIC):</p> <ul style="list-style-type: none"> • SICUR (Madrid, Spain, 20 to 23 February 2018): Tommy and Mirna made a presentation about CFPA-E, we got 32 new contacts for the Newsletter, and got many visitors to our corner in the Cepreven Stand. We produced 200 CFPA leaflet and 200 USB cards. • EXPOPROTECTION (Paris, France, 6 to 8 November 2018) 		
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	<ul style="list-style-type: none"> • VDS FIRE SAFETY COLOGNE (Cologne, Germany, 4 to 5 December 2018) <p>Actions and means for the Fairs:</p> <ul style="list-style-type: none"> - Small space for Roll Up. - Someone to work and inform about CFPA E in the booth. - Brochure CFPA E. - Presentation CFPA E. - Main message: "Better Fire Protection and Security by guidelines, training and exchange of information" - Main goal: Let people know about CFPA E, create need to visit the CFPA website. <ul style="list-style-type: none"> ✓ Majaczech will send new logo and propose for MC meeting for changing a name and logo. ✓ Additionally will be asked by Switzerland ✓ DBI has a new logo – to be updated on websites ✓ Check the map with logos 		
6	PROPOSALS OF NEW TOPICS AND IDEAS		
	Majaczech will send information about ISBN registration of guidelines – was approved to registrate it.		
7	COLLABORATIVE WORKING WITH OTHER COMMISSIONS		
	News from each commission.		
8	NEXT MEETINGS		
	<ul style="list-style-type: none"> • General Assembly: May 23/25 2018, Helsinki, Finland • MIC meetings: October 4, 2018, Zurich, Switzerland • March 21, 2019, Moreton in Marsh, UK • General Assembly: May 22/23 2019, Stockholm, Sweden • MIC meetings: October 17, 2019, Milan, Italy • National hazards will meet in October 	All	