

# Minutes of meeting CFPA-E Marketing and Information Commission

**Minutes by** Ingeborg Schlosser

**Location** Tel-Co

**Date** 27 June 2016

**Participants:**

**Mirna Rodriguez, Spain (Chair)**

**Helena Grönstadt, Finland**

**Havard Kleppe, Norway**

**Pia Mark, Denmark**

**Ingeborg Schlosser, Germany (Minutes)**

**Guido Zacarelli, Italy**

Point	Notes	Who	Deadline
1:	<b>Welcome &amp; opening of the meeting</b>		
	<ul style="list-style-type: none"> <li>Mirna opens the meeting held via Skype and welcomes Guido as a new member of the commission.</li> </ul>		
2:	<b>Minutes of last meeting</b>		
	<b>Vernon – 6<sup>th</sup> April 2016</b> <ul style="list-style-type: none"> <li>The minutes are approved unanimously</li> </ul>		
3:	<b>Newsletter</b>		
3a:	<b>Last Newsletter in May 2016:</b> <ul style="list-style-type: none"> <li>Members agreed that it was a good newsletter.</li> </ul>		
3b:	<b>Schedule for Newsletters</b> <b>The following was agreed:</b> <ul style="list-style-type: none"> <li>4 newsletters per year (to start with); in 2016: February (done), May (done), September, November</li> <li>Schedule should give a bit pressure and it creates expectation by the customers</li> <li>5 news per newsletter would be enough</li> </ul>		
3c:	<b>Next Newsletter in September 2016:</b> <ul style="list-style-type: none"> <li>Guido will provide one news topic</li> <li>Helena will provide 2 news topics</li> <li>Ingeborg will provide 2 news topics (Alarm receiving centers; CFPA at the VdS fire Safety event)</li> <li>Havard will maybe provide a text about a student topic</li> </ul>	all	9 <sup>th</sup> September 2016
4:	<b>Website</b>		

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	<p><b>National members to spread the word about CFPA-E</b></p> <ul style="list-style-type: none"> <li>Helena proposed a text that could be included in the newsletters of all national members to inform their customers about the website of CFPA Europe:</li> </ul> <p>Have you visited the website of CFPA-Europe?</p> <p>Have you visited <a href="http://www.cfpa-e.eu">www.cfpa-e.eu</a>? The news, interesting events and dozens of ratified Guidelines are waiting for you. There are more than 30 Guidelines related to fire safety and six Guidelines related to natural hazards and security on the website. The latest ones deal with fire protection management system and protection against flood. Please, familiarize yourself with the website of CFPA-Europe!</p> <ul style="list-style-type: none"> <li>The text was agreed, Mirna will distribute it to all members and asked for distribution via their newsletters.</li> </ul>	Mirna	ASAP
<b>5:</b>	<b>Report from General Assembly in May 2016</b>		
<b>5a:</b>	<p><b>Guideline Commission (GC):</b></p> <ul style="list-style-type: none"> <li>2 new guidelines are ratified</li> <li>Working on a document for certification of fire safety engineers, cooperation with FSE (Fire Safety Engineers), Miguel (chair of GC) presented the draft at a FSE-conference in Warsaw.</li> </ul>		
<b>5b:</b>	<p><b>Security Commission (SC):</b></p> <ul style="list-style-type: none"> <li>3 new guidelines have been sent to members for comments and will be ratified this year.</li> <li>Started work on IT /Cyber-Security: guidelines and training</li> </ul>		
<b>5c:</b>	<p><b>Training Commission (TC):</b></p> <ul style="list-style-type: none"> <li>Most important work for the time being is on EQF: mapping CFPA-courses against the European Qualification Framework</li> </ul>		
<b>6:</b>	<b>How to attract more members</b>		
<b>6a:</b>	<p><b>Interview with customers to be published on CFPA-website</b></p> <ul style="list-style-type: none"> <li>Interview with Desigual: Mirna is working on that</li> <li>Ingeborg will try to get customers interview</li> <li>Further interviews?</li> <li>Idea (agreed): first publish under news, then organise it under "about"</li> </ul>	Mirna Ingeborg All	
<b>7:</b>	<b>Powerpoint presentations of CFPA Europe</b>		
<b>7a:</b>	<p><b>Interactive presentation on website and the short presentation for introduction of CFPA-courses:</b></p> <ul style="list-style-type: none"> <li>Add logos from the 2 new members (Austria and Czech Republic): Mirna received the logos from the new members and is now working on it.</li> </ul>	Mirna	
<b>8:</b>	<b>Website Updates</b>		

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8a:	<b>News from the commissions:</b> <ul style="list-style-type: none"> <li>▪ SC: news are coming as soon as the new guidelines are published</li> <li>▪ GC: Mirna asks Miguel.</li> </ul>	Ingeborg Mirna	
8b:	<b>Calendar:</b> <ul style="list-style-type: none"> <li>▪ More events would be good, Mirna sends an emails to all members regularly</li> <li>▪</li> </ul>		
8c:	<b>Courses:</b> <ul style="list-style-type: none"> <li>▪ Better presentation on website is very important</li> <li>▪ New presentation: list of all courses with links to: <ul style="list-style-type: none"> <li>- complete course-information</li> <li>- all countries offering the course (remark: use excel-table, not the information in the leaflet below each course, because the excel-table is up-to date)</li> <li>- keywords</li> </ul> </li> <li>▪ MIC agreed to accept the offer by Pinchaaqui of 425 Euro for developing this presentation. <b>Report John Briggs</b></li> </ul>	Mirna	ASAP
8d:	<b>Guidelines:</b> <ul style="list-style-type: none"> <li>▪ Better presentation is important</li> <li>▪ New presentation: <ul style="list-style-type: none"> <li>- List of guidelines incl. cover/front-page,</li> <li>- each guideline with a link to a short summary (should exist for all guidelines, if not ask GC and SC to provide this)</li> <li>- search browser</li> </ul> </li> <li>▪ MIC agreed to accept the offer by Pinchaaqui of 550 Euro for developing this presentation. <b>Report Miguel Vidueira</b></li> </ul>	Mirna	ASAP
9:	<b>Website – private part for members</b>		
9a:	<b>Updating:</b> <ul style="list-style-type: none"> <li>▪ Management Committee (MC): to be updated by Peter Stocker, Ingeborg to check with Peter</li> <li>▪ New area for MIC: Mirna will ask Pinchaaqui about the costs and send information to MIC</li> <li>▪ Photo gallery: done by Peter</li> </ul>	Ingeborg Mirna	ASAP ASAP
10:	<b>On-going research projects</b>		
10a:	<b>Status:</b> <ul style="list-style-type: none"> <li>▪ Only answers from DBI and AIAS</li> <li>▪ Mirna will ask once again all members and then report to MC</li> </ul>	Mirna	ASAP
11:	<b>Short summary of Members:</b>		
11a:	<b>On the CFPA-website there should be a short information about each member</b> <ul style="list-style-type: none"> <li>▪ MIC agreed to the table proposed by Mirna (see email dated 14 June 2016).</li> <li>▪ Mirna will ask all members to fill in the table. <i>(Done 29 July 2016)</i></li> <li>▪ Receiving back the answers, MIC agreed that: <ul style="list-style-type: none"> <li>- in each newsletter should be included a short summary of each</li> </ul> </li> </ul>	Mirna	ASAP

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	<p>one of the associates in a section that can be called for example "Meet our associates"</p> <ul style="list-style-type: none"> <li>- the summaries should be available on the website (e.g. from the site with the logos and contact details of the members)</li> </ul>		
12:	<b>CFPA Europe in wikipedia</b>		
12a:	<p><b>Status:</b></p> <ul style="list-style-type: none"> <li>▪ Peter is working on that, Ingeborg follows-up</li> </ul>	Ingeborg	ASAP
13	<b>Publicity Products</b>		
	<ul style="list-style-type: none"> <li>▪ MIC is not in favour of PINs, therefore Mirna will discuss that again at the next MC</li> </ul>	Mirna	Oct. 16
14	<b>Common Campaign</b>		
	<ul style="list-style-type: none"> <li>▪ To be discussed at the next personal meeting of MIC</li> </ul>		
15	<b>CFPA booth at the VdS Fire Safety Cologne on 7 and 8 December 2016</b>		
	<p>MIC agreed the following:</p> <ul style="list-style-type: none"> <li>▪ Main message: "Better Fire Protection and Security by guidelines, training and exchange of information"</li> <li>▪ Ingeborg will provide a proposal for design of the CFPA-booth with this message</li> <li>▪ Main goal: make people aware of CFPA Europe, they should be curious to go to the CFPA website</li> <li>▪ Marketing material for the stand: Leaflet (trainings), TV-screen for the powerpoint presentation, USB-cards, folder describing CFPA</li> <li>▪ USB-cards: agreed at last MIC-meeting, to be decided at next MC-meeting in September</li> <li>▪ Folder describing CFPA Europe: Mirna will ask Pinchaaqui to make a proposal. The folder has to be agreed and finished by November.</li> <li>▪ Presentations within the exhibition area: <ul style="list-style-type: none"> <li>- CFPA Europe by Tommy Arvidsson</li> <li>- Certification of Fire Safety engineers by Miguel</li> </ul> </li> <li>▪ Personnel at the booth: one per time is enough; volunteers: Mirna, Miguel, Tommy, Peter (of course further volunteers are welcome)</li> <li>▪ Price for visitors: <ul style="list-style-type: none"> <li>- visit of exhibition: free of charge (standard-price: 18 Euros, but special conditions: CFPA-members will get vouchers for free entrance to the exhibition - they can distribute them to their staff and their customers)</li> <li>- visit of conferences: special conditions for CFPA-<u>members</u>: 20% discount</li> </ul> </li> </ul> <p>Ingeborg will send information to all members.</p>	<p>Ingeborg</p> <p>Mirna</p> <p>Mirna</p> <p>Ingeborg</p> <p>Ingeborg</p>	<p>Sept 16</p> <p>Sept 16</p> <p>Sept 16</p> <p>Sept 16</p> <p>Sept 16</p>
16	<b>Use of CFPA-logo by customers</b>		
	<p>Several documents have been prepared by TC:</p> <ul style="list-style-type: none"> <li>- Logo-templates: The possibility to use the CFPA-LOGO by the students that passed a certificate or diploma course (it is up to members if they want to do that in case of problems due to incorrect use they have to deal with this).</li> </ul>		

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	<ul style="list-style-type: none"> <li>- Terms and conditions for the use: they have been provided together with the logo to the students.</li> <li>- End user guidance: text to be published on the CFPA-E-website to inform everyone on the meaning</li> </ul> Mirna will publish the end-user guidance document as pdf on the website (training)	Mirna	ASAP
<b>17</b>	<b>Dates and venues of next meeting</b>		
	<ul style="list-style-type: none"> <li>▪ The next MIC meeting will take place at VdS in Cologne in October 2016 in the same week as the other commissions meetings. in the meantime the date was agreed: 12 October (afternoon)</li> </ul>		