



CFPAEUROPE®

General Assembly

Helsinki 23th and 24th of May, 2018

Report from

**Marketing and Information
Commission**

Activities between General Assembly 2017-2018

Since the General Assembly in Lisbon, there have been, in total, **two meetings** of the Marketing and Information Commission (MIC), which were held in Madrid, Spain, on 26th October 2017 and in Prague, Czech Republic, on 22th March 2018.

Members of the Marketing Commission

Currently, the members of the Commission come from 11 countries.

Participating members of the Commission:

Tiia Krook, Finland

Ingeborg Schlosser, Germany

Jeanine Driessens, Belgium

Pia Mark, Denmark

Guido Zaccarelli, Italy

Kamila Kempna, Czech Republic

Jan Smolka, Czech Republic

John Briggs, UK

Mirna Rodríguez (chair), Spain

Wolfgang Neumüller or Hans Starl, Austria

New members: Gasper Golob, Slovenia and Susanne Schocher, Sweden

Tommy Arvidsson, Director of CFPA Europe, attends to all meetings of MIC to support the work of Commission. Great work of Director to get more members for MIC.

Work of MIC:

- According to the strategy document, we must have two logos. The new one should content the words “fire, security and natural hazards”. It will be presented during the General Assembly.
- **CFPA-E Newsletter:** Since Lisbon`s General Assembly until now, **5 Newsletters** have been sent. We have more subscribers to the Newsletter and the accesses to the web increase when we send newsletter.
- **Participation of CFPA-E in in 5 different Fairs, Conferences and Events:**
 - o SICUR (Madrid, Spain, 20 to 23 February 2018). Tommy and Mirna presented a paper about the Roll of CFPA Europe and got new contacts for the Newsletter.
 - o CTIF`s Annual Meeting. Tommy Arvidsson has been presenting CFPA-E.

- DITUR Conference in Serbia. Tommy Arvidsson has been presenting CFPA-E.
 - Upcoming fairs and conferences to participate: FIREX International (London, UK, 19 to 21 June 2018), EXPOPROTECTION (Paris, France, 6 to 8 November 2018) and VDS FAIR SAFETY COLOGNE (Cologne, Germany, 4 to 5 December 2018)
- **Our web site are getting better and better. Actions carried out since last General Assembly:**
- News from each Commission at least twice per year.
 - The Guidelines and new Courses information is highlighted.
 - Three new sections in the website: Technical Articles, National Regulations, Cybersecurity.
 - New chapter in the private part of the website on the 2018-2020 Strategy Document.
 - Uniform design for the cover of all Guidelines.
 - Guidelines in different national languages.
 - A questionnaire to collect the opinion of the users of the Guidelines.
 - The strategy on what information can be published on the website.
 - Notice of conditions of use of the CFPA's logo.
- **Constant updating of promotional material.**
- **The Strategy 2018-2020 is a permanent topic for MIC: How to get 5.000 visitors/month to our website and 10.000 subscribers to our Newsletter. How to achieve the goal?**
- As MC has decided, MIC is focused on the website and newsletter. Nevertheless, members of CFPA actives in social media often inform about CFPA Europa.
 - Each member should provide a list of actions made in the year to promote CFPA E.
 - Each member is required to provide at least one interesting article per year to be publish on the website.
 - Each member is required to provide e-learning or webinars (link).
 - The members are required to promote information, through their diffusion channels, about the work of CFPA E.

- **MIC is implementing the first actions to comply with Data Protection Regulation (GDPR):**
 - Improvements in the website:
 - Adaptation of the consents records on the CFPA E website.
 - Documentary record in consents database.
 - Updating legal texts.
 - Email Marketing:
 - Reassurance of emailing databases for mailchimp.
 - Layout and sending of an informative mailing.
 - Debugging of the database and adaptation.
 - Set up and implementation of the Cookies Functionality on the website.

- **MIC is working to implement ISBN registration of Guidelines.**

Dates and venues of next meetings.

October 4, 2018 – Zurich, Switzerland

March 21, 2019 – Moreton in Marsh, UK

October 17, 2019 – Milan, Italy

2018-05-15/Mirna Rodríguez