



CFPAEUROPE[®]

General Assembly

Lisbon 14th and 15th of June, 2017

Report from

**Marketing and Information
Commission**

Activities between General Assembly 2015-2016

Since the General Assembly in Madrid, there have been, in total, **five meetings** of the Marketing and Information Commission (MIC), which were held in Cologne, Germany, on 12th October 2016 and in Stockholm, Sweden, on 16th March 2017. In addition, three meetings were held by Skype.

Members of the Marketing Commission

Currently, the members of the Commission come from 9 countries.

Participating members of the Commission:

Mirna Rodríguez (chair), Spain
Helena Gronstrand, Finland
Ingeborg Schlosser, Germany
Jeanine Driessens, Belgium
Pia Mark, Denmark
Guido Zaccarelli, Italy
Kamila Kempna, Czech Republic
Jan Smolka, Czech Republic
John Briggs, UK

Tommy Arvidsson, Director of CFPA Europe, attends to almost all meetings of MIC to support the work of Commission.

Work Done and in Progress

- **CFPA-E Newsletter:** Since Madrid's General Assembly until now, **5 Newsletters** have been sent.
- **Participation of CFPA-E in the the Vds Conference FireSafety, in Cologne 7th and 8th December, 2016. The Conference brought over 2.600 experts from 18 countries:**
 - o The participation of CFPA Europe has been successful. CFPA team: Tommy Arvidsson, Kamila Kempna, Pia Mark, Jan Smolka, Ingeborg Schlosser, Peter Stoker, and Mirna Rodríguez.
 - o We gained about 170 new subscribers to our newsletter.
 - o Tommy and Ingeborg presented at the Exhibition the following papers: "Certification of Competent Fire Safety Expert" and "Presentation of CFPA Europe"

- **Participation of CFPA-E in the International Trade Fair in Nuremberg, Germany:**
 - o CFPA-E team: Tommy Arvidsson and Ingeborg Schlosser.
 - o We gained 59 new subscribers to our newsletter.

- **From the experience of participation in Fairs / Conferences, and the analysis of marketing actions and market response, Tommy Arvidsson and the members of the MIC agreed the following actions, in order to obtain more contacts for our data base:**
 - o Members of CFPA-E, at least one per year, should inform about CFPA-E in an exhibition in their own country.
 - o Space for the CFPA-E Roll-Up in their own stand.
 - o An employee of a member country reporting about CFPA-E.
 - o Main message: “Better Fire Protection and Security by Guidelines, Training and Exchange Information”
 - o Tommy Arvidsson is analyzing newsletter subscribers per country, and how can we get 10.000 subscribers. The MIC members are working on this.

- **Actions to increase the number of visitors to CFPA Europe Website:**
 - o Create a new section “Technical Articles”: Included articles from different associations in the languages of those countries. A head and summary in English will be included before each article. Work in progress.
 - o List Research Projects on the website. Done.
 - o Publish more news. Ongoing work.
 - o Publish the Calendar of Activities of members. The Calendar is updated regularly. Ongoing work.
 - o Regular sending of CFPA-E newsletter. Ongoing work.
 - o Highlight that the Guidelines are free. Ongoing work.
 - o Highlight new Guidelines and new Courses. Ongoing work.
 - o Short presentation of CFPA-E at the beginning of courses. Ongoing work.
 - o Spread short summaries about origin, organization, major activities, products and services of member countries. Ongoing work.
 - o CFPA-E link on all member`s websites. Ongoing work.
 - o Ask the participants of the courses if they want to receive information from the CFPA Europe. Ongoing work.
 - o Add a search engine for words to the website. Done.

- **Actions to improve the private area of the web page:**
 - Create a new section for the Information and Marketing Commission. Done.
 - Create a new section for “Marketing Material” to include: Templates, leaflets, logo, presentations, Roll-Up, etc. Ongoing work.
 - Improve the Guidelines Section in the public area of webpage in order to make more visible and attractive the Guidelines. Ongoing work.
 - Get feedback about Guidelines. Ongoing work.
 - Improve the Training Section in the public area of the webpage. After the EQF process is finalized.

- **CFPA Leaflet:**
 - At the meeting in Sweden, on March 16, was decided that the leaflet with all the courses will be in electronic version on the website, and not be printed anymore. The Management Committee was noted that the names would not be included in the leaflet, as there are strictest rules regarding personal data.

- **Social Media:**
 - The Management Committee agreed that all our effort should be concentrated on the website and on membership, not on social media.

- **Campaigns: CFPA-E should be able to join campaigns in member countries for 2018 like:**
 - Fire Awareness Week
 - Fire Safety Week
 - Fire and Security Safety for the Elderly
 - Others topics

Members of MIC are working on it.

Next Meeting of Marketing and Information Commission

October 26, 2017 – Madrid, Spain

March 22, 2018 - Prague, Czech Republic

2017-05-12/Mirna Rodríguez