



CFPAEUROPE®

General Assembly

Madrid 18th and 19th of May, 2016

Report from

**Marketing and Information
Commission**

Activities between General Assembly 2015-2016

Since the General Assembly in Vernon, there have been, in total, four meetings of the Marketing and Information Commission (MIC) which were held in Madrid, Spain, on 17-18 September 2015 and in Vernon, France, on 4-5 April 2016. In addition were held two meetings by Skype.

Members of the Marketing Commission

Currently, the members of the Commission come from 7 countries.

Participating members of the Commission:

Mirna Rodríguez (chair), Spain
Helena Gronstrand, Finland
Ingeborg Schlosser, Germany
Jeanine Driessens, Belgium
Havard Kleppe and Monica Varan, Norway
Tobias Plantin, Sweden
Pia Mark, Denmark
Guido Zaccarelli, Italy

In the last meeting in Vernon, we also had the participation of Alain Verhoyen, from Belgium.

Work Done and in Progress

- **The Newsletter CFPA Europe:** The Newsletter will be a way to spread the news of the members of CFPA Europe and publicize developments on issues related to prevention, fire safety, security, natural hazards, research and new technologies. **Since Vernon General Assembly until now have been sent 5 Newsletters.**
- **A Calendar of Activities of the members** has been created in the home page of the website, in order to publish the most important events of the members of the CFPA Europe. The Calendar is updated regularly.

- **Updating information** on public and closed areas of the website is permanently ongoing.
- **Actions to integrate more members to the MIC:**
 - **New Subsection on the website:** “CFPA Europe Membership”. In this Subsection was included information about the benefits of being a member of CFPA Europe.
 - **Creation of short stories or mini-interviews** to show the meaning of the membership - Ongoing work.
- **A short presentation of CFPA Europe:** A short presentation of 6 slides to show at the beginning of the courses.
- **Photo Gallery:** Has been included a Photo Gallery in the private part of the website, in order to publish photos of the meetings and General Assembly.
- **CFPA Europe in Wikipedia:** Ongoing work.
- **Actions to increase the number of visitors to CFPA Europe Website:**
 - Publish more news. Ongoing work.
 - Has been created a new section “Videos/Information”: Included “Crime Statistics” in each country. Pending include videos, list of ongoing projects...
 - Regular sending newsletter. Ongoing work.
 - More publicity of the work of the commissions: new courses, new guidelines. Ongoing work.
 - Short presentation of CFPA Europe at the beginning of courses.
 - Check that link in the member`s web pages to CFPA site are present and visible. There were checked all the member`s websites. Ongoing work.
 - New Application Form to highlight a short summary of origins, organization, major activities, products and services of member countries. Ongoing work.
- **Section of Statistics on Website:** As Security Commission and Management Committee suggested, it was agreed to include a section on the public part of the website, which includes statistics and European Regulations. Ongoing work.

- **New design of the CFPA Roll Up.**
- **Merchandising:** USB cards with the logo of CFPA Europe in the right side and logos of all member associations in the other side - Pending budget approval by Management Committee.
- **Annual Conferences of CFPA Europe:** VdS Conference will be held in Cologne next 7th and 8th of December, 2016. CFPA Europe could participate with the presentation of “Certification of Competent Fire Safety Expert” and share the stand with VdS. This proposal has to be discussed in the next Management Committee, and then, in the Marketing & Information Commission, in order to define aspects as:
 - What’s the main message that we want to promote at the stand?
 - Approve the topic to present in the conference “Certification of Competent Fire Safety Expert”?
 - Marketing material for the stand. Suggestions: Rollup, TV Screen with presentations, USB-cards.....
 - Who will be at the conference representing CFPA?
 - Is there a special price for members?

The Management Committee and Marketing and Information Commission will continue the discussion, in order to define all these points.
- **Common campaigns:** Examples of Norway and Germany – Campaigns on Fire Safety at Home, aimed to immigrants and foreign speaking people. The documentation (leaflet and video) of both campaigns have been translated to several languages.

Next Meeting of Marketing and Information Commission

June 15, 2016 - By Skype

October 12, 2016 - Cologne, Germany.

2016-05-13/Mirna Rodríguez