



CFPAEUROPE®

General Assembly 2015

Vernon 28th May 2015

Report from

**Marketing and Information
Commission**

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The new Marketing and Information Commission (MIC) was created in 2014, after the unanimous approval of its constitution by the General Assembly (Copenhagen 2014).

Aim for Marketing and Information Commission

Develop and implement a marketing strategy, oriented to:

- Improve CFPA`s Europe Corporate Identity/Brand.
- Optimize the available resources (Website, social media, etc.) in order to share and disseminate the work of commissions and CFPA Europe in general.
- Find new promotional strategies.

Activities between General Assembly 2014-2015

Since the General Assembly in Copenhagen, there have been two meetings of the new Marketing and Information Commission (MIC), held in Madrid, Spain, on 19 November 2014, and in Helsinki, Finland, on 13 April 2015.

Members of the Marketing Commission

Currently the members of the Commission come from 6 countries, although we are working to achieve greater participation in the near future.

Participating members of the Commission:

Mirna Rodríguez (chair), Spain

Helena Gronstrand (deputy chair), Finland

Ingeborg Schlosser, Germany

Jane Thurgood, UK

Jeanine Driessens, Belgium

Havard Kleppe, Norway (invited to the last meeting)

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Denmark is also member of the MIC. A representative from DBI actively participated in the creation of the Commission and attended to the first meeting in Madrid. We are currently awaiting the appointment of their representative, who will participate in upcoming meetings.

Portugal is a member of the MIC but the representative from APSEI was unable to attend any of the meetings.

Sweden at the moment cannot send any representative to the commission.

Members of other commissions will be asked to join MIC`s meetings.

Work Done and in Progress

- **The new Newsletter CFPA Europe** will be presented in May before the General Assembly. 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.
- **A new Interactive Presentation of CFPA Europe** has been developed in order to spread the work of CFPA Europe. The presentation will be showed at General Assembly 2015.
- **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.
- Successful **migration of hosting** from Switzerland to Spain.

- **Update information** on public and closed areas of the website - Ongoing work.
- **Actions to integrate more members to the MIC:** An Invitation Letter has been sent to Italy, Norway, Belgium, Slovenia and Serbia, requesting their integration in the Commission.
 - o **Starter Pack:** Creating a Starter Pack for new countries, joining the CFPA - Ongoing work.
 - o **Creation of short stories or mini-interviews** to show the meaning of the membership - Ongoing work.
 - o **New section on the website:** How to become a member, what are the benefits..... - Ongoing work.
- **A short presentation of CFPA Europe:** Training Commission proposed the development of a short presentation of 4-5 slides for courses.
- **Photo Gallery:** Inclusion of the Photo Gallery in the private part of the website, in order to include photos of the meetings and General Assembly. Ongoing work.
- **CFPA Europe in Wikipedia:** Ongoing work.
- **A data collection sheet** for people who are interested in downloading free CFPA Guidelines from the website. The information obtained will allow us to create our own database.

- **Include the list of ongoing projects in member associations on the Website.** The projects can be researches or otherwise relevant projects. The name, description and contact person. Ongoing work.
- **Section of Statistics on Website:** As Security Commission and MC suggested, it was agreed to include a section, on the public part of the website, which includes statistics and European Regulations. Ongoing work.
- **A new design for Guidelines** has been created, in order to homogenize the aesthetics of the guidelines. The new design will be showed at General Assembly 2015.
- **New design of the Roll Up** for its use, by member countries, during courses, exhibitions, seminars and conferences.
- **Merchandising:** The lanyard could be an alternative for the pin - Ongoing work.
- **Annual Conferences of CFPA Europe:** The first step for annual conferences could be to combine CFPA-E conference with an existing conference of a member, as an international part of it. Ongoing work. This proposal has to be approved by Management Committee.
- **Other actions to promote CFPA Europe in member countries:** The **Open Door events** can be organized at the same time in all countries. Activities: presentations, exhibitions, brunch, video connection to other events, show trainings, guidelines and other news.....

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Next Meeting of Marketing and Information Commission

16 th – 17th September 2015 – Madrid, Spain