

**REPORT FROM MARKETING AND INFORMATION COMMISSION. Madrid - Spain,
26th of October, 2017.**

Current Members:

Mirna Rodriguez, Spain (Chair)

Tiia Krook, Finland

Pia Mark, Denmark

Ingeborg Schlosser, Germany

Guido Zacarelli, Italy

Jeanine Driessens, Belgium

Kamila Kempna, Czech Republic

Jan Smolka, Czech Republic

John Briggs, UK

Gaspar Golob, Slovenia, (New Member)

Wolfgang Neumüller or Hans Starl, Austria. (New members)

Patrick Hebbelynck (New Member)

Tommy Arvidsson, Sweden (attends to some meetings of MIC to support the work of Commission)

No member for a while: Sweden, Switzerland, Portugal, Serbia, Norway

Work Done and in Progress:

- May Newsletter 2017. **Done.**
September Newsletter 2017. **Done.**
- Revised logo. New proposals from MIC for the logo. **Work in progress.**
- Regularly send an email to all members to get more events for the calendar. **Done.**
- New section called “Technical Articles” on the website. **Done.**
- Leaflet CFPA Europe: New design in collaboration with Training Commission.

- Develop some improvements in Guidelines Commission. **Done.**
Changes:
 - List of guidelines incl. cover/front-page whit photos.
 - Has been included in the Guideline chapter a message “Send us our feedback about Guidelines” and automatic answer “Thank you for your comments and suggestions, we will consider it for futures updates”.
 - Box on the top of Guideline chapter to highlight that the Guidelines are free.
 - More easy the download of Guidelines.

- New chapter for Marketing Material. **Done.**

- Updated all Marketing Material with the logo of Estonia. **Done.**

- Motivate member organizations to include information about CFPA-E in their Newsletter. **Work in progress.**

- Write a very clear message to put on the web site about who is allowed to use CFPA E’s logo. **Done.**

- Participation of CFPA-E IN different local Trade Fairs or Conferences:
 - SICUR (Madrid, Spain, 20 to 23 February 2018)
 - EXPOPROTECTION (Paris, France, 6 to 8 November 2018)
 - Small space for Roll Up.
 - Someone who are working and informing about CFPA E in the booth.
 - Brochure CFPA E.
 - Presentation CFPA E.
 - Main message: “Better Fire Protection and Security by guidelines, training and exchange of information”
 - Main goal: Let people know of CFPA E, create need to go to the CFPA website.

- CFPA Europe in Wikipedia. The same text as in leaflet will be used. **Work in progress.**

- Common Campaigns.
 - Members of MIC agree to contact insurance companies, producers and other stakeholders to get information about the most relevant topics to develop common campaigns. During Madrid meeting of MIC will be discussed this topic. **Work in progress.**

- Next meetings:

Skype meeting: Dates to be defined during the meeting in Madrid.

March 22, 2018, Prague – Czech Republic

General Assembly 2018. Helsinki

October 4, 2018, Switzerland

10-10-2017/ Mirna Rodríguez