

REPORT FROM MARKETING AND INFORMATION COMMISSION. Prague – Czech Republic, 22th of March, 2018.

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

Patrick Hebbelynck, France

Gaspar Golob, Slovenia, (Member not active)

Wolfgang Neumüller or Hans Starl, Austria.

Susanne Schocher (New member from Sweden)

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

No members for a while: Switzerland, Portugal, Serbia, Norway

Work Done and in Progress:

- Proposal of updated CFPA-E logo. Done.
- November 2017 and March 2018 Newsletters. Done.
- Website and Mailing Reports. Done.
- Continuously improvement and update of the website:
 - Insertion in the webpage of a new chapter on “Cyber Security” under the Video/Information Chapter. (Done).
 - Insertion the 2018-2020 strategy document in the private part of the website. (Done).
 - Insertion in the webpage the Guidelines translated in various national languages. (Pending).

- Creation a new chapter under the video/information section called “National Regulations” where questionnaire will be published. (Done).
 - Insertion a link “give us your feedback about these guidelines” on the top part of the guidelines page. (Done).
-
- Regular email to all members to get more events for the calendar. (Done).
 - Information from Training Commission in order to promote each course. Short summary per course to Newsletters. (Done/Pending).
 - Mailing to all members informing that marketing material is available in the private section of the website. (Done).
 - Mailing to all members informing which events should be publish in the calendar and inviting to supply information about those events. (Done).
 - Inform CFPA Europe members about what information should be published on the website. (Done).
 - Write a very clear message to put on the web site about who is allowed to use CFPA E’s logo. (Done).
 - Ask participants of the courses if they want to receive information from the CFPA Europe: Newsletter, new Guidelines, etc. (Work in progress).
 - Motivate member organizations to include information about CFPA in their Newsletters. (Work in progress).
 - CFPA presentation, to be shown at the beginning of each CFPA course. (Each country should confirm).
 - Request FPA an article about the Grenfell Tower and request Cepreven an article about earthquake in Mexico. (Pending).
 - Create a CFPA member’s photo bank, copyrights free. (Work in progress).

- Participation of CFPA-E in different local Trade Fairs or Conferences (MIC):

SICUR (Madrid, Spain, 20 to 23 February 2018): Tommy and Mirna made a presentation about CFPA-E, we got new contacts for the Newsletter, and got many visitors to our corner in the Cepenven Stand. We produced 200 CFPA leaflet and 200 USB cards.

EXPOPROTECTION (Paris, France, 6 to 8 November 2018)

VDS FIRE SAFETY COLOGNE (Cologne, Germany, 4 to 5 December 2018)

Actions and means for the Fairs:

- Small space for Roll Up.
 - Someone to work and inform 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 about CFPA E, create need to visit the CFPA website.
- CFPA Europe in Wikipedia. The same text as in leaflet will be used. Work in progress.
 - Next meetings:

General Assembly in Helsinki, 23-24 May, 2018

MIC meeting in Switzerland, 4 October, 2018

11-03-2018/ Mirna Rodríguez