

Tasks agreed at the meeting of Marketing and Information Commission (MIC) – CFPA Europe:

Date: 12th October 2016. Cologne. Germany

MARKETING AND INFORMATION COMMISSION (MIC)

MIRNA RODRÍGUEZ (MR) - Present

HELENA GRÖNSTRAND (HG) - Present

HÅVARD KLEPPE (HK) - Absent

INGEBORG SCHLOSSER (IS) - Present

JEANINE DRIESENS (JD) - Absent

PIA MARK (PM) - Present

TOBIAS PLANTIN (TP) - Absent

MONICA VARAN (MV) - Absent

GUIDO ZACARELLI (GZ) - Present

KAMILA KEMPNÁ (KK) - Present

TOMMY ARVIDSSON (TA) – Present

JAN SMOLKA (JS) - Present

- ✓ **Participation of CFPA-E in the The Vds Conference Fire Extinguishing Systems in Cologne 7th and 8th December, 2016:**
 - CFPA Europe booth is ready. (IS, all)
 - Marketing material for the stand. Roll Up (done), TV Screen with interactive presentation CFPA (done), USB-cards will be given in exchange of the presentation cards (done). (MR, JD, IS, PM, all)
 - Leaflet CFPA Europe: many changes have been made. To discuss the final version. 1000 leaflets will be printed for the exposition. (TA, PM, HG, IS, MR, all)
 - At the conference representing CFPA will be: Jan (CZ), Kamila (CZ), Mirna (S), Peter Stoker (S), Pia (DK), Tommy (S), Miguel (S). Mirna prepared and sent the schedule for the personnel at the booth.
 - Topics to present at the conference “Certification of Competent Fire Safety Expert” and “Presentation of CFPA Europe”

- ✓ **May Newsletter. Done. (all)**
 - November Newsletter. (all)
 - Plan for newsletters for 2017. (all)
 - Include in the newsletter short information about the topic of future newsletter. e.g.: “Participation of CFPA Europe in the Vds Conference Fire Extinguishing Systems”- Read more in our next newsletter. To discuss.

- Generic texts for national newsletters, one short and one longer. Make it easier to use for members. Pia will write a proposal, Mirna will send existing text to Pia. (PM, MR, all)
- ✓ **The PowerPoint presentation of CFPA-Europe:** logos have been updated and some improvements. Done. (MR, all)
- ✓ **The interactive presentation of CFPA-E.** Idem as the Power Point current situation. Done. (MR, all)
- ✓ **Website Updates:**
 - To correct the plural of “Associations” in some parts of the web page. Done.
 - Calendar: The reminder was sent in November to all member countries. However, more activities are needed. (all)
- ✓ **Website Usage:**
 - The guidelines description on the webpage have been changed as we agreed: Write the name instead of number on guideline, short description about the guidelines plus small picture, but we need de pictures for the covers of almost all guides. Add keywords and organize in alphabetical order. Budget sent by Pinchaaqui has been approved. Pending selection of pictures (MR, Pinchaaqui, Miguel Vidueira).
- ✓ **Website for members:**
 - Creation of a new area for MIC in the private part of Website. Budget approved by members of MIC. Work in progress.
- ✓ **Courses overview on website:**
 - Better to wait until the changes in the course programs of CFPA, based on the European Qualification Framework, has been finalized.
- ✓ **Positioning CFPA webpage on google:**
 - Kamila and Jan (CZ) offer help at this point. To discuss. (KK) (JS)
- ✓ **Ongoing projects in each country. Include in the section Videos / information:**
 - No answers except DBI, AIAS, CNPP, Sweden. Mirna sent a reminder again to all member countries. Work in progress.

- ✓ **Short summary of member countries on their origins and organization, major activities, products and services.**
 - At present, we get answers from ANPI, CNPP, DBI, SPEK, AIAS, CEPREVEN.

- ✓ **CFPA-E page in Wikipedia:**
 - All agree to use the new text that will be used for the leaflet for the Cologne exhibition.

- ✓ **Common Campaigns:**
 - All agree to contact insurance companies, producers and other stakeholders to get information about the most relevant topics to develop common campaigns. Work in progress.

Next meeting: March 16, 2017. Stockholm, Sweden.