

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

Date: 18 December 2015

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### MARKETING AND INFORMATION COMMISSION (MIC)

MIRNA RODRÍGUEZ (MR)

HELENA GRÖNSTRAND (HG)

HÅVARD KLEPPE (HK)

INGEBORG SCHLOSSER (IS)

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- ✓ **Send the CFPA-e New Year's wishes - Done.** (Mirna, Pinchaaquí)
- ✓ **Add to the web page a promotional text about membership's benefits. Create a new subsection "CFPA Europe membership" under menu choice "Members" – Done.** (Håvard, Mirna, all, Pinchaaquí)
- ✓ **Include in the section Videos / information: Ongoing projects in each country. Implement at the web page a table of ongoing projects in member's countries. Work in progress.** Mirna requested Fanny (from DBI) the table and the updated information from DBI. So now it's necessary to ask for the updated information to other countries.
- ✓ **Send to contacts reminders every two months, asking for news in English and photos for the web. Done.**
- ✓ **Send an access to the private area of webpage for all members of MIC. Done.**
- ✓ **Webpage. Request the 2016 report to Pinchaaquí. Done. To discuss.**
- ✓ **How to attract more members to CFPA-Europe?**
  - Mini-interviews for the web page were approved by MIC. At first, we will make at least 4 interviews to different trail customers. The interviews will firstly be published as headlines news. We will later create a new box about the calendar, titled maybe "Customer opinions". **Work in progress.** We have first mini-interviews from Risk Manager from "Desigual" Spanish company.
  - ✓ **Information about the objectives of the calendar, with a limit of 4 entries per year.** Send an email to all the members of CFPA-E in order to explain the rules to include news on the calendar. **Done.**

Rules are:

    - The member is involved with the organization of the event.
    - The member is sponsor of the event.
    - The event is somehow internationally interesting.
    - In total 4 significant events per country/year.
- ✓ **Measures to increase the number of visitors:**
  - Publish more updated news.

- Create a CFPA Europe LinkedIn-page. **To discuss in the next meeting of MC.**
  - Distribution of newsletters.
  - **Draft of presentation CFPA Europe in courses. Work in progress. To discuss in the next meeting.**
- ✓ **Link from members' webpages:** Is done in very different ways. Some associations have no links, others have very visible links. **MIC will look more closely into this. Report:**
- Ingeborg:**  
 Belgium – not very visible link  
 Finland – visible link  
 Denmark – visible link  
 France-visible link
- Mirna:**  
 Germany – visible link  
 Iceland-no link  
 Norway-visible link  
 Italy-no link or not very visible link
- Helena:**  
 Romania-no link  
 Portugal-visible link  
 Serbia-pending  
 Slovenia-pending
- Håvard:**  
 Spain-visible link  
 Sweden-not very visible link  
 Switzerland-pending  
 UK-pending
- ✓ **February Newsletter. Include:**
- News from VDS on Cybersecurity.
  - 40th birthday of Cepreven (**news for the next newsletter**).
  - Fire Technical Challenges in the reconstruction of balconies and passageways.
  - Interview from Risk Manager from “Desigual”- Spanish company.
  - 2 VdS Conference, Risk Management and Fire Safety” in Istanbul Apr 25 – Apr 26.
- ✓ **Request all member countries a short summary on their origins and organization, major activities, products and services. Work in progress.**
- ✓ **Short PowerPoint presentation for courses. Work in progress. To discuss.**

- ✓ **CFPA Europe in Wikipedia. Work in progress. Ask Peter in the next meeting of MC.**
- ✓ **CFPA-E page in LinkedIn.** MIC agreed to request a proposal to Pinchaaquí and now members of MIC have to discuss and approve the proposal. **Work in progress.**
- ✓ **Neck band and/or USB-cards and pins. To discuss the budgets sent by Jeanine and Helena in the next meeting of MIC.**
- ✓ **Annual CFPA-E conference:** The Vds BrandSchutzTage conference at beginning of December, 2016, seems to be a suitable arena for the first CFPA-E participation. **Work in progress. Ingeborg.**