

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

Date: 6th April 2016. Vernon. France

MARKETING AND INFORMATION COMMISSION (MIC)

MIRNA RODRÍGUEZ (MR)

HELENA GRÖNSTRAND (HG)

HÅVARD KLEPPE (HK)

INGEBORG SCHLOSSER (IS)

JEANINE DRIESENS (JD)

PIA MARK (PM)

ALAIN VERHOYEN (AV)

TOBIAS PLANTIN (TP)

MONICA VARAN (MV)

GUIDO ZACARELLI (GZ)

- ✓ **May Newsletter. Done.** (all)
 - Pia suggested that MIC should make a plan for newsletters. (all)
 - Helena will write a letter in order to “spread the word” about CFPA-E. Done (HG)
 - Suggestion: make to 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)
 - Next Newsletter. (all)

- ✓ **How to attract more members to CFPA-Europe.** Has been created a new subsection “CFPA Europe membership” under menu choice “Members” – Done (HK). Actually is pending the interview with the Risk Manager of Desigual (Spain) and interviews from other countries. Håvard proposed that the interview should first be placed under News, and then organized under “About”. (all)

- ✓ **The PowerPoint presentation of CFPA-Europe** has been presented (the map was corrected) at the meeting of General Assembly and has been approved but now it’s necessary to include the logos of the new members Austria (IBS) and Czech Republic (Global Innovation Technologies, z.s). The last week we got the Global Innovation Technologies logo, z.s, but actually we still don’t have IBS logo due to it will be replace by the new one within one or two weeks. (MR).

- ✓ **The interactive presentation of CFPA-E.** Idem as the Power Point current situation. (MR)
 - The interactive presentation of CFPA-E will be presented at the next meeting with Insurance Europe in October this year. (IS).

- ✓ **Website Updates:**
 - Has been sent an email to every chairperson requesting more news. Done (IS)
 - Calendar: The reminder was sent in May to all member countries. However, more activities are needed for the second half of the year. (all)

- ✓ **Website Usage:**
 - The MIC decided in the last meeting that to downloading the guidelines the customer should only have to fill in their name and email. Done. (MR, Pinchaaqui)
 - The guidelines description should be changed to attract more customers. Suggestion: Short description about the guidelines plus small picture, write the name instead of number on guideline. Add keywords and organize in alphabetical order. Has been requested the budget to Pinchaaqui. Done (MR, Pinchaaqui, all). To discuss.

- ✓ **Website for members:**
 - Ingeborg sent email to Peter and ask for update info. Done. (IS)
 - MIC agreed to publish agenda and minutes from MIC. Creation of a new area for MIC in the private part of Website. Ask Pinchaaqui for budget (MR). To discuss.

- ✓ **Courses overview:**
 - Instead of PDF leaflet there should be a list with the course name, keywords of the course and link to more information of the course. Mirna requested budget to Pinchaaqui but to make the budget Pinchaaqui needs to know whether they can get the courses information, in Word format, from Training Commission or they should collect it from the leaflet. (all). To discuss.

- ✓ **Ongoing projects in each country. Include in the section Videos / information:**
 - Implement at the web page a table of ongoing projects in member`s countries. Mirna requested Fanny (from DBI) the table and the updated information from DBI. Ask for the updated information to other countries.

No answers except DBI and AIAS. Mirna will send a reminder again to all member countries. Work in progress.

- ✓ **Photo Gallery: Done. (Peter Stoker)**
- ✓ **Short summary of member countries on their origins and organization, major activities, products and services.**
 - Mirna will ask for that information.(MR)
- ✓ **CFPA-E page in Wikipedia:**
 - Ingeborg asked Peter Stoker. He is working on it. (IS)
- ✓ **Publicity Products:**
 - MIC agreed for the USB memory stick within a card. The amount will be decided in the next MC in September 2016.
 - MIC does not agree with the pin. Pia will talk to Jesper and Mirna will send a text to the MC (or comment on this topic in the next MC). If the MC still want a pin for CFPA, MIC will proceed the work. Work in progress. (PM, MR)
- ✓ **Common Campaigns:**
 - For instance, Norway and Germany campaigns on fire safety in homes, aimed at immigrants and foreign speaking. MIC will continue discussion surrounding common campaigns in the next meeting.
- ✓ **Annual CFPA-E conference:** The Vds BrandSchutzTage Conference in Köln 7th and 8th December, 2016, seems to be a suitable arena for the first CFPA-E participation. The Ingeborg and other members of the MIC had some suggestions and questions to be define at the next meeting of MC and MIC:
 - What's the main message that we want to promote at the stand?
 - Approve the topic to present in the conference "Certification of Competent Fire Safety Expert?"
 - Marketing material for the stand. Suggestions: RollUp, TV Screen with presentation, USB-cards,...
 - Who will be at the conference representing CFPA?
 - Is there a special price for members?

To discuss Work in progress. (IS, all)

✓ **New topics:**

- Ingeborg sent the following information:

Logo-templates: The possibility to use the CFPA-LOGO by the students that passed a certificate or diploma course (it is up to members if they want to do that in case of problems due to incorrect use they have to deal with this).

Terms and conditions for the use: they have been provided together with the logo to the students.

End user guidance: text to be published on the CFPA-E-website to inform everyone on the meaning.

- Put the document for end-users as a pdf on the CFPA-website. (MR, Pinchaqui). Work in progress.

Next meeting: October 12, 2016. Cologne, Germany.