

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

Date: 22 November 2017.

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### 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) - Absent

GUIDO ZACARELLI (GZ) - Present

KAMILA KEMPNÁ (KK) - Present

JAN SMOLKA (JS) - Present

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- ✓ **Participation of CFPA-E in the The Vds Conference FireSafety in Cologne 7<sup>th</sup> and 8<sup>th</sup> December, 2016:**
  - The participation of CFPA Europe has been successful. The CFPA team (Tommy, Kamila, Pia, Jan, Ingeborg, Peter, and Mirna) that participated in the Exhibition made a great work.
  - We gain about 170 new contacts. All this new contacts will be included in our database.
  - Tommy and Ingeborg presented at the Exhibition the following papers: “Certification of Competent Fire Safety Expert” and “Presentation of CFPA Europe”
  - 5th Vds Firesafety brought over 2,600 experts from 18 countries to Cologne – 30% more than the last year.
  
- ✓ **Participation of CFPA at the exhibition Feuertrutz in Nürnberg /Germany in 22-23February 2017. To discuss.(all)**
  
- ✓ **January Newsletter. (all)**
  - Choose the news. Suggestions: CFPA at Vds FireSafety in Cologne, Interview with Tommy Arvidsson, Hot work starts fires costing millions, summaries activities ANPI and DBI, Industry Oscar for Vds-Cyber Security.
  - Publish the news about topics of the next newsletter. Upcoming news? To discuss.

- ✓ **Website Updates:**
  - Upload information of MIC in the webpage. Work in progress.
  - Calendar: In January, we sent the reminder to all member countries. We need events for the calendar of CFPA Europe. (all)
  
- ✓ **Website Usage:**
  - We have the short description of Guidelines but we should to select the pictures for the covers of all fire safety Guidelines. Selection of pictures from Photobank (MR, Miguel Vidueira). Work in progress.
  
- ✓ **Courses overview on website:**
  - The changes in Training Area will be on webpage in March.
  
- ✓ **SEO (Search engine optimization) and YouTube channel.**
  - Jan (CZ) in working on it. (JS)
  
- ✓ **Ongoing projects in each country. Include in the section Videos / information:**
  - For the time being, we have DBI, AIAS, CNPP, Sweden and Speak. Work in progress. Will be ready at the end of January.
  
- ✓ **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. To discuss in the meeting in March.

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