

Marketing and Information Commission – Agenda

Ljubljana, 24 October 2024

Security Commission (SC)
Training Commission (TC)
Guidelines Commission (GC)
Marketing and Information Commission (MIC)
Management Committee (MC)

1: Welcome & opening of the meeting

- a. Apologies for absence.

2: Approval of agenda (all members)

3: Reports from Commissions:

- Security Commission (Ingeborg Schlosser)
- Training Commission (Mirna Rodríguez)
- Guideline Commission (Yiannis Kontoulis)
- Management Committee (John Briggs)
- General Assembly 2024 (John Briggs)

4: Topics for discussion and to do list:

- Website and Newsletter Report. (to discuss)
- News for the Website. The activity of all members has increased since the last meeting. I appreciate the efforts of all MIC members. We must continue like this. Done.
- News about legislation. Information is missing from Norway, Czech Republic, Macedonia, South Korea, South Africa, Netherlands, Austria, Iceland and Turkey. Choose the person in charge of this task.
- LinkedIn. Course to manage LinkedIn account. Done. Thanks to Soren and DBI for the course. MIC members are much more active on LinkedIn after the course, especially Ingeborg, Soren and Mirna.
- Marketing Plan according with CFPA E's strategy. To discuss. Soren, Mirna and all.
- Articles for the Website. Don. Members of MIC are more involved. We must continue like in this direction. We miss articles from France, Czech Republic, Spain, Switzerland, Portugal and Italy.
- Change the guidelines list on the website in different boxes, fire safety, security and natural hazards. Done.
- The Research Section has been created at the previous meeting but it is not visible because we do not have research projects. Please request it from member countries.
- Create a Certificate for European and non-European Members of CFPA Europe. Done. Mirna.

- How to get more Ambassadors. There is no growth in this topic. Ideas for improvement. All
- Mirna will ask Pinchaqui data about which pages in the website are visited. Done.
- In all Newsletters insert at the end a banner on different topics (National regulations, guidelines, training courses, etc.). Done.
- In the website insert, member list, the link to the associations webs.
- Prepare a presentation for the CEOs of all associations, showing the advantage of helping MIC and CFPA Europe. Monica will prepare de draft.
- Webinar in national languages to publish on the new CFPA Europe website. Monica Baeta in charge of this task. It's running well but are missing many countries(to check)
- Organize short webinars (1 hour) to present CFPA-E Guidelines. A first webinar is planned and organized by Finland about Fire Safety in Care Houses (Fire Safety Commission). A second webinar organized by Security Commission. To discuss.
- Participation in Fairs and exhibitions:
 - . Sicur Fair, 27 February – 1 March 2024 (Spain)
 - . APSEI Conference. 10-11 April 2024 (Portugal)
 - . ELIPYKA Conference. 5-6 April 2024 (Athens, Greece)
 - . Fire Investigation Conference. 29 – 30 October 2024 (Gardermoen, Norway)
 - . FIREX 2024. 2- 4 December 2024 (London, UK)
 - . Vds Conference and Exhibition. 4-5 December 2024 (Cologne, Germany)

5: Proposals of new topics.

6: Dates and venues of next meeting:

| Year | Week | Meeting and Place |
|-------------|------------------------|--|
| 2024 | 21-25 October | Commissions & MC Ljubljana, Slovenia |
| 2025 | 17-21 March | Commissions & MC, Vernon, France |
| 2025 | May or June (days tbd) | General Assembly 2025, Hvidovre/Copenhagen, Denmark |
| 2025 | October (days tbd) | Commissions & MC, Helsinki, Finland |
| 2026 | March (days tbd) | Commissions & MC, Madrid, Spain. |
| 2026 | (days tbd) | General Assembly (country tbd) |