

## **ESA Marketing Team**

**Minutes of the Marketing meeting 9<sup>th</sup> May 2017 10.00am CET, 9.00am UK**

**Location: Go To Meeting**

**Those present. Mark Neal, David Edwin Scott, Jasna Suhadolc**

1. Apologies for absence. Simone Wilson, Wolfgang Bommers
2. NL14 is due to be published in June, date set at wk comm 17<sup>th</sup> June. MN to chase FSA and Divisional chairmen. The main content features would be the AGM and the Valve Market Research. Careers Development would also be pushed and a recap of IVS 2017.
3. Careers. MN to brief Virtua PR and ask for their assistance with a marketing campaign targeted at relevant Trade Publications.
4. Valve World Articles. The Packing Division had kindly agreed to publish a special feature on Fugitive Emissions for VW and MN had provided an interview for Pump World and Valve World. Flange Gasket's would produce for the August edition.
5. IVS MN to check electrical supply for the stand, DES to provide the rolling presentation. Although all exhibition equipment was being produced the timing was close for the AGM and also then shipping to Italy for the week after.
6. AGM MN working with Virtua PR on the production of all items.
7. A.O.B

Date and venue of next meeting.  
8<sup>th</sup> June 2017