

ESA MARKETING MEETING

20th July 2017 10.00am CET, 9.00am UK, Go To Meeting

Participants:

David Mitchell
Velin, Kamesh
Sayat
Sabrina Slak (part)
David Edwin-Scott
Hayden Parry

Apologies:

John Morton, Wolfgang Bommers

1. Review of Minutes

Minutes approved.

2. Newsletter 14

Apologies from MN on the delay. The intention is to distribute shortly.

3. Knowledge Base

Flexitalic, and John Crane use Share point currently and rather than investing in Knowledge Base the first phase would be to introduce Sharepoint or something similar. Velin was able to guide us through various options and will (done) provide an overview of the options.

4. Explainer Video for the ESA?

Agreed that this would be a good idea for the ESA. HP knew that James Walker had done something similar for the Rotabolt and would provide the contact details. DES was also to talk to the Animation company he is using for the Packings training.

5. Sales Enquiries – Post to all members?

Everyone agreed that a standard reply be sent informing the sender that they should contact the members directly. We would not distribute sales enquiry's.

6. ESA Member Statistics

MN would write to all members to gain Stats for the ESA. It will be a tick box questionnaire to try and put a figure on how many people are employed within the sealing industry and an estimate of the turnover.

7. ESA Brochure – Exhibitions, general enquiries

Agreed that this would be a good idea. MN to talk to the BPMA production team.

8. Valve World Articles

Currently on track for the Sept article and DES has three more potential articles. Packings to produce the next one.

9. BHR Conference

DES is on the technical committee for BHR and commented that he had not heard anything from the organisers for some time. DES to make enquiries. Low Temp testing update could be given and we would provide a stand.

EEMODS Sept 2017. BPMA had suggested we could give a paper at this show. MN to find out if the deadline has passed.

Date, time and venue of the next meeting

20th September 10.00 CET