

ESA MARKETING TEAM

24th November 2017, 14.00 CET, Go To Meeting

Participants:

David Mitchell
Velin Kolev
Mariya Petrova
David Edwin-Scott
Ronald Noesel
John Morton
Henri Azibert
John Eves
David Kees
Hayden Parry

Apologies:

Jasna Suhadolc
Sabrina Slak

1. Review of Minutes.

Minutes approved.

2. Newsletter 16

The next NL will be circulated shortly before Christmas. The usual features and we will lead with the IED and EDW progress, thank you DM.

3. Knowledge Base

Henri provided an overview of Share Point and Knowledge Base both of which are used by the FSA. Share Point is internally focused allowing the sharing of files and folders with varying levels of admin rights. The major benefit is that it is a library of files which are structured, has search functions and only an FSA user with a password can access the library. It's not intended to be used by the larger world, purely for the FSA to share documents.

Knowledge Base is a structured library of files and a bespoke piece of software developed for the FSA. It can be accessed by a wider audience and is mainly for finished documents and publications. These documents and publications were previously held on the FSA web site.

Actions Arising. The ESA Exec Committee are to discuss the benefits and costs on the 4th Dec. of Share Point and Knowledge base. If appropriate then the ESA will explore the possibility of working with the FSA on developing KB and sharing the cost.

4. Explainer Video for the ESA

The EV is now nearing completion. As some members were on the phone it was agreed to circulate the video for comments. Comments received were the file size and length. Was there also the possibility to circulate this via Social Media.

Actions Arising. MN to circulate to the mktg team for comments and discuss with JS.

5. ESA Member Statistics

MN to discuss with JS the current status and circulate a draft to the mktg team before releasing.

6. ESA Booklet

The subject was rejected by the Exec Comm. The main issue concerned relevance in a digital age.

7. Competition Rules- ESA Formatted?

Agreement that we would continue to utilize web based source (Currently UK Govt) which would ensure current legal advice.

8. Valve World Articles

The next article has to be submitted by January end 2018. DES has some work to finalise a current Packings article but it is on track. FG Division have a number of articles available.

9. BHR Conference

We are currently circulating BHR information vis our NL, have booked stand space and we will be presenting a paper. The manning of the stand has to be finalized. Andrew Douglas and DES will be present for the majority of the time. MN can also be available.

Date, time and venue of the next meeting

26th January 2018, 10.00 CET