

Minutes of the Marketing Team Meeting

Go To Meeting 17th June 2016

Those present.

Mark Neal
David Edwin-Scott
Wolfgang Bommers
Simone Wilson
John Morton
Jasna Suhadolc
Hans Hourmark
Velin Kolev
Hayden Parry

1. Apologies

Marco Hanzon, Mark Horton

2. News Letter 9 Review and Features

Divisional Updates	MN
FSA Update	MN
Stds/Leg and TC 164	MN
AGM	MN
Events	MN
BPMA Agreement	MN
Meet the People	MN
Careers	

Following a suggestion from SW and JS we agreed to produce an article orientated around life in the Sealing industry from the perspective of a lifetime of experience to someone relatively new to our Industry. WB and DES agreed to look at creating the articles.

MN/WB/DES

3. Web Site

We agreed to drop all the language options and concentrate on the English version. If a translated version of the home page exists then we will provide a flag on the Home page to indicate it.

There would be a Careers drop down menu option and Technical would change to Environmental.

DES would make a start to structure the CMS Document Manager area and archive any old documents into a suitable folder and post the remaining documents into new folders.

HP to supply a photo for the Expansion Joints home page.

MN would discuss with DES how we handle the free download with e mail address option for ESA documents.

MN/DES would arrange to meet to discuss the above web changes and brief 9xB (Web designers)

4. ESA Market Research

MN to provide a brief to SW and write to all Divisional Chairmen for their input. So far we have two out of five divisions that have replied. SW will then discuss with a local University to see if there is any interest from a graduate or dept. taking the project forward.

5. Document Layout Proposals

The proposals were accepted. MN to provide Jasna with all documents to be formatted in the same style.

6. Valve World Articles

The Packings Division were next to provide an article. MN to check Jan's (Spetech) proposed article on graphite oxidation.

7. FSA/ESA Document Downloads.

See point 3 ESA/FSA document costs

8. AOB.

No other business

Date of next meeting 12th August 2016 10.00 CET, 9.00am UK
MN 27/6/16