

Minutes of the Marketing Team Meeting

Go To Meeting 24th February 2017

Those present.

Mark Neal
David Edwin-Scott
Simone Wilson
John Morton
Velin Kolev

1. Apologies

Hayden Parry, Wolfgang Bommers, Hans Hourmark, 9xB

2. News Letter 11/12/13 Review/Features

The next scheduled News Letter is the end of March. The main articles are to be:

AGM. A reminder to book accommodation and a schedule of the events. We will also run two e mails direct to all members reminding them of the AGM together with details on how to reserve rooms and the schedule of events. One slight change is that EJ Division wish to have their meeting on the Tuesday afternoon instead of Thursday.

Divisional Update. The response is generally poor but MN will chase.

FSA time constraints usually mean that we have to push to gain a response.

IED, EDW EGA updates are available from MN and DM

Contacts reminder and forms to be circulated.

Careers development.

Events: IVS, AGM and IED timetable

Actions on 9xB

Can Linked In be used to alert members to meeting dates?

Can we have a separate area on the web site for just ESA meetings?

Eg FGD meeting 23rd March, Exec 23rd March, E&P Seal 28th March

Can we issues the News Letter to Industry Magazines with contact information if they wish to pick up on any article. Which Magazines?

Contact spread sheet to made into an ESA formatted document available on the website.

Can we have a price for an ESA exhibition stand.

Member Plagues for receptions, exhibitions and certificates.

It was felt we should have a stand at Achema. MN to investigate with 9xB the costs for the space, stand build and attendance.

3. Web Site

There was currently little activity on the website other than the Careers area which was now fully functional. Burgmann Packings and Flexitallic were already advertising positions and one CV had been received from someone within the industry.

4. Valve World Articles.

April 2017 (due date March end) is the FGD via RZ. Almost complete.

June 2017 (due date May end) is PD, IDT

5. Communication

MN raised the point that whilst we now had a database of members and non members we were not reaching a broader Industry wide audience. Whether this be the News Letter or specific issues such as the Careers area there was a need to expand our horizons to a wider relevant circulation. MN to discuss with 9XB

Specific Actions re Careers Area and communications:

E mail all members individually asking for HR/Personnel dept contacts.
How do we target University Careers departments? MN/9xB to discuss.
Ask all Members about their Graduate Training Programmes. MN

6. AOB

IVS 2017. MN confirmed that we had been offered space but that communication from the organisers was slow. DES would be able to man the stand for some of the time but we would need further manning. MN to review and confirm whether or not he could attend.

Date of next meeting 9th May 2017 10.00 CET, 9.00am UK
MN 13th May 2017.