

## **Minutes of the Marketing Team Meeting**

Go To Meeting 23<sup>rd</sup> June 2015

### **Those present.**

Mark Neal  
David Edwin-Scott  
Wolfgang Bommers  
Volker Biladt

### **Apologies**

Jasna Suhadolc  
Hans Dekker  
Marco Hanzon

### **Review of Minutes**

There were no issues arising out of the previous meetings minutes.

### **Translations**

MN hadn't managed to circulate the text for translation to specific members but agreed to follow it through. After some discussion we were also going to arrange for the menu headings on the web site to be translated. MN to arrange.

### **News letter 3.**

Input from the Divisions is still poor and no attendance at the Marketing meetings. MN to send a reminder to all Div Chairmen.

#### **Articles for News Letter 3**

Mira AGM Review and minutes.  
New Divisional Chairman and Exec team members.  
Brian Ellis Retirement.  
EGA Update  
FSA Update  
Web Statistics  
Web Updates  
Events Update  
Marketing Meeting 7<sup>th</sup> Sept 2015  
Special Executive Meeting 3<sup>rd</sup> Sep 2015  
Tip of the Month

### **Mailchimp.**

JS is to set up a tutorial for MN and DES. We will have two levels of access for Members within the ESA.

MN/DES would operate at Owner/Admin Level.

Other ESA positions would be at a Manager Level.

WB asked for clarification as to where an e mail for circulation using Mailchimp should be sent. MN or Virtua PR would circulate any such requests.

### **Surveys and Statistics**

MN was to review the current Statistics and Surveys with a view to ensuring they are being circulated correctly. MN would also look at tidying them up and giving them a facelift. Rather than a spreadsheet MN wanted to make them look more like a report.

### **Carreers Area Development**

3 Areas of development are required in order to make this work.

#### **1) Positions to be Advertised.**

We would need access to HR or Personnel Depts. in Member companies. This can now be done via mailchimp but it will probably require a long term push via the main contact in each Member company to make it active. We would probably need a standardised form so that all the information for each new position was consistent.

## **2) Maintenance of site.**

New Job Vacancy's would need a time window as the data becomes dated rapidly. It would need to be deleted automatically. DES was able to explain that there is a facility to do this within the CMS of the Web site. Promoting the positions.

## **3) Circulation of New Job Vacancy's.**

The initial objective is to circulate new positions to Universities within Europe. Is there a way to achieve this?? WB was to talk to the VDMA and Michael Werner as he thought the VDMA may have some links. MN would investigate the UK and see what was possible. MN would also look at whether there is a central organisation that could promote vacancies across Europe into Universities.

## **Web Development**

The Members Area first draft was now available and needed a final edit. MN to complete with 9XB and launch. DES was to look at having the Headings as part of the drop down as it wasn't always clear that there was a separate set of pages within the Heading.

## **Starter Packs.**

MN to develop the Starter Pack, awaiting ideas from other members as to what should be included.

Date of next meeting 7<sup>th</sup> September 10.00 CET, 9.00am UK  
MN 8/7/15