

Minutes of the Marketing Team Meeting

Go To Meeting 6th March 2015

Those present.

Jasna Suhadolc
Mark Neal
Hans Hourmark
Simone Wilson

Apologies

Christian Cartwright
Wolfgang Bommers

Review of Minutes

Images

MN confirmed that we still lacked a good library of product and industry photography. HH and SW offered to supply suitable photography which is largely to be used for the web site.(now done) SW raised concerns that images bought by one member could be copied by others. However, as the usage is purely for ESA web site work then the resolution would be very low and in addition pictures would not be circulated to other members. Flexitallic had also supplied a lot of photography.

Translations

Hans circulated the original brief. The work is restricted to the web home pages and HH will contact the agency handling the work and circulate a possible timescale, the aim being to complete the work by the AGM. SW suggested that a note on each translated page should be written in that language that states that we don't translate all pages and that the full site is available in English only.

On Line Publications

MN confirmed that this area was now being developed and most of the issues were being addressed. The CMS system was relatively user friendly and we were making some good progress. There were some restrictions on photography but these were being addressed by 9xb

New Agenda Items

eNews First edition Review

The eNews has been generally received. There were one or two comments received mainly relating to a footnote that said that people were receiving the publication because they were members of the ESA when in fact non members also receive it. JS to alter. The "How to become a Member" and "How to Subscribe" areas were to be duplicated above the events area at the top as well as the footer at the bottom.

eNews Second edition.

Target date of April 30th.

Suggested news items for the second edition were made. The following items would run, a Meet the People feature for Divisional Chairmen, Tech Directors, update ESA Annual General Meeting – MN, a short report on eNews stats JS, Environmental Goods Agreement following 18th March WTO presentation David Mitchell, New General secretary (run again change picture?) MN, Web Update MN, FSA News, MN to contact Mike Shorts
Divisional News JS, LinkedIn next stage JS, Valve World publications MN.

Mailchimp

We were now running with Mailchimp but a fuller understanding of how it works was required. JS had sent a tutorial and asked for any amendments to the sort columns. MN to supply and review the tutorial. We also need to widen the number of contacts within the database in existing member companies to include Primary contact, CEO contact, finance, technical etc. MN to discuss with JS. We will look to gather more information at the AGM. The ESA website will also have a subscribe form shortly which will link directly to the database. Other users will require training. JS suggested that this could be done at the AGM

AGM

MN will meet with JS and HH to discuss and create a presentation for the AGM. MN to circulate dates. We also seem to be losing a number of people from the Marketing Team despite it being a popular meeting at the AGM. It was suggested that we look to recruit at the AGM

Date of next meeting 5th May 10.00 CET, 9.00am UK

MN 7/3/15