

Minutes of the Marketing Team Meeting

Go To Meeting 6th May 2015

Those present.

Jasna Suhadolc
Mark Neal
Hans Dekker
David Edwin Scott
Oliver Zach

Apologies

Simone Wilson
Wolfgang Bommers

Review of Minutes

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

Translations

The first translation by Alkemist of the English text for the home page was German but it had been reported that it was very poor. It was agreed that we would ask Members in specific countries to translate the text for as there was only a small paragraph, it would save some money and more importantly it would be accurate. MN to arrange.

eNews 2nd edition

The second edition had been released in time for the AGM and had become easier to load onto the website as a result of changes made by 9xB on the content management system (CMS). The CMS was still not easy to navigate and many of the changes requested had still not been completed by 9xB. MN was to follow up with John Young to see what could be done.

The Divisional chairman had been asked to attend the marketing meeting but some were not able to because of work commitments. There would be a regular feature in the Newsletter for a divisional update. It was decided to ask each Division to ask for a volunteer at the AGM who could regularly either join the marketing meeting or send an update to Jasna at Virtua PR or MN.

Mailchimp.

Virtua PR were to set up a Tutorial after the AGM on how to use Mailchimp. There would be two user levels, one for general use with restrictions on editing and exporting the data and a second Admin level for a restricted few. It was also agreed that for the AGM we would have a contact sheet and encourage those members attending to provide more contact names by dept in order that we could target more accurately the right person. This was now complete and had been reviewed by MN,HH and JS. MN would present at the AGM in the Marketing meeting.

AGM

MN met with JS and HH to discuss and create the AGM presentation. A suggestion of a careers area on the website would be presented at the AGM to gauge reaction from the Members. MN would put this into his part of the Marketing presentation. Initially targeted at encouraging University graduates it would be refined over time but the objective is to encourage new opportunities within Members to be circulated on the web. It would require HR input from Member companies (no database currently exists of HR contacts) and the ESA would need to establish suitable routes and contacts to promote vacancies to Universities. Following the AGM we would look at scoping out the project.

Web Development

Three areas require development:

News and Events.	Needs refining but working reasonably well.
Members Area.	Awaiting the first draft from 9xB. Expected before AGM
Careers Area.	Awaiting approval at the AGM
Translation.	With Member companies.

Date of next meeting 23rd June 10.00 CET, 9.00am UK
MN 9/5/15