

Minutes of the Marketing Team Meeting

Go To Meeting 7th September 2015

Those present.

Mark Neal
David Edwin-Scott
Wolfgang Bommers
Volker Biladt
John Morton
Hans Dekker

1. Apologies

Jasna Suhadolc
Simone Wilson
Marco Hanzon
David Pascual
Benoit Omnes
Hans Hourmark
Ronald Noesel
Axmann Bertram

2. Review of Minutes

WB apologised for not being able to speak to Michael Werner regarding the possible links that the VDMA might have with Universities. We were also still awaiting the translations for the home pages but the translations for the menu headings had been received. 9Xb still had to create the headings for some languages. The News and Events heading is "hardcoded" and cannot be changed in the CMS. The minutes were approved.

3. News letter 4.

There were some good suggestions for articles.

Articles for News Letter 4

Packings, New International Standard	DES
Mechanical Seals EHDG	MN
Divisional Positions	MN
New Members - PTFE Engineering	MN
David Mitchell - Legislation and Standards Director	MN
Executive Committee, meeting update	MN
Strategy Discussion	
Potable Water Project	
Surveys and Statistics	
EGA Update	MN
FSA Update	MN/MS
Web Statistics	MN
Web Updates – Members Area	MN
Events Update	MN
Marketing Meeting 15 th October 2015	
Special Executive Meeting 16 th December 2015	
Flange Gasket Divisional Meeting 28 th September 2015	
Tip of the Month – Linked In	Virtua PR

4. Mailchimp.

Following the tutorial by Virtua PR, DES was going to trial exporting the database by division (Packing Div). MN would also send each Divisional Chairmen a copy for their division. This would be done regularly throughout the year. MN would also look to include an up to date database of Divisional contacts in the new Members area. See point 7.

5. Translations

We now had the Menu headings translated and MN was to update the website shortly. Awaiting some work from 9XB to be completed.

6. Surveys and Statistics

At the Executive Committee there was a review of the current surveys and it was decided that we should look to change the data being circulated. The data being collected was not industry representative and as such it was not a solid platform for any organisation to develop plans or base projects on. The Ex Comm had requested that the Marketing Team instigate a new project to provide data which was solid, dependable, referenced properly and provided macro trends across other industry sectors of interest to the ESA divisions/members. Following a discussion it was decided that MN would contact each Div Chairmen and ask them for their opinions of what type of data would be of interest to their Members. MN was also to discuss with the FSA if there was any interest in sharing the data or whether they already had something in circulation.

The aim would be to present the suggestions at the next AGM in May 2016

7. Web Site

The new Members area was presented and an example shown of what would be held there. Although now working properly in the English version all other languages generated a "General Error" message. DES thought he could rectify this. MN was still awaiting 9xb to alter some of the layout but would make Members aware of the new area functionality.

8. Careers Area.

MN had made contact with the British Standards Institute in the UK who had links to the UK universities and were interested in developing a similar approach to careers. A meeting was to be arranged between MN and the BSI to see if this could be taken further.

9. Starter Pack for New Members

MN gave an overview of the new Information Pack for New Members. Although not complete it was intended to be launched in Sept in the form of a PDF booklet, DES said he maybe able to assist. WB suggested that we refer New Members to the new Member area where possible rather than include it in the booklet as a lot of the data is fluid. MN to complete and circulate.

10. ESA Value Proposition.

Following the Exec Comm meeting the Marketing team were briefed on the requirement to develop a long term business plan/strategy. A suggestion was that we take the existing mission statements and ask the Chairmen to evaluate what they see as the priorities. JM said that J. Crane had a valuation matrix that we could possibly use and he would forward it to MN.

11. Career Development.

See point 8

12. Valve World Articles.

We now had sufficient articles to fuel the Valve World requirement for the next year. DES was to produce a schedule which could be circulated so that we had a clear vision of the timetable. He also commented that The Flange Gasket Div had an article which would be split over two VW publications, one following the other and we need to schedule accordingly.

Date of next meeting 15th October 10.00 CET, 9.00am UK
MN 15/9/15