

ESA Marketing Team

Minutes for the Marketing meeting 21st October 2016

Location: Go To Meeting 10.00 CET 09.00 UK

Those present.

Mark Neal

David Edwin-Scott

Simone Wilson

Sabrina Slak

1. Apologies for absence

Hayden Parry, Wolfgang Bommers

2. Newsletter 10/11 Review/Features

News letter 10 stats were a little lower than previous newsletters. It was felt that this maybe a day and time issue as we normally send on a Tuesday morning but NL 10 went out late on a Friday.

- Brian Ellis
- Division update
- FSA Update
- D. Mitchell projects:
 - EDW
 - IED
 - EGA

Action on MN to create a suitable summary/headline for NL 11

- Events

3. Web site

- Removal of languages

There was a lengthy discussion regarding the most appropriate way to load translated documents. It was decided to have one area of the site where all translated documents could be held. This would need to be structured to allow easy navigation. DES agreed to provide a suggested format.

- Careers area structure

WS was to look at providing a photo for the Careers intro.

In order to communicate our activity in the Careers area we agreed to use the following approach

- a) Suitable article for NL 11 asking HR departments and individuals for contacts and feedback.
 - b) Individual e mail to a known contact within a Member company.
 - c) A direct mailshot to HR contacts on the database.
4. Valve World
- o Attendance
 - o Stand

The show is 29/30/1/2nd December

DES arrives 28th and will set up the stand. 29th am Andrew Douglas could possibly cover the stand. Action MN to ask. 30th DES MN to cover on 1st/2nd Dec.

SW is in attendance and offered help if required.

MN/SS to ensure we have everything for the stand. Table, chairs, and plasma screen required, possibly one more pop up display.

5. Valve World Articles – schedule

MN to produce a schedule and circulate.

DES suggested that if we have an article written in German that we seek to have it published in the Valve World German sister magazine. MN to enquire about the possibility.

6. A.O.B

DES asked about the process for updating contacts particularly for new Members. SS to confirm what contacts we have for Artis. MN to focus on the new members and ensure we have their contact details.

Date and venue of next meeting.

20th January 2017 10.00 CET, 9.00am UK