

MINUTES OF MEETING

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MARKETING COMMITTEE MEETING

07.02.24, 09.00 h (CET), Zoom Meeting

Participants:

Mark Neal, ESA
Ralf Vogel, ESA
Sandy van der Broeck, ESA
Peter Bowden
Graham Fowler, Clifford Springs
John Morton, John Crane
Selen Onarici, Kastan
Jasna Suhadolc, Actuado
Iza Križaj, Actuado
Kristina Keber, Actuado
Ana Tomaško Plukavec, Actuado

Introduction

- Mark presented our goals: 6 newsletters (spread the production among more people), LinkedIn Growth, Better visibility of the ESA across all platforms.

Newsletter topics

- Message from the chair of the ESA: Simone Wilson will prepare it for this newsletter and the next, but she will step down as a chair in May 2024.
- PFAS update: this is a hot topic that affects every company and drives the most traffic on LinkedIn/Website. Mark and Sandy to prepare the content.
- Sustainability and Carbon Footprint programme for the ESA: Mark to prepare the content.
- Standards and Legislation: Ralf to prepare the content.
- Divisional update: Ralf to prepare the content.
- AGM: Mark will prepare the content.
- Special Exec in Sept 2024: Usually the budgets and work programmes are discussed. Mark will prepare the content.
- New Members, highlight a member: Mark mentioned 6 new members. We will highlight one of them – Mark is going to set it up.
- Other Trade Association News: Mark and Ralf to prepare the content.

- Article from Actuado: topic to be determined.
- Something to think about: articles about other Sealing Associations (Mark mentioned FSA and Indian association).
- Events: Everyone to contribute. If they see any relevant event, they should report it to Mark. Dates mentioned:

Industrial Valve Summit 15/16th May Bergamo

Valve World 3/4/5th December Dusseldorf

AdIPEC 11/12/13/14th November Abu Dhabi

ESA events:

AGM in Prague 22/23/24th April

Special Exec 18/19th Sept Location TBA

Members corner

- Member generated news and articles.
- Will need some rules/management.
- Marketing committee to determine if the member articles bring value.
- We could offer to share info via ESA LinkedIn for other organisations.

Deadlines and dates

- **Actuado needs to get all the newsletter materials from the ESA by Monday, 19. 2. 2024**, for the newsletter to be produced by the end of February.
- **Next meeting dates:** 27. 3., 5. 6., 7. 8., 9. 10., 25. 11. – time will be changed to 10.00 CET. Actuado will prepare the presentation of last newsletter stats before each meeting.