

MINUTES OF MEETING

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MARKETING COMMITTEE MEETING

05.06.24, 10.00 h (CET), Zoom Meeting

Last newsletter stats

- The first newsletter performed well, the open rate is at almost 40%, which is similar to the last newsletter and well above the industry average (23 %).
- Since the last newsletter, we have gained 17 new subscribers, all of them subscribed by themselves on the ESA website. There were no unsubscribes.
- The most clicked articles were: PFAS update, AGM recap, Message from past and current chair and Technical Director updates.

Next newsletter deadlines

- Deadline for submitting all the materials: **19. 6. 2024**
- Sending date: early July, before the summer holidays, we suggest **4. 7.**

Newsletter topics

- Message from the Chair – article from John M.
- PFAS Update – article from Sandy
- Sustainability – article from Sandy
- Divisional update – article from Ralf
- People and positions – article from Mark
- New members feature – Seval
- News from partners – Mark will ask around
- Short article about September General Meeting + Survey results - Mark
- Website stats – article from Actuado
- Actuado feature
- Events – Valve world, Pump Symposium, General Meeting and ADIPEC were mentioned
- News from member organizations – Kastals & Clifford Springs will prepare something for now, but we will expand this in the future, so more members will be involved and set some ground rules on what can be submitted
- We still want to involve more people from each marketing department in the newsletter production, so Mark will reach out personally to those, who have not responded to our Marketing Committee invitations (Actuado will send over the list of people who responded)

ESA Website

- Actuado have done a complete audit of the website and highlighted the sections that need to be updated. Mark will receive this list and once we fix everything we will continue with regular checks, so everything stays up to date.
- 35% increase in page views compared to previous month, driven by organic traffic – might also be due to AGM – people were looking for info on the website
- Top pages were homepage and news section

AI translation Tools

- Exploring voice cloning, text translation, and video editing tools to create multi-language training materials
- Will start with a pilot using the Packing division training course as a test case – Mark will review that with Ralf and David and provide the original PowerPoint
- Need to assess total minutes/cost as most tools charge by the minute

ChatGPT for Non-Profits

- OpenAI offers \$20/month team subscription for non-profits, a discount from \$30/month individual
- Allows sharing prompts/knowledge within the team
- Agreed to try the team subscription for a few months to evaluate usefulness – Actuado will check team limits and share access with relevant ESA members

Action items:

- Mark to coordinate with members on newsletter content contributions
- Actuado will send to Mark Website checklist with required updates
- Mark will identify person for marketing with each member organization (Actuado will send over the list of ones we already have)
- Mark and Ralf to work on identifying a pilot training video segment for AI translation testing
- Actuado will set up OpenAI team subscription and add members who want access

Date and time of the next meeting:

- August 7, 2024, 10.00 CET