

# ESA MARKETING COMMITTEE MEETING

20.11.2024, 10:00 CEST, Zoom meeting

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## 1. Introduction

## 2. Last newsletter stats

## 3. Next newsletter dates and deadlines

## 4. Topics for the next newsletter

- Message from the Chair of the ESA
- PFAS
- Sustainability and Carbon Footprint programme for the ESA
- Standards and Legislation
- Divisional Update
- People in Exec positions and divisional changes
- A Spotlight on New Members
- News From Partner Trade Associations
- News From Member Companies
- Website Statistics
- Relevant industry events
- Actuado feature

## 5. Website & LinkedIn insights

## 6. Website checks & checklist

## 7. AI translations for training courses

## 8. Any other business

## 9. Date, time and venue of the next meeting