

**Vacuum Insulation Panel Association
Digital Communications & PA WG
Conference Call
23 January 2019, 10h00 to 11h30 CET**

Participants

Gary Chalkley, Camvac Limited
Michel Chauvois, Rexor
Leonie Bietrix-Ogier, Rexor
Gregor Erbenich, Porextherm
Camilla Meineche, va-Q-tec
Gabiella Kemendi, VIPA International Policy Officer

Apologised

Alison Navon, Avery Dennison Hanita
Tom Martens, Microtherm
Zhai Chuanwei, Qingdao Kerui New Environmental Materials
Pascal Rousset, Rexor
Roland Caps, Va-Q-Tec
Insook Yoo, Va-Q-Tec
John Garbutt, Kingspan
Maja Tomazin, Knauf Insulation
Raquel Ponte Costa, VIPA Executive Director

Minutes

1. Welcome

1.1 Governance rules

The meeting was opened and the competition law reminded.

1.2 Approval of the agenda

The agenda was approved with no additions. Gabriella reminded members of the decision taken by the Board that VIPA International should focus on Digital Communications in 2019 and of the fact that this Communications WG was tasked with drafting a Communications strategy for the board to approve in their 6 February 2019 meeting in Leeds.

1.3 Approval minutes previous conference call 28 November 2018 and review of action items

The minutes of the last call were approved.

Gabriella provided an update on the completed action items from the last call on 28 November 2018. Regarding best channels to promote the website content in China, Maja Tomazin made some research and found out that most of Western social media channels are not allowed in China, except for LinkedIn. Youku is an alternative for Youtube. Other social media channels that are used are: Baidu Tieba (largest communications platform) and Sina Wibo (similar to Twitter or Facebook). Regarding the quote from a translation agency to translate press releases into Chinese Mandarin, Gabriella reported that the price of a translation of 500 words would be 95 Euros. Gabriella also reported on the case study drafted on the basis of the videos that Pouget

Consultants showed at the VIPA Intl conference in 2018, which has been circulated with this WG and will be published the week of 28 January.

2. Communication strategy 2019

2.1 Building blocks

The Office drafted a Communication strategy (shared together with the agenda of the call for review) based on discussions of this WG on 28 November 2018, for finalisation/discussion in this call. Gabriella reminded members that the objectives of the strategy are to increase both membership and visibility of the association. Gabriella informed members that the Executive Committee decided in January 2019 to allocate a budget of 12,000 Euros for Communications outputs and that the hours spent by the VIPA Intl Office should be roughly the same as in 2018.

2.2 Communication activities

Gabriella reminded members that in the previous call of this WG, held on 28 November 2018, a discussion took place on the different communication tools & platforms that have been used by the association so far and on others that could be used in the future. On the basis of the discussion back then, three categories of tools & platforms were created in the draft communication strategy (Priority 1, 2 & 3). The group had agreed that the tools and platforms currently used should be part of the Communication strategy and that these should be the first ones to focus on / improve. These are: the website, press releases, case studies, newsletters, annual report. In addition to this, the WG had suggested to create further promotional videos and to continue tracking external events to secure media partnerships and speaking slots. The group had also suggested to create a VIPA Intl LinkedIn account in order to spread VIPA Intl messages and content. All other tools (Priority 2 and 3) should be on a 'reserve list'.

Further to this recapitulation, a discussion took place on the draft Communication strategy.

- Members reiterated that communication tools currently used should be considered as Priority 1 and that these should be the first ones to optimise. Furthermore, IVIS should continue being used as a tool for raising awareness about the association and for establishing contact with potential members and the Office should continue monitoring regulatory affairs activities in the EU like in previous years.
- In addition to this, the WG reiterated their suggestion that further promotional videos are developed (on specific applications of VIPs or other topics, such as barrier film properties). The videos should be shorter than the current promotional video and less costly, if possible.
- The WG suggested that VIPA International creates a LinkedIn account. Members acknowledged the fact that a LinkedIn account would be a good promotional tool for VIPA Intl and that being on social media would be coherent with the objectives of the suggested Communications strategy. A discussion took place on the resources that would be needed to manage the account and possible incoming questions. Gabriella mentioned that one possibility for managing the account would be that members do it on a rotational basis, taking into account competition rules and that they would be posting on behalf of the association. Members agreed with setting up an account, however it should be used as a one way communication tool, without opening publications up for external comments. This will save some management resources. Gabriella noted that in any case a social media policy should be drafted and that in the future, if deemed necessary, the settings regarding external comments could be changed, allowing interaction with third parties on the association's account.
- Members also suggested that the association creates a Google Advert campaign (instead of securing speaking slots and media partnerships at external events). The decision on replacing this tool was taken as Gabriella raised the question whether tracking external events is worth the time spent by the Office, given that not all of the suggested events seem to be considered as relevant by members, and whether it would not be simpler if members directly flagged any events that they believe could be relevant for VIPA Intl to speak at. Members then agreed that external events should not be a priority and that the time will be better spent on another activity: a Google Advert campaign. It will be useful to increase traffic

- on the website. Camvac offered (pending confirmation) a demonstration on Google Advert campaigns for the Board (possibly at the meeting in Leeds on 6 February 2019).
- All other tools listed in the communications strategy should be considered as PRIORITY 2 and PRIORITY 3 tools and they can be taken into account at a later stage during 2019 if considered necessary.
 - Gabriella reminded members that the Build UP webinar foreseen on the Annex 65 study has not been confirmed yet, therefore it has not been listed in the Communications strategy.

The group suggested that Gabriella amends the Communications strategy as discussed and presents it to the Board for approval on 6 February 2019 in Leeds.

Decision: The WG agreed that current communication tools should be kept as Priority 1 in the Communication strategy, including IVIS and the monitoring of EU developments, that further promotional videos should be created and that a LinkedIn account and a Google Advert campaign should be set up. All other tools (Priority 2 and 3) should be kept on the reserve list.

Action:

- Gabriella to amend the draft Communication strategy and present it to the Board for approval on 6 February 2019.

2.3 Public Affairs priorities

See 2.2.

3. AoB

Nothing was discussed.

4. Closure & date of next conference call

The call was closed at 11:00 CET. The date of the next conference call will be decided on an as-needed basis.