
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

VIPA International

Digital Communications & Public Affairs WG call

23 January 2019, 10h00-11h30 CET

Webinar link: <https://global.gotomeeting.com/join/961827013>



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1. Welcome

1.1 Governance rules

VIPA International antitrust compliance statement (distributed with meeting docs)

Procedure

- At all times refrain from discussing any company' sensitive information – see VIPA International antitrust compliance statement

You must:

- Judge in the first place
- Behave accordingly
- Avoid discussion of topics, such as those identified in the guidelines, which could create even an appearance of wrongdoing

In case still some issue are raised:

- Secretariat intervene if any questions or doubts
- If necessary, legal counsel can be asked to provide advice

1.2 Approval of the agenda

1. **Welcome**
 - 1.1 Governance rules
 - 1.2 Approval of the agenda
 - 1.3 Approval minutes previous conference call 28 November 2018 and review of action items
2. **Communication strategy 2019**
 - 2.1 Building blocks
 - 2.2 Communication activities
 - 2.3 Public Affairs priorities
3. **AoB**
4. **Closure & date of next conference call**

1.3 Review of action items

- Members to like the VIPA video on Youtube, to add it to their Youtube channels & to proactively share it via other internal channels. **ONGOING**
- Gabriella to put video higher up on website and ensure there's a link in thumbnail. **COMPLETED**
- Gabriella to ask members to provide new pictures for the website. **COMPLETED**
- Maja to check best channels to promote website content in China. **ONGOING**
- Gabriella to ask a translation agency for a quote to translate all press releases to Chinese mandarin. **COMPLETED**
- Gabriella to re-circulate list of events after call. **COMPLETED**
- Gabriella to ask members for a list of keywords. **COMPLETED**
- Gabriella to provide first draft of communication strategy. **COMPLETED**
- Members to identify regulatory priorities for Europe that the association should work on in 2019. **ONGOING**
- Office to create case study out of the videos shown by Pouget Consultant during the VIPA conference in Vienna. **ONGOING**

2. Communication strategy 2019

2.1 Building blocks



Objectives and target groups

1. Attracting new members to join the association
2. Raising awareness of VIPA International with stakeholders, policy-makers & general public

Budget (for IT, video, design, etc) agreed by Executive Committee in January 2019 → 12,000 Euros

Executive Committee agreed on roughly same hours for Communications as the ones used in 2018

2.2 Communication activities

Platforms & tools for final decision

a) Priority 1 platforms

PLATFORM	COMMENTS	HOURS VIPA OFFICE/BUDGET
IVIS	Sponsor & attend symposium	Not under COMMs budget
Website	Optimize (also Chinese section)	5h; Alias 750 €
Press releases	6 press releases	5h/press release (KE) + CN translation
Case studies	2 case studies	3h/case study
Newsletters	2 newsletters	5h/newsletter
Annual report	1 annual report	10h
Promotional videos	2/3 additional videos	Average 20h per video
External events	Speaking slot/media partnership	10h
LinkedIn account	Set-up & management	5h for set up/social media policy; management tbd

2.2 Communication activities



Platforms & tools for final decision

b) Priority 2 platforms

PLATFORM	COMMENTS	HOURS VIPA OFFICE/BUDGET
Manifesto	Create association position	tbd
Infographics	Collect relevant data, etc.	tbd

c) Priority 3 platforms

PLATFORM	COMMENTS	HOURS VIPA OFFICE/BUDGET
Webinars	Create webinars others than Build Up	tbd
Interviews	With stakeholders/policy makers	tbd
Video statements	On relevant topics	tbd
Blog	If sufficient content	tbd

2.3 Public Affairs priorities



- EU elections 2019
- Worldwide?

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3. AoB

4. Closure & date of next conference call

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