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**Vacuum Insulation Panel Association
Digital Communications & Public Affairs Working Group
Conference Call
10 December 2019, 14h30 to 16h00 CET**

Participants

Jennifer Archibald, Panasonic
Gary Chalkley, Camvac Limited
Michel Chauvois, Rexor
Gregor Erbenich, Porextherm
John Garbutt, Kingspan
Camilla Meineche, va-Q-tec
Maja Tomazin, Knauf Insulation
Marco Marzali, Alias
Paolo Benci, Alias

Raquel Ponte Costa, VIPA Executive Director
Inge Neetens, VIPA International Communications & PA Manager

Apologised

Leonie Bietrix-Ogier, Rexor
Alison Navon, Avery Dennison Hanita
Tom Martens, Microtherm
Pascal Rousset, Rexor
Roland Caps, Va-Q-Tec
Insook Yoo, Va-Q-Tec

Agenda

- 1. Welcome**
 - 1.1 Governance rules
 - 1.2 Approval of the agenda
 - 1.3 Approval minutes previous conference call 23 January 2019
- 2. Communication strategy 2019**
 - 2.1 Update on work done
 - 2.2 Google Ad campaign
 - 2.3 LinkedIn Ad
- 3. Communication strategy 2020**
 - 3.1 Targeted events for outreach
 - 3.2 Materials to develop
 - 3.3 Media to target for advertising
- 4. AoB**
- 5. Closure**