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**Vacuum Insulation Panel Association  
Digital Communications & PA WG  
Conference Call  
13 May 2019, 15:00 – 16:30**

**Participants (as on 7 May)**

Jennifer Archibald, Panasonic  
Gary Chalkley, Camvac Limited  
Maja Tomazin, Knauf Insulation  
Gregor Erbenich, Porextherm  
Alison Navon, Avery Dennison Hanita  
Raquel Ponte Costa, VIPA Executive Director  
Gabiella Kemendi, VIPA International Policy Officer

**Apologised**

Tom Martens, Microtherm  
Pascal Rousset, Rexor  
Roland Caps, Va-Q-Tec  
Insook Yoo, Va-Q-Tec  
Camilla Meineche, va-Q-tec  
John Garbutt, Kingspan  
Michel Chauvois, Rexor  
Leonie Bietrix-Ogier, Rexor

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**Agenda**

- 1. Welcome**
  - 1.1 Governance rules
  - 1.2 Approval of the agenda
  - 1.3 Approval minutes previous conference call 23 January 2019 and review of action items
  - 1.4 Staff changes
- 2. Review of Communication strategy 2019**
  - 2.1 VIPA Intl website (SEO, Google Ads, press releases, case studies, etc.)
  - 2.2 Video VIPs in appliances
  - 2.3 LinkedIn page
  - 2.4 IVIS preparation
  - 2.5 Build UP webinars
  - 2.6 Public Affairs priorities
- 3. AoB**
- 4. Closure & date of next conference call**