

Digital Communications Working Group

Conference Call | 26 November 2020, 15:00-16:30 CET

Agenda

1. Welcome

- 1.1 VIPA International Antitrust Compliance Statement
- 1.2 Approval of the agenda
- 1.3 Approval minutes of the previous conference call (17 March 2020) & review of actions

2. Communications activities 2020

- 2.1 Website and LinkedIn
 - 2.1.1 Stats
 - 2.1.2 Keywords and SEO
- 2.2 Review of deliverables
 - 2.2.1 Case study
 - 2.2.2 Google + LinkedIn ads

3. Communications activities 2021

- 3.1. Proposed activities
- 3.2. New website
- 3.3. Marketing agencies
- 3.4. Videos

4. AOB and next call