

VIPA International Global Office
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**Vacuum Insulation Panel Association
Public Affairs & Public Relations Working Group
Conference Call
28 November 2018, 14h00 to 15h30 CET**

Participants (as on 22/11/2018):

Gary Chalkley, Camvac Limited
Alison Navon, Avery Dennison Hanita (tentative)
John Garbutt, Kingspan
Maja Tomazin, Knauf Insulation
Michel Chauvois (Rexor)
Leonie Bietrix-Ogier (Rexor)
Raquel Ponte Costa, VIPA Executive Director
Gabiella Kemendi, VIPA International Policy Officer

Apologised (as on 22/11/2018):

Gregor Erbenich, Porextherm
Tom Martens (Microtherm)
Miaotian Sun, Qingdao Kerui New Environmental Materials
Zhai Chuanwei, Qingdao Kerui New Environmental Materials
Christoph Tontrup, Evonik
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 31 July 2018 and review of action items
- 2. Internal issues**
 - 2.1 Chairmanship
 - 2.2 Change of WG name & new participants
 - 2.3 Update of Terms of Reference
- 3. Update and discussion on communication activities**
 - 3.1 VIPA promotional video
 - 3.1.1 Update on video
 - 3.1.2 Update on statistics
 - 3.1.3 Ideas to increase view count
 - 3.2 VIPA website
 - 3.2.1 Website optimization
 - 3.2.2 Website statistics
 - 3.3 External events
 - 3.3.1 Update on contacts
 - 3.3.2 Updated list of events

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4. **Focus VIPA 2019: digital communications**
 - 4.1 Development of several communication strategies
 - 4.1.1 Building blocks (target groups, objectives, budget)
 - 4.1.2 Platforms & tools
 - a) Existing platforms and tools
 - b) Future platforms & tools
 - 4.1.3 Key Performance Indicators (KPIs)
5. **Public Affairs**
 - 5.1 Priorities for 2019
6. **VIPA conference in Vienna**
 - 6.1 Optimization of conference material
 - 6.2 VIPA conference 2020
7. **AoB**
8. **Closure & date of next conference call**