

**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
Alison Navon, Avery Dennison Hanita
Tom Martens, Microtherm
John Garbutt, Kingspan
Maja Tomazin, Knauf Insulation
Raquel Ponte Costa, VIPA Intl Executive Director

Marco Marziali, Alias (*for agenda item 2.1 only*)
Paolo Benci, Alias (*for agenda item 2.1 only*)

Apologies:

Leonie Bietrix-Ogier, Rexor
Camilla Meineche, va-Q-tec
Pascal Rousset, Rexor
Insook Yoo, Va-Q-Tec
Inge Neetens, VIPA International Communications & PA Manager

Minutes

1. Welcome

1.1 Governance rules

Raquel Ponte Costa opened the conference call reminded members of the competition law requirements. She explained that Inge Neetens is off sick this week so Raquel will manage the call instead of Inge.

1.2 Approval of the agenda

The agenda was approved with no additions

1.3 Approval minutes previous conference call 23 January 2019

Participants in the call approved the minutes of the last conference call on 23 January. Raquel explained a second call was organised on 13 May but due to little participation (only 2 people dialed-in) the call did not go through and no minutes are available.

With regards to actions of the conference call of 23 January, Raquel report they were all completed.

2. Communication strategy 2019

2.1 Update on work done

Raquel reported on the implementation of the 2019 Communications Strategy. It was the first time the association had a proper strategy in place. In terms of actions, everything was completed, with the exception of:

- Translation of press releases to Mandarin: not considered worthwhile by the board.
- Second animated video: kept on-hold after board meeting in Kyoto until decision on 2020 activities.

- Second Newsletter (internal & external): Kellen hours allocated to produce the December edition of the Newsletter were used for preparing and sending questionnaire to architects.

In terms of results and looking at the KPI listed on column I of the scorecard, indeed 2 new members joined the association: Oak Ridge National Laboratory and Kevothermal. Siltherm is also likely to join but this is not yet confirmed. With regards to traffic, good progress was achieved this year, but more time is needed to see the results of the google ad campaign. Raquel said she was rather pleased with the results of the Communications Strategy because the two main KPIs were achieved: new members joining and increased traffic to the website.

In terms of budget, Raquel explained she included a list of detailed expenses on tab 3 of the scorecard document. The 2019 budget included 12.000€ for communication activities and to date 5.122€ were used. The remaining funds will be carried over to the 2020 budget.

One member asked if the office had already purchased the list of contacts of architects as agreed during the board conference call of 25 October. Event organisers usually sell these mailing lists for very cheap (0.10€ per contact). The contacts come from people who attended the event and agreed to receive info from the event organiser after the event. Raquel said she would check with Inge about the status of this action.

Action:

Inge to purchase list of contacts (architects or building professionals) with event organisers.

Still about contacts, Raquel showed the list of external contacts of VIPA. Before GDPR came into force, VIPA had a list of over 500 contacts. Due to GDPR, the office created an opt-in form and sent it to all contacts so they could express their consent in receiving VIPA's info. Our opt-in list includes 71 contacts. In addition, Raquel mentioned she also sends newsletters and press releases to Asian contacts, which are not bound to GDPR. So in total all communication materials are sent to the full membership, 71 opted-in contacts and 100 Asian contacts (mostly prospect members and academia contacts).

Marco Marziali and Paolo Benci from our IT service provider Alias gave a presentation about the SEO upgrade they did on the VIPA website since April this year (see annexes). They went through the different data together with the members. We noticed an increase in traffic and an improvement of the website in search engine ranking. Speed of download of the homepage also increased considerably. One member suggested checking the impact of the newsletter on the website visits. Paolo and Marco also suggested renaming some pages and url to match it with the words people use when searching for information about VIPs online.

Actions:

- Inge to send number of visits to the website resulting from the Newsletter.
- Inge to discuss with Alias how to rename the url of some pages and add titles that match with words most commonly used in search engine searches.

2.2 Google Ad campaign

Item not discussed due to lack of time.

2.3 LinkedIn Ad

Item not discussed due to lack of time.

3. Communication strategy 2020

3.1 Targeted events for outreach

Raquel explained that during the board meeting in Kyoto members had a more strategic discussion on where the association should focus efforts and resources in 2020 to raise awareness to VIP technology. It was decided to target architects and to look for events and magazines attended and read by architects. The office compiled a list of events and magazines and during the last board conference call a selection was done. The shortlisted events were BAU, Batimat, UK Construction Week and the AIA (American Institute of Architects) conferences

in Europe. Members agreed that participating at an event with an exhibition booth would be too expensive for the budget of the association. It was agreed to either sponsor or to try to get a speaking slot. The office prepared a comparison of these events (see slides and excel sheet) and included data about number of attendees, possibility of placing a speaking slot and cost of sponsorship. The purpose of today's call is to review and compare these 4 events and to decide on which one we should focus efforts on.

With regards to the AIA conferences in Europe (April in Porto and October in Cork), Raquel explained our US members mentioned the AIA (American Institute of Architects) is a well-known organisation in the US and organises a big trade fair annually 'Architecture Expo' which is the place to be to meet architects. AIA also has a European chapter that organises smaller scale events in Europe and for this reason the AIA events in Europe are part of the shortlisted events to target in 2020. Raquel mentioned she spoke with the president of the European chapter of the AIA and they have 250 members in Europe, mostly US architects that moved to Europe. The conferences taking place in Portugal and Ireland in 2020 are a 3-days event with up to 100 participants. Participation to these conferences is actually part of the continuing education and accreditation programme offered by the AIA. In addition to these 2 main conferences, there are also networking events organised in different capitals throughout the year (1h lecture followed by a cocktail or lunch). In terms of content of the 3-day conference, the AIA has a package for corporate partners (from 2,500€ to 10,000€) whereby companies can present their technology to the audience. The presentation needs to be educational and not commercial. Criteria for being selected for a presentation include: sustainability, health and safety. Ideally the presentation/presenter should have a connection with the location of the conference (have an installation of the product in the city where the event takes place). The AIA suggested that we first attend one event (fee is 400€) to see how it works and then decide whether to become a corporate partner. Participants in the call never heard of these conferences before and were unsure about the value of being a corporate partner. Raquel explained that including VIPs in the education sessions which are part of the accreditation programme of the association would bring great visibility to VIPs. The AIA has a strong presence in the US and also in Asia so if everywhere VIPs are part of the continuing education of architects' members of the AIA; that would definitely be very valuable.

Members discussed the four options of events (AIA conferences, Batimat, BAU and UK Construction Week) and were not sure about the value of sponsoring or taking part in these events. Batimat, BAU and UK Construction Week are very big events with thousand people attending and dozens of other sponsors. It would be very difficult for the association to have a meaningful presence there especially given our small budget (20,000€). One member added that 20,000€ is not enough to be present at BAU. About Batimat, one participant mentioned he was not too happy with the event as it is not very well organised. The same member suggested looking at FutureBuild in the UK which is of smaller scale and more focused than Batimat.

One participant commented that the business environment is changing and people are using internet to get familiar with new technologies, rather than attending exhibitions and conferences. A good digital presence would be a better investment than a 1 day event.

Other participants agreed that improving content on website and pushing this content through LinkedIn, YouTube or paid advertisement would probably be more effective than sponsoring or attending 1 single event. One member suggested adding content about sustainability. One member volunteered to help putting together a table to measure the tools we have (LinkedIn, YouTube and paid advertisement).

One member highlighted that the board is expecting a recommendation of the Digital Working Group about this so a decision can be taken on the next meeting on 29 January. Some board members were very keen on focusing on events in 2020 and are expecting to hear about this on 29 January. Members agreed that investing on a better digital presence would bring more value than attending and sponsoring 1 event.

Raquel suggested presenting two options to the board:

- List of shortlisted events
- Increased digital presence using website, LinkedIn and YouTube

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VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

Decision:

Participants in the call agreed that increased digital presence would be a better investment compared to attending/sponsoring/speaking at one event, especially given the small budget of VIPA for 2020.

Raquel will present the two options to the board and will keep the Working Group informed of next steps.

Action:

Office to put together a plan for optimised digital presence in 2020 and to share it with the WG for comments early January.

3.2 Materials to develop

Item not discussed due to lack of time.

3.3 Media to target for advertising

Item not discussed due to lack of time.

4. AoB

No other item was discussed.

5. Closure

No other item was discussed.

Raquel closed the conference call at 16:15.
