

Communications/PR WG



Agenda:

- VIPA logo usage policy
- Website & statistics
- Cases studies and partnership with Build Up
<http://www.buildup.eu/>
- Press releases & contact list
- Quarterly Newsletter
- Participation at IVIS in Nanjing – promotional material needed
- Concept for upcoming IVIS to be organized by VIPA International
- AoB

Communications/PR WG



VIPA logo usage policy:

- *Shall not be displayed to imply endorsement by VIPA International of any product, event, position, action, company, website or idea;*
- *Shall not be used in any form to make statements on behalf of the organisation or to address any issue from a political, technical or any other nature.*
- Any comments or suggestions to the doc circulated?

Communications/PR WG

Website:

- Is there any need to improve the content?
- Logins and passwords of reserved area will be sent shortly
- Any other comments or ideas for improvement?

Statistics (see next slides)

- 930 visitors and 1387 visits since launch (13 Feb)
- Russia, USA, Germany, Brazil – visitors' origin
- Most popular pages: homepage, members, case studies

Communications/PR WG

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

Overview

Sessions ▾ VS. [Select a metric](#)

Hourly Day Week Month

● Sessions

100

50

Feb 15 Mar 1 Mar 15 Mar 29 Apr 12

Sessions

1,387

Users

930

Pageviews

2,837

Pages / Session

2.05

Avg. Session Duration

00:03:00

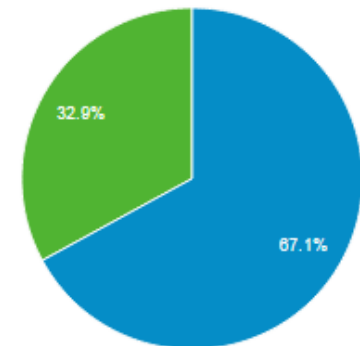
Bounce Rate

72.46%

% New Sessions

67.05%

■ New Visitor ■ Returning Visitor



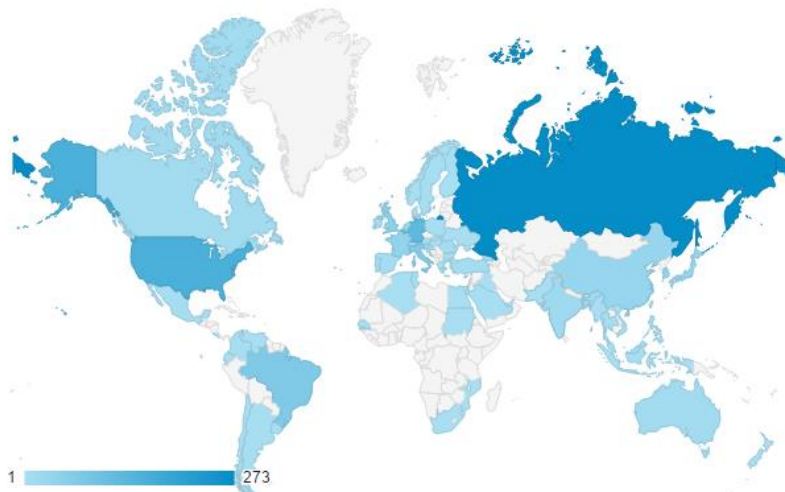
Communications/PR WG

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

Country	Sessions	% Sessions
1. Russia	273	19.68%
2. United States	157	11.32%
3. Belgium	137	9.88%
4. (not set)	132	9.52%
5. Germany	125	9.01%
6. Brazil	71	5.12%
7. Italy	66	4.76%
8. United Kingdom	45	3.24%
9. France	39	2.81%
10. South Korea	36	2.60%



Page ?	Pageviews ?	Unique Pageviews ?
	2,837 % of Total: 100.00% (2,837)	2,148 % of Total: 100.00% (2,148)
1. /	1,689 (59.53%)	1,248 (58.10%)
2. /members	164 (5.78%)	127 (5.91%)
3. /news/vipa-international-unveils-website-and-visual-identity-13-feb-2015	113 (3.98%)	93 (4.33%)
4. /case-studies	105 (3.70%)	94 (4.38%)
5. /association-history	94 (3.31%)	74 (3.45%)
6. /news	80 (2.82%)	59 (2.75%)
7. /vacuum-insulation-panels	70 (2.47%)	52 (2.42%)
8. /structure	63 (2.22%)	50 (2.33%)
9. /contact-us	49 (1.73%)	42 (1.96%)
10. /reserved-area	48 (1.69%)	14 (0.65%)

Case studies:

- 2 case studies published: Kingspan and va-Q-tec (buildings and transport)
- Microtherm case study is almost ready but further info and photos are missing
- Need to rotate companies as much as possible as well as applications covered
- Should we invest in a professional template?
 - 2015 budget allocated to communications: 4,600 EUR
 - Quote for design in word template: 200 EUR
- Dissemination of case studies:
 - press release published together with the case study
 - case study is published in BuildUp platform (only the ones related to buildings)
 - Other suggestions?

Partnership with BuildUp:

- VIPA International is a partner of BuildUp since March
- VIPA logo and description included in partners section (together with dozens of other building-related trade associations):

<http://www.buildup.eu/partners>

- Kingspan case study is already online:

<http://www.buildup.eu/cases/43405>

Obligations: promote BuildUp (logo on our homepage) and contribute to the website with content (case studies published)

Value: visibility, promotional tool for our case studies

Press releases:

- [Vacuum insulated boxes provide the UK NHS Blood and Transplant with a transportation solution for blood components nationwide - 8 April 2015](#)
- [JRC report lists vacuum insulation panels as one of the technologies needed to phase out inefficient buildings in Europe - 30 March 2015](#)
- [VIPA International sponsors 12th edition of the International Vacuum Insulation Symposium in Nanjing, China - 18 March 2015](#)
- [VIPA International unveils website and visual identity - 13 Feb. 2015](#)

VIPA Contact List: over 200 Brussels contacts: media, associations, institutes and organisations active in the debate in buildings and energy efficiency; MEPs, European Commission, PermReps, etc

Missing:

- contacts outside Brussels (institutional, specialised media and press)

Communications/PR WG



Newsletter for members:

1st newsletter issued 14 April – just to members

49% opening rate (20 out of 42 recipients opened the Newsletter)

- **Content**

- General News
- Association News
- Board and WG Update
- News from Europe, Asia (regulatory related)
- Other suggestions?

- **Layout**

- Any comments?



Participation at IVIS 2015:

- Sponsorship package includes:
 - 1 free registration to the event
 - 1 exhibition stand
 - TV advert
 - 1 page text and graphs in the event's proceedings
- Who will be in the stand during the 3 days of the event?

Promotional material needed to be used in the stand (budget of 1,142 EUR):

- Brochure about the association or about VIP (800 EUR design quote for 2-pages brochure)
- Roll-up banner (400 EUR design quote)
- Other (pens, posters, etc)
- VIPA business cards to be printed for Board Members

Concept for upcoming IVIS to be organized by VIPA International

Current event planning – see next slides

Ideas of how VIPA could do it in 2017?

Timeline:

- Concept proposal to be presented to the Board for approval on 7 May
- Concept proposal to be discussed with IVIS Advisory Board
- Concept proposal to be presented during keynote speech of VIPA President during the opening session of IVIS

IVIS – current format

Venue and hosting organisation:

IVIS takes place every 2 years. It is hosted by a University or Institute and it takes place at their premises. The organisation of the event is done by the hosting organisation and by the IVIS Advisory Board (organisation committee + scientific committee + secretariat)

Event format:

- 3 days event
- No break-out sessions, all sessions take place in one big meeting room.
- The scientific committee selects the abstracts and manages the content

Number of attendees:

230 people in total (180 from China and 50 from abroad)

Communications/PR WG



Registration fees:

Regular price: 700\$

Reduced price for students: 350\$

Sponsorship (three levels of sponsorship):

- Gold: 16,000 \$ (3 packages available)
- Silver: 8,000 \$ (3 packages available)
- Bronze: 4,000\$ (3 packages available)

Exhibition Area

30 exhibitors (each exhibition package is sold 1,000\$, but the price is negotiable)

Event budget:

150,000\$

Budget estimates – in case VIPA hosts IVIS (see excel sheet for more details)

- **Income** (based on info of previous slides) 254,000 EUR
- **Expenses** (based on Kellen's experience with similar events in Europe)
221,500 EUR

Communications/PR WG

AoB?

Invitation for speaking slot at:

10th Global Insulation Conference, in Istanbul, on 29-30 September 2015

<http://www.globalinsulation.com/conferences/global-insulation/introduction>

- Volunteers?
- Topic of the presentation?

VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

Raquel Ponte Costa

Francesco Gattiglio

Bénédicte Lambert

VIPA-international@kelleneurope.com

Phone: +32 2 761 1681 Fax: + 32 2 761 16 99

<http://vipa-international.org/>