
VACUUM INSULATION PANEL



GLOBAL ASSOCIATION

VIPA International

Digital Communications & Public Affairs WG call

13 May 2019, 15h00-16h30 CET



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1. Welcome

1.1 Governance rules

VIPA International antitrust compliance statement (distributed with meeting docs)

Procedure

- At all times refrain from discussing any company' sensitive information – see VIPA International antitrust compliance statement

You must:

- Judge in the first place
- Behave accordingly
- Avoid discussion of topics, such as those identified in the guidelines, which could create even an appearance of wrongdoing

In case still some issue are raised:

- Secretariat intervene if any questions or doubts
- If necessary, legal counsel can be asked to provide advice

1.2 Approval of the 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

1.3 Review of action items



- Gabriella to present Communication strategy at Board meeting on 6 February **COMPLETED**

1.4 Staff changes



- Gabriella Kemendi leaving Kellen on 17 May
- Kellen looking into replacement
- Raquel Ponte Costa will take over Gabriella's responsibilities in the transition period

2. Review of Communication strategy 2019

2.1 VIPA International website



Search engine optimization

- Ongoing by Alias / Office is supporting Alias with changes needed in website text to improve SEO
- Homepage, VIP applications and Become a member sections first
- List of keywords from Alias being assessed
- Cost 750 Euro excluding VAT
- Google Ads campaign to be developed once SEO is finalised – Alias may be able to help with keywords / advice on other settings

Other changes on website

- LinkedIn page and Youtube banner logos added in upper-right corner
- Changes to be implemented by Alias to display sequence of videos on homepage & to change configuration of News section – cost 600 Euro

2.1 VIPA International website



Content generated so far

- 2 press releases (Pouget Consultants case study & VIPA priorities for 2019)
- 1 case study (Pouget Consultants)

2.2 Video VIPs in appliances

Update on progress

- Animatic under development by Painting Pixels
- Voice over British English, 2D and 3D images, length 01:30 min
- Translations to DE, FR, ES, NL, SL, Korean, Mandarin, Japanese
- Cost: 1800 £ excluding VAT

Next steps / distribution & promotion

- Expected to be published mid-June
- Free distribution via website, LinkedIn page, Youtube channel, EurActiv, members' channels, IVIS?, VIPA conference 2020
- Paid distribution?

2.2 Video VIPs in appliances

Next steps / distribution & promotion / paid distribution possibilities

1. [Business Wire](#): global reach; cost of promoting press release & video → **E 4,210**

Benefits:

- Smart system to track campaign results and view counts
- Distribution network - unique access to world's two most influential news agencies, Agence France-Presse (AFP) and AP International (AP) for distribution throughout Europe, Asia and the Middle East.
- Global partnerships with leading news agencies of each country and region
- News is repackaged for search engines, websites, blogs, social media sites, mobile phones
- Comprehensive distribution to general/consumer editors & media around the world.
- Includes reach to newspapers, television, radio, news agencies, financial analysts and trade media

2.2 Video VIPs in appliances

Next steps / distribution & promotion / paid distribution possibilities

2. [European Sting](#) magazine: European reach; cost of promoting video
→ starting with **E 2,000/month**
3. [The Parliament magazine](#): Editorial piece (MEP/ Commission official + video + VIPA representative) → **E 6,500**

2.3 LinkedIn page



Update on progress

- Page up and running since March 2019
- Social media policy established
- LinkedIn calendar established
 - Posts so far: promotional video of 2018, adoption of new energy efficiency labels, JRC report on building insulation, IVIS sponsorship
 - Indicative for May: case study Kingspan & statement on EP elections
 - Indicative for June: Video on appliances & newsletter
- Approximately 2 posts per month
- 28 followers so far
- Designer costs for banner (also used on Youtube channel: 150 Euro)



2.4 IVIS preparation



Update on progress

- 19&20 September 2019 in Kyoto
- Sponsorship agreement signed (5000 Euro)
- 100 Euro discount on registration for VIPA members

Deliverables

- Presentation by President
- One-pager for conference bag
- Promotional leaflet
- Showing roll-up banner

2.5 Build UP webinars



Proposal from Build UP

- VIPA to host a webinar in November, together with other partners/speakers from suitable H2020 projects, to broaden audience
- November Build UP topic: Renovation of Existing Buildings
- Build UP interested in materials that suit renovation projects & that could help achieve targeted energy efficiency goals
- If VIPA participating, which points to present? Which other speakers does VIPA have in mind?
- Webinar 1h15 + Q&A / 3 or 4 speakers would be ideal / average 75 attendees per webinar
- Build UP webinar not foreseen in the COMMs strategy for 2019

2.6 Public Affairs priorities

- VIPA Office monitors developments relevant to VIPA, such as adoption of new energy efficiency labels (information shared with members)
- May 2019 European Parliament elections; after this, EU institutions will draw up their priorities lists for the next five years

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3. AoB

4. Closure & date of next conference call

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