

MKC Action List

**Last updated after Afera MKC Meeting
5 February 2014, Warwick Barsey Hotel Brussels, Belgium**

Legend:	
	New Action
	Partly completed, outstanding from previous Meeting
	Still to be done, outstanding from previous Meeting
	Ongoing
	Action completed

Actions	Who	By When
Update the present description of the MKC at afera.com according to the newly established mission and topic-driven agenda	B. Fulton	Q1-2 2014
Re: Social Media Initiative, communicate as to refining the current long list of key words for SEO	M. Punter C. Küsters B. van Loon	Q1-2 2014
Join kickoff meeting of Technical Seminar Improvement WG at Afera's Tape College in Brussels (7-9 April), probably on Monday, 7 April at 11.00. Appoint a chairperson at your first meeting. Mr. Küsters will attend kickoff meeting and support in chartering and scope of project: --Current format will be reviewed, including networking opportunities --Quality of content offered will be evaluated, taking the current target audience (Afera Member technical staff) into account --Possible lectures which touch upon marketing/promotion (but that are still firmly technical) will be considered --Marketing/communication re: the event will be reviewed and improved	A. Lange M. von Schwerdtner > H. Kehler <i>in addition to TC's</i> R. Rönisch M. Lack E. Smit I. Grace C. Küsters	1st meeting during Afera Tape College, 7-9 April 2014, Brussels

<p>--Certain sessions could be highlighted individually for marketing purposes</p> <p>--More attendees from current participating companies will be sought out, perhaps at a discounted attendance fee</p> <p>--New potential target groups will be sought out, including customer engineers and other special interest groups</p> <p>--Student attendees might be recruited</p> <p>--Effective pricing will be studied (in terms of fees, location costs, etc.)</p> <p>--Current sponsorship scheme will be reviewed</p>		
<p>Facilitate scheduling of 1st Technical Seminar Improvement WG meeting on Monday, 7 April at 11.00 (preceding Tape College)</p>	<p>A. Lejeune</p>	<p>Q1 2014</p>
<p>Support Ms. Lejeune in finding a presenter for the Annual Conference in Dubrovnik on a paper and liner-related subject, e.g., "Washi Paper Grades in Europe"</p>	<p>G. Yasar</p>	<p>Q1-2 2014</p>
<p>Deliver a presentation on social media at Afera's Annual Conference in Dubrovnik</p>	<p>B. van Loon</p>	<p>2-3 October 2014</p>
<p>Utilise your contacts in the packaging industry to organise a local business/economic topic speaker at Afera's Annual Conference in Dubrovnik</p>	<p>A. Lejeune</p>	<p>Q1-2 2014</p>
<p>Support Ms. Lejeune in organising the 'Captains of industry' panel debate, including the theme, topics and questions, at Afera's Annual Conference in Dubrovnik</p>	<p>C. Andreu M. von Schwerdtner F. Stock</p>	<p>Q1-2 2014</p>
<p>Deliver the presentation "World of converting: What happens to your tape" (a technical paper) at Afera's Annual Conference in Dubrovnik</p>	<p>M. Punter</p>	<p>2-3 October 2014</p>
<p>Support Ms. Lejeune in organising a (Turkish) end-user company Annual Conference presentation, e.g., from head of R&D of a company in the auto, electronics, entertainment or appliance industry. Perhaps the presenter can</p>	<p>M. Konuralp H. Mohme</p>	<p>Q1-2 2014</p>

discuss how they used to design/make their product(s), how this has been evolving, and what they would like to achieve in the future. Also, how they select their partners and what they expect from them		
Support Ms. Lejeune in organising an Annual Conference presentation on “the next innovation method”, including crowd sourcing and the open innovation process. Contact the Swedish presenter on behalf of Afera	C. Andreu M. von Schwerdtner F. Stock	Q1-2 2014
Contact Leon Rodenberg (Eastman) re: delivering a presentation on REACH at Afera’s Annual Conference in Dubrovnik	A. Lejeune	Q1-2 2014
Determine which MKC Member should deliver an Annual Conference presentation on market trends and statistics based on the Freedonia industry market study <i>World Pressure Sensitive Tapes</i> published in May 2012 (see agenda item 4.3)	All MKC Members	Q1-2 2014
Ensure that 2 tape producers, 1 converter and 1 supplier are in the Website Management WG	A. Lejeune M. Punter	Q2 2014
Send an email to all Members, including subsidiaries, requesting up-to-date contact information to be listed correctly at afera.com	S. Feith	Q1-2 2014
Send new Afera website ‘Members Only’ section login details to all Members following the Conference	A. Lejeune	October 2013
Supply Afera with a contact name of a delegate who will work with Afera on developing content for the website	M. von Schwerdtner, F. Stock, H. Mohme, E. Pass and M. Punter	17 October 2013
In order to guarantee continuity for the MKC, develop formal eligibility and participation rules for MKC Membership and send it out to all present MKC Members for approval	M. Punter	Before next MKC Mtg., 5 February 2014
Determine an engineering college or university of interest in the Brussels area	M. Punter, A.	Q4 2013

and invite 20 of its mechanical/design/-electronic engineering students in their third or final year of their degree, plus one of their professors, to sit in on the TC Working Programme	Lejeune	
Collect feedback from the students and professor on whether the TC content is of interest to their discipline going forward	M. Punter, A. Lejeune	Q1 2014
Submit feedback to Ms. Lejeune on possible candidates for presenting a TC lecture on the subject of how an end-user selects a tape for his application	All MKC Members	ASAP
Set production schedule for <i>Afera News</i> so that shorter issues are released in November, January, March, May, July and September. Cover two Conference subjects, beginning with the COI debate and the General Assembly, in each issue, in order to spread out valuable content. Keep articles brief and include an executive summary of the newsletter at the top of every issue	B. Fulton	October 2013
Give <i>Afera News</i> the look and feel of <i>Afera's</i> new website	A. Lejeune	October 2013
Draft a 2-page proposal document summarizing all the important information of the online social media initiative strategy plan	A. Lejeune, B. Van Loon	March 2013
Discuss and finalise strategy plan proposal document online	All MKC Members	Q1 2013
Support Ms. Lejeune in organising a presentation for the Annual Conference 2013 on the economic outlook on the building and construction industry (someone from the _____, a large construction company or an industry stock analyst)	F. Stock, K. Zetterman and R. Uenver	Q1 2013
Support Ms. Lejeune in organising a presentation for the Annual Conference 2013 on emerging markets outside of Europe, e.g. Eastman presentation on Latin America. Inquire as to whether Eastman could send him to the AC to	H. Fernandez	Q1 2013

<p>speak</p>		
<p>Organise a presentation for the Annual Conference 2013 on end-user (generic) expectations; perhaps target a big company in Italy, such as Fiat's technical director</p>	<p>Ms. Lejeune</p>	<p>Q1 2013</p>
<p>Support Ms. Lejeune in organising a presentation for the Annual Conference 2013 on managing stress as an out-of-the-box topic. Follow up on a speaker, Pedro Gonzales, a Spanish fitness trainer, via tesa</p>	<p>F. Stock</p>	<p>Q1 2013</p>
<p>Support Ms. Lejeune in organising a presentation for the Annual Conference 2013 delivered by the owner of the "Pressure Sensitive Adhesives Professionals" group on LinkedIn</p>	<p>H. Fernandez</p>	<p>Q1 2013</p>
<p>Support Ms. Lejeune in organising for the Annual Conference 2013 a 'captains of industry' panel debate. Specific questions should be drafted and submitted in advance (through an appeal via email). The COIs can then be chosen according to the types of questions received</p>	<p>M. Punter</p>	<p>Q1-2 2013</p>
<p>Support Ms. Lejeune in organising for the Annual Conference 2013 a contest in which the funniest tape applications on the internet are submitted. These will be shown at breaks or between speakers. An invitation to participate should be sent to all Afera Members. A prize will be determined</p>	<p>K. Zetterman</p>	<p>Q1-2 2013</p>