

AGENDA

Afera Marketing Committee Meeting
Hotel Dubrovnik Palace, Croatia
1 October 2014, 09.00-12.30 hrs.
Mare Section 2

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| 1. Opening/Agenda/Competition Law Compliance | MP |
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| 2. Minutes and actions meeting 5 February 2014 | |
| 2.1 Converter input (update on any issues raised by converters) | MP |
| 2.2 Progress MKC topic driven WG's developed according to Afera's mission to 'grow the pie' for all companies in the European SA tape value chain: | |
| - Social Media Programme (<i>status report under Agenda item 3</i>) | MP |
| - Website Management | SB |
| - Education Awareness – <i>no activity yet</i> | |
| - Membership Recruitment – <i>besides some targetted recruit in Eastern Europe with Mete Konuralp no further general activities have started</i> | |
| - General Communications – <i>ongoing</i> | |
| - Annual Conference - <i>ongoing</i> | |
| 2.3 Results student (engineering field) attendance initiative in the Tape College | AL |
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| 3. Update Initiative Creative Concept for “Ideas that Stick” | BvL |
| 3.1 Content design for buyer journey stage “consideration & action” | |
| 3.2 Content design for buyer journey stage “awareness” | |
| 3.3 Next action, way forward | |
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| 4. Afera Marketing Committee as Review Board | |
| 4.1 Captains of industry debate – The future of the European adhesive tape industry: Technology, trends and markets moderated by Bert van Loon | MP/BvL |
| 4.2 Market trends and statistics based on the Freedonia ‘World Pressure Sensitive Tapes’ study issued May 2014 | AY |
| 4.3 Surviving the contraction of adhesive raw material supply – share different experiences, views and possible consequences amongst MKC members | All |
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| 5. Afera Media Tools | |
| 5.1 Afera's digital newsletters – feedback from MKC members | All |
| 5.2 Afera's website (<i>already discussed under item 2.2</i>) | |
| 5.3 Advertising and sponsoring opportunities | AL |
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| 6. Preparation GA slides activities/results MKC – report 2014, outlook 2015 | All |
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| 7. Other matters (please advise any items for inclusion before the meeting) | All |
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| 8. Closure and date next meeting | MP |