

Afera Marketing Committee Meeting Minutes

Date: 1 October 2013

Time: 13.00 – 17.30

Venue: Atahotel Capotaormina,
Taormina (Sicily), Italy

Present:	Michael Punter (Afera MKC Chairman, Parafix Tapes & Conversions Ltd) Henning Mohme (3M Deutschland GmbH) Annegret Lange (Evonik Industries AG) Stefan Neuner (Neenah Gessner) Carles Andreu (tesa Western Europe B.V.) Matthias von Schwerdtner (tesa SE) Fritz Stock (tesa SE) Bert van Loon (Mostly Media), guest Astrid Lejeune (Afera Secretary-General, Lejeune Association Management) Bathsheba Fulton (Afera Editor)
Excused:	Eric Pass (Afera MKC Vice-Chairman, Nitto Europe N.V.) Sharon Boyle (Advance Tapes International Ltd.) Lionel Bonte (Ahlstrom) Hélène Ferdinand (Eastman Chemical B.V.) Ralph Uenver (Lohmann GmbH & Co. KG) Arrigo Righetti (NAR SpA) Gülşah Yazar (Organik Kimya San. Ve Tic. A.Ş.) Anurag Yadav (Scapa) Klas Zetterman (ITW PSA & Components Group) Margherita Fontana (The Dow Chemical Company)
Chairman:	M. Punter
Secretary:	A. Lejeune
Date of Next Meeting:	Wednesday, 5 February 2014 (13.00-17.30) at the NH Hotel Amsterdam Centre, the Netherlands. Dinner is scheduled the same evening, meeting in the hotel lobby at 19.00.

Agenda

1. Opening/Agenda/Competition Law Compliance
2. Minutes and Actions of the Afera MKC Meeting of 6 February 2013
3. 'Growing the Pie' for Our Industry through Content Marketing and Social Media
4. Value-Added Activities by the MKC
5. Afera Events
6. Afera News

7. Afera Website
8. Other Matters (submitted prior to the Meeting)
9. Next Meeting, Closing.

1. Opening/Agenda/Competition Law Compliance

- 1.1 Mr. Punter, Chairman of the MKC, opened the Meeting by welcoming all those present and said that he looked forward to welcoming the new Member from Scapa, Anurag Yadav, at the next Meeting.

Afera S-G Astrid Lejeune passed around the attendance list which attendees were invited to sign.

Mr. Punter addressed Afera's Competition Law Compliance Policy. All present agreed to respect EC Competition Law requirements.

2. Minutes and Actions of the Afera MKC Meeting of 6 February 2013

- 2.1 The Minutes of the Afera MKC Meeting held on 6 February 2012 at the NH Hotel Amsterdam Centre, The Netherlands, were approved and signed as a true record of proceedings.

- 2.2 Converter Report (input on any issues raised by converters):

The Converter present, Mr. Punter, had nothing to report. He said that the MKC will wait to see how the social media initiative develops and then move the converter position in relation to those results.

- 2.3 Captains of Industry Debate organised and moderated by MKC Chairman Mike Punter:

Mr. Punter briefly mentioned the organization of this event taking place three days later during the Conference Working Programme. He and Ms. Lejeune had recruited 'the great and the good' to participate in a panel discussing general elements as to how the industry is coping while emerging from a recession—if indeed we are. He explained that people like to see this sort of discussion. An attempt was being made to allot more time in the Programme to this event.

3. 'Growing the Pie' for Our Industry through Content Marketing and Social Media

- 3.1 What has been done since presenting a strategic plan in our February Meeting:

Mr. Van Loon presented a set of slides on Afera's social media initiative. He reviewed the original proposal to launch the initiative, the current status of the project, and how Afera will move forward with it.

[Attachments: Online Strategy Afera and cm_afera_update_SCIE_oct13 pptx (also emailed to the MKC 11 October 2013)]

- 3.2 Basic content available on new website (launch mid-September):

If we want to create content, Afera needs to have input from the experts—meaning those working within the Association’s Member organisations. The Afera team under Lejeune’s management can process this content editorially, but the basic content itself must come from Members. In order to make its investment in the social media project effective, Afera needs support from Members and to establish what they want and how far it should go before it becomes the responsibility of the commercial organisations.

Over the last month, the Afera team made a sympathy call to Members for content input and information about bloggers, tweeters and thought leaders they know of. This was met with very little response.

The new website was launched on 25 September 2013. Thus far the content has been designed and drafted by Mr. van Loon, Ms. Lejeune and Ms. Fulton with little support from MKC Members. Jacques Geluk, a Dutch technical journalist, has been engaged to write a blog and white papers; his first blog entry was published 17 September. Mr. Punter and Mr. Pass have been directing and supporting the current team. The content base as it stands is not perfect and must be built upon. Current content for any website must be ‘written for humans and robots’, referring to the evolving complexities of the process of SEO (search engine optimisation).

Ms. Lejeune added that the current website was in the process of being made tablet-compatible, and that she would be sending new login details to all Members following the Conference. **(Action: Astrid Lejeune)** Afera is also currently developing a Twitter account.

See above-mentioned attached ‘Online Afera Strategy’ and ‘cm_afera_update_SCIE_oct13 pptx’ docs. for further details.

Mr. Punter reported that he has managed to get 3M to deliver a bulk of unbranded content. He would like this to be released at the same time with other contributions from the MKC Member Companies.

3.3 Blog and white papers – long list of blog themes, short list of white paper themes:

Refer to attached ‘cm_afera_update_SCIE_oct13’ doc., pages 13-16.

3.4 Knowledge sharing – Member Companies contributing to further content development:

Afera’s social media project needs:

- How can we create a structure and commitment for content input from Members? If we have that, the Afera team can process the input to ready-to-publish content.
- How can we create a structure and commitment for feedback and validation of the content we’ve produced?
- How can we get input into who are the go-to bloggers and tweeters in engineering and manufacturing; which magazines and other online platforms should be targeted to seed and promote that content; etc.

Decisions taken:

- Afera will set up virtual content marketing taskforce consisting of

industry/marketing experts within member organisations (preferably one or two delegates from speciality tape producing Member Companies represented on the MKC), Afera staff and external support. The objective of this taskforce will be to create content input—not to draft editorial content themselves, but to guide the people who produce the content by supplying the focus and delivering elements of content. Member company delegates will commit to participating in one online brainstorm meeting via Google Hangout per quarter (i.e., generate ideas and co-operate with other team members).

- Target workload for Afera’s Content Marketing Taskforce: 2 brainstorm meetings in 2013 and 1 per quarter in 2014. Refer to ‘Online Afera Strategy’ doc. for more detail.
- 3M, tesa, Nitto Europe and Parafix will each supply Afera with a contact name of a delegate who will work with Afera on developing content for the website. Mr. Stock already put Peter Deike Muller forward on behalf of tesa. Refer to ‘Re: Afera Social Media Initiative - Next steps!’ email sent 11 October 2013 for more information for both you and your delegate(s) regarding this action. **[Attachment: Re Afera Social Media Initiative - Next steps!, the 11 October email containing above-mentioned attached docs.] (Action: Matthias von Schwerdtner, Fritz Stock, Henning Mohme, Eric Pass and Michael Punter)** *During the SC Meeting the following day, SC Member/incoming Afera President Laurent Derolez put his company, Chargeurs/Novacel, forward in active support of the social media initiative.*
- Afera will create a team of proofreaders to ensure that
 - content is written from the target audience’s perspective
 - content is unbranded.
- Afera will build a broader base of media outlets and voices, including old and new media, engineering bloggers, design experts and other engineering and manufacturing contacts. This list may also be developed for the purpose of being shared with all Members for their benefit.
- Afera will create a set of metrics with which to gauge the success of the social media project in 2014.
- All Afera Members will have to the opportunity to approve the content published on the website.

3.5 Draft step by step action plan in order of priority including timeframe.

See above-mentioned attached email and documents.

Decisions taken:

- The MKC actively expressed their unanimous support of Afera’s social media project.
- Afera’s role in content marketing should cover the sales funnel through to the step of ‘heightening the engagement’.

Considerations:

- The social media initiative is designed specifically for an association and not for a business, and it should be treated as such.
- Afera’s content marketing project is ahead of the current marketing strategies being pursued by most Member Companies. For this reason alone, Member Companies will benefit from actively participating in this initiative.

- Afera's social media project has been designed specifically not to interfere with the level playing field of competitors within the Association.
- What will Afera Member Companies gain from this project?
 - Interacting with other industry professionals and organisations
 - Learning cutting edge strategies, techniques and information
 - 'Help yourself by helping Afera': Creating an independent authority which attracts an audience which doesn't yet know about using tape in their products and leading it to the Member Directory indirectly helps yourself.

4. Value-Added Activities by the MKC

4.1 Transforming MKC role as minuted in the last Meeting into concrete actions for 2014:

Quote from Minutes:

The MKC already owns Afera's online social media initiative, the organisation of the Annual Conference Working Programme and the recruitment of new Members.

The following additional activities were named:

- *Promoting Afera's activities (more extensively)*
- *Promoting tapes in educational programmes (should play a part in TC's rollout of this activity for Afera).*

Mr. Punter discussed that he would like to see commitment and consistency demonstrated by MKC Members. In the Technical Committee, for example, Members may no longer participate if they miss two or more consecutive meetings without notifying the Secretariat beforehand with an acceptable excuse. Ms. Lejeune explained that to date there are no rules attached to MKC Membership, except that she always makes sure that the major tape producers (3M, tesa, Scapa and Nitto) and some suppliers are involved.

Decision taken:

- In order to guarantee continuity for the MKC, Mr. Punter will develop formal eligibility and participation rules for MKC Membership and send it out to all present MKC Members for approval. **(Action: Michael Punter)**

5. Afera Events

5.1 Afera Tape College 2014 – How can MKC Members contribute to market the event?

Afera will host its 6th Tape College (TC) next year. The TC is a 3-day educational seminar designed to provide industry newcomers, as well as those interested in keeping abreast of the technical essentials of self-adhesive tape, with an understanding of the fundamentals of the tape business. The TC offers a high-quality programme of 14 45-minute lectures and 4 panel discussions to both Afera and non-Members (Member participant fees are substantially lower). Participants number between 75 and 100 and include industry newcomers, technicians new to labs, and sales and commercial professionals looking for (additional) basic technical knowledge about the production of tape. The TC is usually fully booked, the majority of attendees coming from Afera Member Companies.

Decisions taken:

- Afera will determine an engineering college or university of interest in the Brussels area 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. Afera will then request feedback from the students on whether the content is of interest to their discipline going forward. **(Action: Michael Punter and Astrid Lejeune)**
- MKC Members will submit their feedback to Ms. Lejeune on possible candidates for presenting a lecture on the subject of how an end-user selects a tape for his application. **(Action: All MKC Members)**

Considerations:

- Students will be invited to attend the TC free of charge but may not be eligible for meals and gifts normally attached to the participation fee (unless specific sponsorship for this activity is obtained).
- The precise number of students invited will be subject to space allowances of the venue of the event.
- If we get good feedback, we may expand the student programme.
- As part of the terms of their attendance, the students could be challenged to produce a blog entry on a subject of the TC or submit a piece (e.g., "My Vision for Tape") as part of an Afera contest.
- If the student programme is a success, Afera might consider moving the TC to a university campus somewhere in Europe.
- If the student programme is a success, Afera may also consider running an additional event or string of events across Europe solely for students. In this case, more funds and support would be required from major tape producers, as this would be a programme designed to inspire future European engineers. The goal would be getting PSA on the syllabus of engineering programmes. This would be in the interest of all tape manufacturers.

6. Afera News

6.1 Afera's digital newsletters and possible annual report:

Afera News is now delivered to your mailbox in digital form.

Decisions taken:

- No hardcopy annual report will be issued.
- *Afera News* will be issued only digitally, in shorter, more timely instalments. Projected issue dates: November, January, March, May, July and September.
- Two Conference subjects, beginning with the COI debate and the General Assembly, will be covered in each issue, in order to spread out valuable content.
- Articles will be kept as brief as possible.
- An executive summary of the newsletter's content will be put at the top of each newsletter. **(Above Actions: Bathsheba Fulton)**
- *Afera News* will be given the look and feel of Afera's new website. **(Action: Astrid Lejeune)**

7. Afera Website

7.1 Launch of new website:

Discussed under agenda item 3.2.

8. Other Matters (submitted prior to the Meeting)

8.1 Preparation of GA slides activities/results of the MKC – report 2013, outlook 2014:

See attached final version of GA Presentation. **[Attachment: General Assembly 3 October 2013]**

8.2 Mr. Neuner raised the topic of choosing the location of the Annual Conference. He indicated that various Italian and non-Italian producers preferred European capitals as travel was more direct. Ms. Lejeune and various MKC Members said that this was an age-old discussion. Unfortunately not everyone can be made happy with the rotating Annual Conference locations, but Ms. Lejeune has noticed that more people attend when it is held in southern Europe.

Considerations:

- Perhaps in the future, people will be able to attend the Conference through an online feed, but they will miss the chance to network, a crucial aspect of the event.
- Afera should consider locations in terms of their level of tourism (how that is viewed by possible attendee companies) and strategic business interest (Mr. Stock suggested St. Petersburg as a candidate location). It was noted that some companies are less likely to support their employees' attendance if the location is in Eastern Europe (versus Western Europe).

8. Next Meeting, Closing

8.1 The next Afera MKC Meeting will take place on Wednesday, 5 February 2014 (13.00-17.30) at the NH Hotel Amsterdam Centre, the Netherlands. Dinner is scheduled the same evening, meeting in the hotel lobby at 19.00.

No other matters being raised, Mr. Punter thanked all attending Members for their presence, contribution and enthusiasm and closed the Meeting.

Astrid Lejeune
The Hague, 21 October 2013

Disclaimer

Afera operates within the regulatory framework of competition law as set out by the European Union and national legal systems and respects all rules thereof. Afera actively raises awareness about competition law among its Members and encourages its Members to comply with these rules. The purpose of discussions within Afera is to identify general trends and market developments without identifying individual company data. Afera does not accept responsibility or liability for any type of restrictive agreements concluded by its individual Members during Afera Meetings or within the context of Afera events, in spite of the aforementioned precautionary measures.
