

Afera Marketing Committee (MKC) Meeting Minutes

Date: 1 October 2014

Time: 13.00 – 17.30

Venue: Hotel Dubrovnik Palace,
Dubrovnik, Croatia

Present:	Michael Punter (Afera MKC Chairman, Parafix Tapes & Conversions Ltd) Henning Mohme (3M Deutschland GmbH) Sharon Boyle (Advance Tapes International Ltd.) Jean-Philippe Ponté (Ahlstrom) Joanna Wolska-Kinneging (Avery Dennison) Isabelle Uhl (The Dow Chemical Company) Klas Zetterman (ITW PSA & Components Group) Stefan Neuner (Neenah Gessner) Anurag Yadav (Scapa) Carles Andreu (tesa Western Europe B.V.) Matthias von Schwerdtner (tesa SE) Fritz Stock (tesa SE) Bert van Loon (Independent Strategist), guest Astrid Lejeune (Afera Secretary-General, Lejeune Association Management) Bathsheba Fulton (Afera Editor)
Excused:	Eric Pass (Afera MKC Vice-Chairman, Nitto Europe N.V.) Annegret Lange (Evonik Industries AG) Ralph Uenver (Lohmann GmbH & Co. KG)
Chairman:	M. Punter
Secretary:	A. Lejeune
Date of Next Meeting:	Tuesday, 3 February 2015 (13.00-17.30) in Amsterdam, The Netherlands (venue TBD). Lunch will be included.

Agenda

1. Opening/Agenda/Competition Law Compliance
2. Minutes and Actions of Meeting of 5 February 2014
3. Update on Creative Concept "Ideas that Stick" Initiative
4. Afera Marketing Committee as Review Board
5. Afera Media Tools
6. Preparation of GA Slides on Activities, Results MKC (2014 Report, 2015 Outlook)
7. Other Matters (submitted prior to the Meeting)
8. Next Meeting, Closing.

Note:

- Refer to the **Afera MKC Presentation 1 October 2014** slideshow for information co-ordinating with these Minutes.
- **Bolded, highlighted** names denote expected actions.

1. Opening/Agenda/Competition Law Compliance

- 1.1 MKC Chairman Mike Punter opened the Meeting.
- 1.2 Afera's Competition Law Compliance Policy was reviewed, confirmed by all present.

2. Minutes and Actions of Meeting of 5 February 2014

- 2.1 Minutes were approved, signed as a true record of proceedings.
- 2.2 Converter Report (input on any issues raised by converters):
 - **Website Management WG (Sharon Boyle, Louise Vincent (Parafix), Anurag Yadav, Astrid Lejeune and Bathsheba Fulton)** will work on conveying a clearer understanding of the Association and what it can do for converters through afera.com.
- 2.3 Progress of MKC topic-driven WGs developed according to Afera's mission to 'grow the pie' for all companies in the European adhesive tape value chain:

Website Management WG:

- Order and emphasis of Website Management WG objectives according to Meeting presentation slides 10-12 are correct.
- **All MKC Members** will check internally and convey the details of their respective company's SEO work/analysis provider to Ms. Lejeune.
- **Website Management WG** will look into whether it can establish the relative size of Members using the website (i.e., if block out large Members, see what traffic is leftover).
- **All TC Members** will review afera.com and send their input (desired changes, comments, questions) to the **Website Management WG**, which will hold its next meeting on 11 November 2014 at Parafix's head office in West Sussex, UK.

Educational Awareness WG:

- This item was given to the Technical Committee and remains on their agenda.
- As a pan-European association, Afera should co-ordinate this effort with national associations: Afera should fund someone to address the association of mechanical engineers in each country about putting adhesive tape on engineering degree syllabi. The material needed probably already exists.
- **Mr. Punter** will continue working on this issue; he will discuss it with the Steering Committee (SC) once again.

Membership Recruitment WG:

- **Ms. Lejeune** will put this topic on the next MKC Meeting agenda.

Annual Conference WG:

- Conference location and structure discussion produced no results. Item was deferred to the SC Meeting for discussion, where it was decided that **Ms. Lejeune** would add it to the February 2015 SC Meeting agenda.
- 2.4 Results of student (engineering field) attendance initiative in the Tape College:
- **Ms. Lejeune** has forged some connections with engineering students via LinkedIn. These will be cultivated for future events.

3. Update on Creative Concept "Ideas that Stick" Initiative

- 3.1 Content design for buyer journey stage "consideration & action":
- See **Bert van Loon's 'Design that Sticks' Concept Update October 2014** presentation.
- 3.2 Content design for buyer journey stage "awareness":
- See above presentation and **Afera Loves Designers Creative Concept V201403** PDF.
- 3.3 Next action, way forward:
- **The Social Media VTF WG (Mr. Punter, Louise Vincent (Parafix), Peter-Deike Muller (tesa), Lars Burke (tesa), Patrick Eraets (Novacel), Henning Mohme, Jacques Geluk (blogger), Ms. Lejeune, Ms. Fulton and Mr. Van Loon)** will
 - focus on website modifications (tech and goals)
 - expand activity on Twitter and Pinterest, incl. organisational embedding after initial setup
 - update content calendar with designer scope
 - blog series November – June
 - interview series.
 - set KPIs with which to measure the initiative's success over the next year.

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:
- Participants list and topics for discussion were reviewed. This event took place on 3 October 2014 and will be covered in the November issue of *Afera News*.
- 4.2 Market trends and statistics based on the Freedonia 'World Pressure Sensitive Tapes' study issued May 2014:
- Mr. Yadav's presentation was reviewed in detail. He delivered [the final draft](#) on 3 October 2014.

5. Afera Media Tools

- 5.1 Afera's digital newsletters – feedback from MKC Members:
- All MKC Members indicated that they are pleased with the current *Afera News*.

- Displaying Member logos in *Afera News* is not expensive. Those interested should contact Ms. Lejeune.
- 5.2 Afera's website:
- Discussed in item 2.2.
- 5.3 Advertising and sponsorship opportunities:
- **Ms. Lejeune** will send Afera's advertising and sponsorship info. document to **all MKC Members**, who should indicate whether they are happy with Afera's current offering.
 - Perhaps next year Afera will develop an Annual Conference app, in which companies can feature their logos.

6. Preparation of GA Slides on Activities, Results MKC (2014 Report, 2015 Outlook)

- 6.1 See finalised **General Assembly Presentation 2 October 2014**.

7. Other Matters (submitted prior to the Meeting)

- 7.1 Matthias von Schwerdtner asked what Afera Membership means for commodity producers.
- **Mr. Punter** will discuss this with the SC at its February 2015 Meeting (**Ms. Lejeune** will add to next SC Meeting agenda).

8. Next Meeting, Closing

- 8.1 Next Afera MKC Meeting will take place on Tuesday, 3 February 2015 (13.00-17.30) in Amsterdam, The Netherlands (venue TBD). Lunch will be included.
- 8.2 The Chairman closed the Meeting.

Astrid Lejeune
The Hague, 21 October 2014

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.
