

MKC Action List

**Last updated after Afera MKC Meeting
1 October 2013, Atahotel Capotaormina, Taormina
(Sicily), Italy**

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

Actions	Who	By When
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 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	M. Punter, A. Lejeune	Q4 2013
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	All MKC	ASAP

lecture on the subject of how an end-user selects a tape for his application	Members	
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 speak	H. Fernandez	Q1 2013
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	Ms. Lejeune	Q1 2013
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	F. Stock	Q1 2013

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	H. Fernandez	Q1 2013
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	M. Punter	Q1-2 2013
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	K. Zetterman	Q1-2 2013