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**Marketing Committee
3 February 2015
13.00 – 17.30 hrs.
Double Tree by Hilton,
Amsterdam
*Glasgow 2***

MEMBERS COMPLYING WITH COMPETITION LAW

In order to protect the interests of individuals and member companies, while active within Afera (in the broadest sense), the Competition Law policy should always strictly be followed.

- 1) Do not agree on nor discuss prices, (including price increases and pricing methods), discounts, terms of sale, the refusal to deal with another company, or profit margins with any representative of any Afera member company;
- 2) Do not make announcements about your prices or those of competitors;
- 3) Do not talk about the plans of individual companies (yours or competitors') regarding specific geographic or product markets or regarding particular customers;
- 4) If in doubt consult the Associations' staff or legal counsel.

AGENDA

1. Competition law/opening/agenda
2. Minutes & actions 1 October 2014 incl progress MKC running and new initiatives (mail Mike of January 15, 2015)
3. Update initiative creative concept for 'Ideas that Stick'
4. Afera Marketing Committee as review board
5. Afera Annual Conference 2015
6. Afera Media Tools
7. Other matters
8. Closure and date next Meeting

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The web site

- Do you all know your log in codes , if not please speak to Stephanie
- Please read the site thoroughly and bring your input
- In particular concentrate on the Why Tape pages as they are our responsibility as a Marketing Group, so any comment would be appreciated.

Membership Recruitment

- We need to drive this now that we have clearly stated our Mission and our web site is refreshingly redesigned
- Your thoughts on membership for non speciality Adhesive Tape (note with have dropped PSA) manufactures, can we offer them something
- Should we consider speciality distributors/ channel partners

Education / Awareness

- This has now been agreed we will progress this through our Technical Committee
- What is our role in this
- Who then does what

Marseille Conference

- Who is prepared to represent the Marketing Committee as I cannot make it
- Brainstorm Captains of Industry debate , what theme , who should we invite
- Speakers noting we now have set ourselves a budget

Afera digital newsletter

- Did you read the last one
- Content going forward
- Circulation list additions/deletions

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**Update Report
February 2015**

**Website Management
working group**

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Contents

- Working group members
- Actions completed since the last meeting
- Actions to complete
- Q & A

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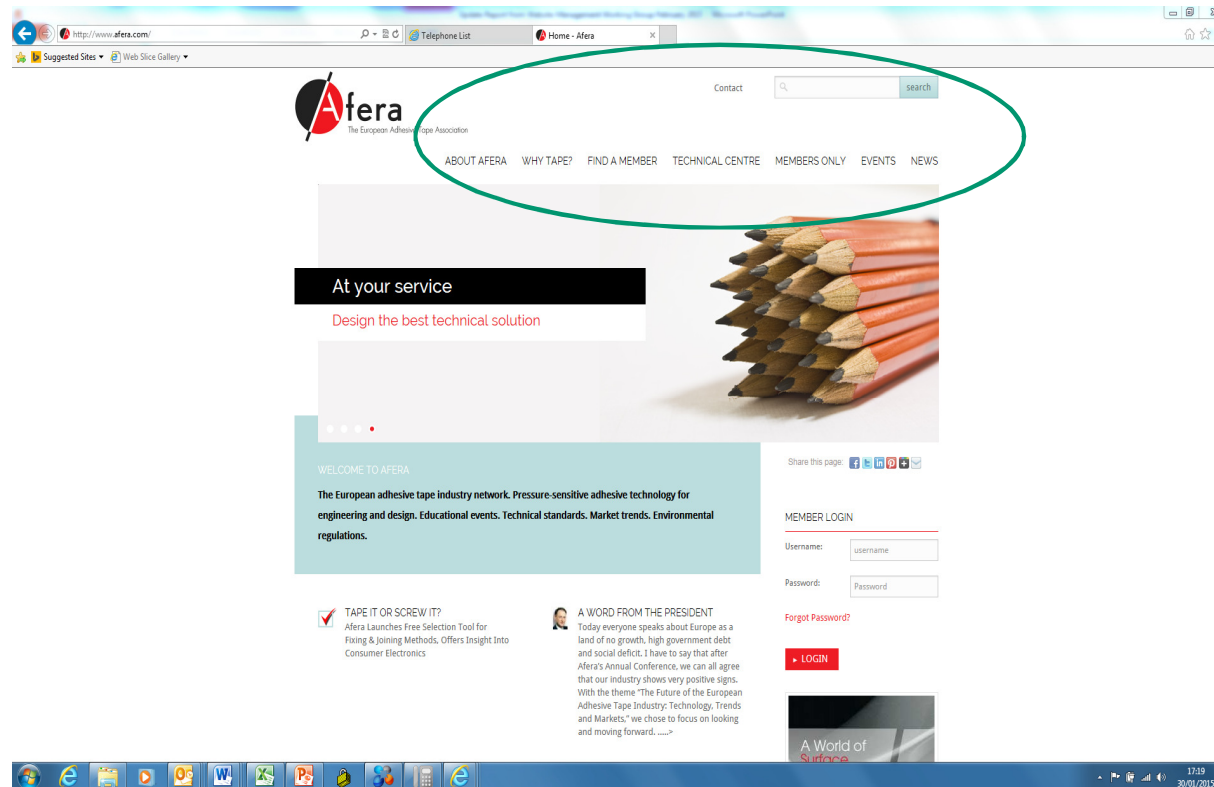
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Working group members

- Astrid Lejeune AFERA
- Bathsheba Fulton AFERA
- Sharon Boyle Advance Tapes
- Louise Vincent Parafix
- Anurag Yadav Scapa

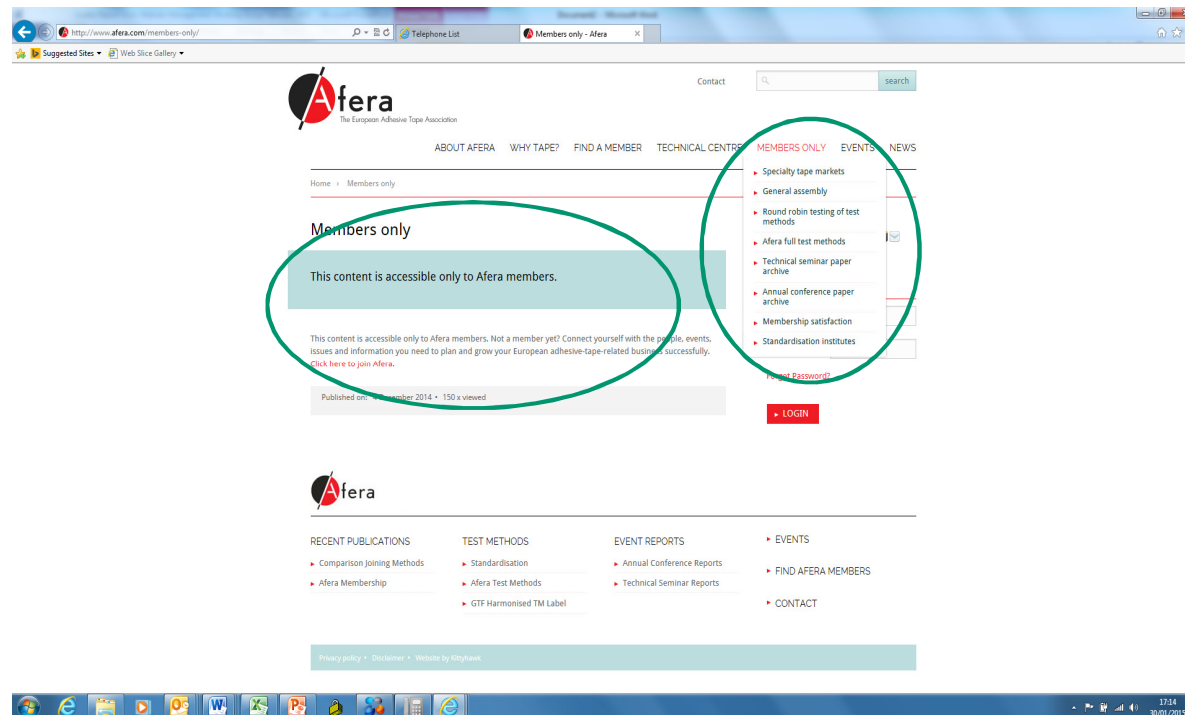
Actions completed since the last meeting

- We have re-organised the site under the new site map structure and this went live in January 2015



Actions completed since the last meeting

- We have created a clear members only section
- It is designed to show that there are other benefits to being a member and therefore entice new members



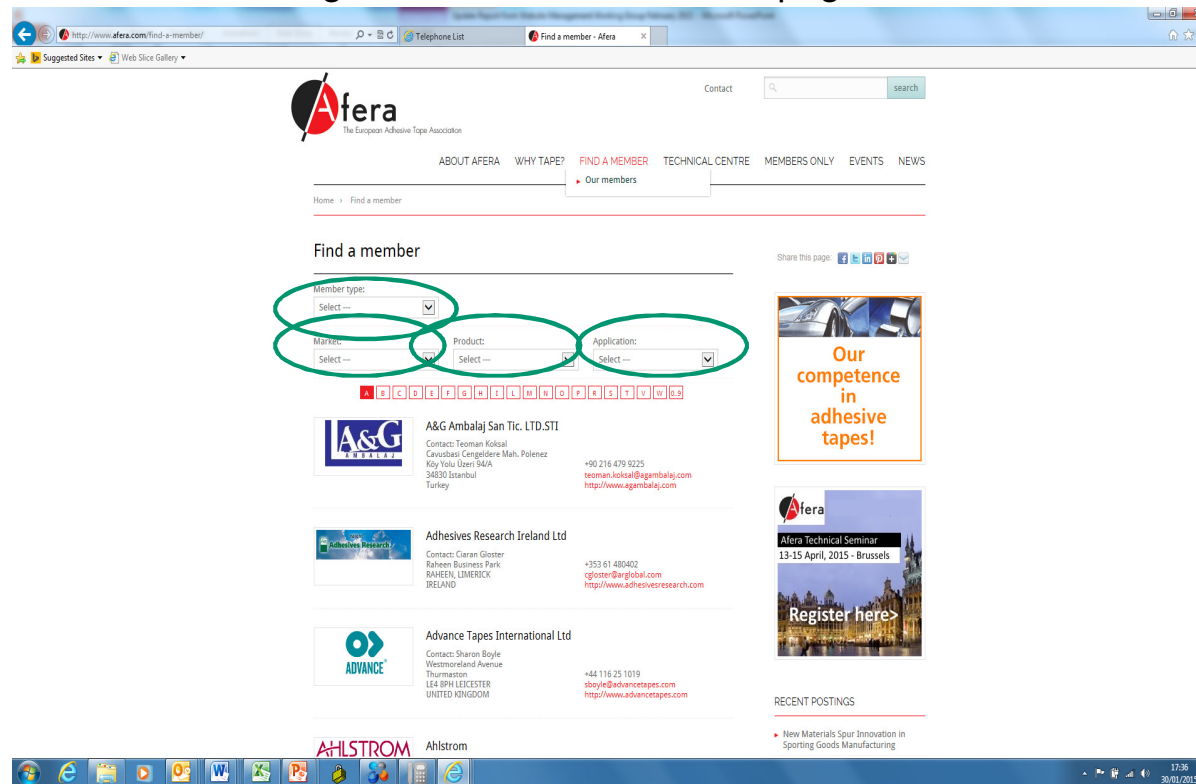
Actions completed since the last meeting

- This links clearly to a page about how to become a member and details the benefits of membership

The screenshot shows the Afera website's 'Become a member' page. The browser address bar displays the URL: <http://www.fera.com/about-fera/become-a-member-of-the-european-self-adhesive-tape-association>. The page header includes the Afera logo and navigation links: ABOUT AFERA, WHY TAPE?, FIND A MEMBER, TECHNICAL CENTRE, MEMBERS ONLY, EVENTS, NEWS. The main heading is 'Membership' with a sub-heading: 'Connect yourself with the people, events, issues and information you need to plan and grow your European adhesive-tape-related business successfully'. The page content includes a paragraph about Afera's mission, a list of benefits for joining Afera, and an agenda of upcoming meetings. The agenda lists three meetings: Afera Technical Committee Meeting (3 February 2015 - 3 February Amsterdam, Netherlands), Afera Marketing Committee Meeting (3 February 2015 - 3 February Amsterdam, Netherlands), and Afera Steering Committee Meeting (4 February 2015 - 4 February Amsterdam, Netherlands). A 'MEMBER LOGIN' section is also visible with fields for Username and Password, and a 'LOGIN' button. The footer shows the system tray with the date 30/01/2015 and time 17:32.

Actions completed since the last meeting

- We have redesigned the “Find a member” page



Actions completed since the last meeting

- We have prepared a brief for SEO and sent this to potential providers
- We will be reviewing the responses this month
- The brief covered the following requirements:
 - Keyword research, page-by-page targeting and development of title and meta description tags
 - Full site audit (technical and content) and set up of Google Analytics (including goals; excluding AFERA management IP addresses)
 - Link review and link development recommendations document
 - Purchase and link of relevant available domain names to AFERA
 - Ongoing reporting and consultancy (monthly).

Actions to complete

- We still need to:
 - Review and improve the “Why Tape?” section
 - Bullet point some of the text heavy pages
 - Create logical links and more “calls to action” throughout the site
 - Create links to other appropriate websites
 - Consider an FAQ page
 - Consider more detailed KPIs once the SEO service is established
 - Set up a process for placing content prepared by both the Social Media Virtual Taskforce and the Technical Committee on the website
 - Next meeting of the Website Working Group is Wednesday 4th February 2015

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3. Update Initiative Creative Concept for “Ideas that Stick”

BvL

- 3.1 Results and way forward interviews designers
- 3.2 Further content development via blogs, twitter approaches/followers
- 3.3 Way forward and plans towards our Marseille conference in October

4. Afera Marketing Committee as Review Board

- 4.1 Brainstorm on future COI debates (already discussed under item 2)
- 4.2 Market trends and statistics presenting at Afera’s annual conferences (evaluation 2014 and brainstorm 2015 and beyond)

Speaker	Total # of evaluations	Presentation Score (1-5)	Content Score (1-5)
Anurag Yadav <i>Market trends and statistics based on the Freedonia 'World Pressure Sensitive Tapes' study issued in May 2014</i>	45	3,84	4,02
<u>Comments</u> <ul style="list-style-type: none"> • Would be interested to get more info on the specialty tape • Like the concept of the association screening a market study for value accuracy. More of this would be good • Very good and very relevant! • Good solid content 			

5. Afera Annual Conference 2015

- Review/consideration comments Dubrovnik conference
 - Theme/topics Marseille conference programme
- Suggestion Bert>Adhesive tape 'next frontier' (in terms of resources, designer demand, technology, business etc)

Afera Annual Conference
7 - 10 October 2015

Intercontinental Marseille Hotel Dieu



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Suggestions for future Annual Conference topics

- Higher level of paper contents. More end-user insights like Arcelik. No more papers like “football stadium architecture”
- Areas to grow the pie – what are the end markets unmet needs, to help frame the challenge
- Challenging and insightful speakers to share the latest thoughts on innovation
- A couple of more tape related presentations (technical)
- When we talk about innovation.....what will be the trend?
- Invite end-users. Automotive (VW, Renault), Medical (Hartmann), Electronic to talk about the trend of their market
- Create a platform for active dialogue on end-user needs/concerns, in a hands-on way (as opposed to a general discussion on need for new applications)
- More interactive/round table discussions of members on trends, insights from markets & customers
- Keep and extend COI debate
- Raw materials for tapes and labels
- More talk shows
- COI debate is very good. Involvement of the audience (Q&A) will be appreciated
- Hold the COI debate in the middle of the room to get more questions
- Tape Innovations; Ways to displace screws, bolts, welding; How to grow outside the PSA market
- What about consumer-end used tapes?
- Invite solid speakers (keynote)
- Pick a theme and ask speakers to integrate that theme into their PPT
- Switch COI to first day or better yet: have 2 panel discussions (one each day)

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General comments on overall Annual Conference

- No "remote" hotels
- To make the various sub committees more time bound and result oriented
- Please add a print –out of the financial report and budget with the documentation at arrival
- Make biggest percentage/number of participants stay until the end
- Some of the presentation not well prepared
- Print the name on both sides of the badge
- Q&A after each presentation
- Speed dating
- Invite end-users
- I would shorten it to 3 days. It is very interesting but somehow too long
- Location easier to reach
- Always have round tables of 10 at any meal as it aids networking
- It is nice!
- Different location (Brussels)
- Invite partners to last presentations
- More than 1 glass of wine at lunch
- Programme day 2 much better compared to day 1
- The chairs in the conference were very comfortable and there was plenty of space at the tables. Most conferences the table space is too tight
- Wine at dinner must be good
- Location in big business cities
- More content. First day (Thursday) was really disappointing in terms of content and relevance

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7. Other Matters

**8. Closure and date next meeting – Tuesday
afternoon 6 October, 2015 in Marseille**

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RESULTS DUBROVNIK CONFERENCE 2014

Speaker	Subject	Replies	Presentation score					Average	Replies	Content Score					Average	Average Content and Presentation
			1	2	3	4	5			1	2	3	4	5		
David Smith	Still an age of instability? Croatia and the global economy'	44	0	0	5	17	22	4,39	44	0	3	5	21	15	4,09	4,24
Mustafa Sezer	Adhesive tape applications from the point of view from the appliance industry	41	1	4	14	17	5	3,51	41	0	3	12	19	7	3,73	3,62
Mike Punter	World of converting: What happens to your tape	44	2	2	13	15	12	3,75	44	3	4	17	13	7	3,39	3,57
Andreas Gross	Out of the Box: Different materials used in global football stadia	44	4	3	8	11	18	3,82	44	6	9	12	10	7	3,07	3,44
Anurag Yadav	Market trends and statistics based on the Freedonia 'World Pressure Sensitive Tapes' study issued May 2014	45	0	2	11	24	8	3,84	45	1	0	9	22	13	4,02	3,93
Ian Grace	Release Liner, the dark side	40	0	0	9	22	9	4,00	40	0	2	7	21	10	3,98	3,99
Amy Aerts	Regulatory issues for the tape industry	37	0	0	11	18	8	3,92	37	0	0	8	15	14	4,16	4,04
Bert van Loon	Re-engineering marketing communication in a content-driven world	37	0	3	0	12	22	4,43	37	1	3	1	20	12	4,05	4,24
Magnus Lindkvist	"Darwininnovation - The ultramodern way of creating a future in a turbulent world"	31	0	0	1	5	25	4,77	31	0	0	1	8	22	4,68	4,73

Question	# of responses	Rating (1 – 5) 1 = low, 5 = high
Did this conference meet your expectations?	45	4,02
Hotel facilities and service	45	4,73
Quality and selection of food	45	4,00
Excursions	45	4,36
Overall schedule of events	45	4,20
Adequate time for networking	45	4,44
Overall evaluation of the conference	45	4,24