

Afera MKC meeting

Wednesday, 10 February 2021/ 11:00 – 12:00

Virtual

Antitrust law: the dos

- Important for your session
- ✓ **You must ensure this!**
- *Together with the chairperson of the meeting, make sure there is no antitrust violation in connection with an Association gathering. The following points must be strictly observed:*

PREPARING FOR THE MEETING

- ✓ **Agenda items and meeting documents** may not contain any topics which might implicate antitrust law.

DURING THE MEETING

- ✓ **Restrict discussion to the agenda items** or activity programme set beforehand
- ✓ **Have the session fully minuted**

- ✓ **In case of spontaneous statements with antitrust content**, react immediately and actively dissociate yourself from the violation:
 - **Point out to participants** that this issue may not be discussed
 - **If necessary, postpone the discussion** until you have received relevant legal clarification
 - **If the discussion continues**, note your objection in the minutes, suspend the meeting or leave the meeting premises (also to be recorded in the meeting minutes)
 - **Report the matter to the Secretary-General** of the Association and your company.

AFTER THE MEETING

- ✓ **The minutes of the meeting** should be concise and straightforward.

Antitrust law: the don'ts

- **Important for your session**

- ✗ **You must avoid this!**

- *Employees of competing companies are prohibited from holding formal or informal discussions, exchanging information or entering into agreements on any of the following matters:*

- **PRICES, in particular:**

- ✗ **Pricing**, price differentials and pricing strategies
- ✗ **Individual sales and payment terms**, individual discount, credit notes and credit conditions.

- **PRODUCTION, in particular:**

- ✗ **Individual manufacturing or sales costs**, cost accounting formulas, methods of cost calculation, figures related to products or product groups on procurement costs, production, inventories, sales, etc.

- ✗ **Production changes**, e.g. due to maintenance work, or the limitation of the market supply of a product.

- **FUTURE MARKET BEHAVIOUR, in particular:**

- ✗ **Allocation of markets or sources of supply**, whether geographic or by customer
- ✗ **Relationships with individual suppliers or customers**, in particular where this could lead to their disappearance from the market
- ✗ **"Blacklists" or boycotts of customers**, competitors or suppliers
- ✗ **Proposed technology**, investment, design, production, distribution or marketing activities of individual companies concerning specific products.

AGENDA

Afera Marketing Committee (MKC) Meeting

Wednesday, 10 February 2021, 11.00 – 12.00

1. Opening, agenda, competition law compliance

1.1 Stepping back Matthias from tesa, introduction Karsten Krahwinkel

2. Approval minutes of 4 November 2020 Zoom MKC meeting

2.1 Quick run through (open)actions

3. Annual Conference Theme/Programme

3.1 Valencia 29 Sept – 1 Oct 2021 (if possible)

4. WG updates by the WG leaders

4.1 Update MarCom - Elke

4.2 Update Member Recruit (if any) - Stefan

5. Other business

6. Next meeting

MarCom update



- Invited contacts to follow Afera LinkedIn – resulted in peak of new followers
- Increase in followers on social media in 2020:
 - +144 for design Twitter account
 - +52 for Afera on Twitter
 - +208 on LinkedIn
- Current numbers:
 - 5442 followers design twitter account
 - 396 followers Afera twitter account
 - 477 followers Afera LinkedIn page



- Lower website traffic in 2020 in comparison to 2019 (trend for other associations as well):
 - Users 13% less
 - Pageviews 9% less
 - Sessions 13% less

Goal 1

Autonomously run Afera's overall communication strategy

- Roll out new strategy
 - Afera identity
 - Content strategy with clear formats
- Grow online community

Action:

- Working on setting up Afera online community in 2021
 - Research
 - Strategy & target group
 - Type of community, platform etc

Goal 2

Support all WGs in their outreach to communicate the process of their initiatives as presented in the Afera strategy

- Continue to support WGs and set a roadmap 2021 once content is received (original deadline Q4 2020)

Action:

- Attend other WGs meetings to see where MARCOM support is required