

Afera MKC meeting

Tuesday, 8 February 2022/ 14:00 – 15:30

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:**

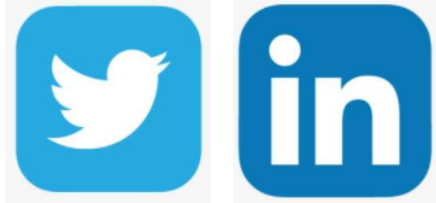
- ✗ **Allocation of markets or sources of supply**, whether geographic or by customer
- ✗ **Relationships with individual suppliers or customers**, in particular where this could lead to their disappearance from the market
- ✗ **"Blacklists" or boycotts of customers**, competitors or suppliers
- ✗ **Proposed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

- 1. Opening, agenda, competition law compliance**
- 2. Approval minutes of 20 April 2022 Zoom MKC meeting**
- 3. Short MARCOM Update (EV)**
- 4. Repositioned Afera Marketing Committee Agenda**
 - 4.1 4 Blocker new MKC positioning (GS/RK)
 - 4.2 Results opinion survey (EV/BL)
 - Decide on topics, priorities, actions (shortlist)
 - Setting work streams and leads
 - 4.3 Content focus & Calendar 2023
 - Including conference programme 2023
- 5. Other business**
- 6. Next meeting – February 2023 - TBC**

Approval minutes of 20 April and 8 February 2022 Zoom MKC meetings

3/ Short MARCOM Update

MarCom report



- Increase in followers on social media in 2022:
 - 5488 for design Twitter account (+73)
 - 457 for Afera on Twitter (+16)
 - 891 on LinkedIn (+158)

#ThatSticks campaign

- Published medical story (58 reads so far – need to spread message more)
- 2nd story ready on household
- Delay in publication due to approval (PR) departments

- Last year recovered and increased website traffic
- 2022 figures same as in 2021
 - Users 0,36% increase
 - Pageviews 2,7% decrease
 - Sessions 0,23% increase
- Peak in April (due to tape college)

MarCom update



Other actions to tackle:

- Coordinate listing of testing equipment suppliers on Afera website
- Input on latest hot topics to highlight news items
- Feedback on new sustainability section of Afera website
- Input on relevant industry events
- Possible presence at upcoming Adhesives & Bonding Expo Europe (8-10 November)

4/ Repositioned Afera Marketing Committee Agenda

- 4.1 4 Blocker new MKC positioning (GS/RK)
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AFERA Marketing Committee - 4 Blocker



Mission

Amplify Afera Expertise / Resources / Networking Capabilities in order to be recognized as the undisputed European Tape Industry House of Answers.

Unleash the Afera Know how to generate traction and support continued new Membership Recruiting.

How / Tactics

- Opinion Survey
 - New vs Historical Members Feedback
 - Collect Voice of Members
- Communication
 - Social Media
 - Digital Channel
 - “Where to Go” Guide to refresh/simplify Site Access and reinforce Members awareness
- Marketing Calendar (based on the “what”)
 - Ad hoc Campaign
 - Webinars
 - Lectures

What / Areas of Focus

- Market Insights
 - Tape Industry Analytics (ie Freedonia / Exxon Market data)
 - European Industrial Association combined Data
- Technology Trends
 - Painting / AI / Closing
- Prioritized Verticals
 - Transportation / F&B / Other
- Association Prioritized Topics Deployment
 - Forthcoming Regulations
 - AFSP

MKC Members expected contribution

- Promote, suggest, validate priority markets
- Select the most relevant Technology Trend having a medium – long term impact for the Tape Industry
- Approve the Communication Plan
- Support the initiatives that will be part of the Marketing Calendar

4. Other business

5. Next meeting – February 2023 - TBC