

## AGENDA

**Afera Marketing Committee Meeting**  
**Intercontinental Marseille Hotel Dieu**  
**6 October 2015, 14.00-18.30**  
*Salon Belles Ecuelles*

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|-----------|--|-----|
| <b>1.</b> | <b>Opening / Agenda / Competition Law Compliance</b>   | MvS |
| <b>2.</b> | <b>Minutes and Actions of 3 February 2015 Meeting</b>  |     |
| 2.1       | Converter input (update on any issues raised by converters) – <i>additional converter info published at afera.com</i>  | KZ  |
| 2.2       | Progress of MKC topic-driven WG's developed according to Afera's mission to 'grow the pie' for all companies in the European adhesive tape value chain:  |     |
|           | - Social media programme ( <i>status report under Agenda item 3</i> )  |     |
|           | - Website management – <i>SEO work, content, image database, goals</i>   | SB  |
|           | - Education awareness – <i>topic on TC agenda the following day, SNCP conference presentation</i>  |     |
|           | - Membership recruitment – <i>MKC input into database of potential members; membership satisfaction survey 2015</i>  | AL  |
|           | - General communications – <i>ongoing</i>  |     |
|           | - Annual conference - <i>involvement of commodity tape producers in Afera's activities (report); advertising to/recruiting participants for Conf., TS, and TC; possible purchase of market data and trends report (Freedonia) in 2016.</i> |     |
| <b>3.</b> | <b>Update on Creative Concept for “Ideas that Stick” Initiative</b>  | BvL |
| 3.1.      | Update and summary of activities and results   |     |
| 3.2.      | Next actions, way forward  |     |
| <b>4.</b> | <b>Afera Marketing Committee as Review Board</b>   |     |
| 4.1       | Moderated day 1 and day 2 conference industry debates with speakers and audience   | BvL |
| 4.2       | Brief review of conference paper –<br><i>“The tape market: outside in &amp; inside out, growth &amp; opportunities.”</i>   | All |
| <b>5.</b> | <b>Afera Media Tools</b>   |     |
| 5.1       | Afera's digital newsletters – <i>feedback from MKC members</i>   | All |
| 5.2       | Afera's website ( <i>already discussed under item 2.2</i> )  |     |
| 5.3       | Advertising and sponsorship opportunities – <i>esp. member logo on afera.com.</i>  | AL  |
| <b>6.</b> | <b>Preparation of GA Slides on Activities, Results of MKC (2015 Report, 2016 Outlook)</b>  | All |
| <b>7.</b> | <b>Other Matters</b> (please advise on any items for inclusion prior to the Meeting)   | All |
| <b>8.</b> | <b>Next Meeting, Closing</b>   | MvS |