# Private and Confidential

Meeting: **EFCEM Marketing Committee – Action Points**

Date:Wednesday 6th and Thursday 7th March

Venue: **MKN - Wolfenbüttel**

1. **Present**

Martin Ubl MKN

Adam Lawrence CESA

Phil Williams Victor Manufacturing

Keith Warren CESA (conference call)

1. **Action Points**

Below are the outlined action points following the meetings held on 6th and 7th March 2019.

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| Strategic Focus | Issue | Action |  |
| Internal communications | *Seen as the most pressing issue* - There is an internal communication issue which needs to be addressed in order to make EFCEM more progressive. | Develop an overarching strategy building on the following actions to determine the root cause and provide a solution. P.W to drive strategic Board review. | |
| EFCEM mission & communication | Protect members against negative influences from outside influences and worldwide competition (Asia, US, etc.) and to fight for it’s members rights on this “higher“ level = Value for the money. | Provide information and coordination on a higher, European level.  Also, it is a coordination function and a bridge to our even stronger partner Orgalime.    Clear description, and explanation regarding the tasks of EFCEM and the National Associations.  Both parties have defined responsibilities and clearly defined tasks. No conflict, it belongs and works together in a transparent and understandable manner. | |
| EFCEM member responsibilities and lack of wholesale engagement | There is a difference in perception of what membership requirements are for national associations and manufacturers. Some see it as a purely representative role whilst others are fully involved. | • Produce a member survey to understand what EFCEM members see as EFCEM’s role is.  • Update member statute requirements | |
| New member drive | To increase membership we need to define a target list to enable a strategy, however certain EFCEM member associations are not willing to divulge the information. | Research a target list and personally approach the National Associations to provide collaborative structured strategy. This needs to involve all members of EFCEM.  For this we have to collect the necessary information (countries, contacts, persons, etc.) first.  Potential countries/associations are e.g: Poland, Spain, Portugal, Baltic States, Czech Rep, Norway, Finland, … | |
| Cultural change | Due to the lack of engagement and priority EFCEM is very much reactive as opposed to proactive. | Clearly define member responsibilities. | |
| External communications /  Increase face-to-face engagement | Lack of outward facing engagement to build the EFCEM brand and repertoire. | • Newsletter; twice a year with content from each Chair covering each all Working Groups to ensure involvement. 1st after General Assembly, 2nd just before HOST Milan.  • EFCEM email sign-off to be included on all member emails.  • Centralised list detailing all EFCEM meetings and industry shows (holistic view)   * EFCEM stand/hub at HOST Milan; invite top 20 manufacturers – Presentation on ‘How EFCEM works’, what it does… * EFCEM infographic; an easy to understand visualisation of the corporation from the top down:  1. EFCEM 2. National Associations 3. Local manufacturers (target grp) | |
| Promotional activity: Case Studies / Best Practice | Lack of awareness surrounding the positive work that EFCEM does. | * Demonstrate the benefits to the Nat. Associations and their manufacturers, being engaged with EFCEM. * Identify exemplary, some impressive success-examples / best practice examples of the last years. * Shows the importance having a representation at the highest level  in Brussels: this is only EFCEM. | |
| Highlight how EFCEM representation also takes place at a global level | Members are not aware of this as EFCEM member associations aren’t communicating the benefits | Communication delivered at GFESS  (Global Foodservice Equipment Suppliers Summit) | |
| Improve EFCEM’s marketing proposition and publicity | Empower members with the knowledge and resources to ‘sell’ EFCEM and motivate on side of the National Associations to advertise for EFCEM. | Produce a media pack/toolbox (physical and digital) to include guidelines on how to sell and promote EFCEM with supporting collateral.  (Logos, stand-up displays, posters, etc….) | |
| EFCEM vision and mission statement  EFCEM 2.0 | Scope and role are outlined, there is need for a clear vision and mission. | Determine a clear vision for EFCEM  to future-proof the organisation and shape the strategy  EFCEM of tomorrow has to renew itself to become a much stronger and self-reliant association.  We have to create EFCEM 2.0 and to answer the questions:   * What is the strategic orientation  of tomorrow? * Vision and Mission statement? * What are the subjects EFCEM is taking care for on a higher level and in accordance with the work and tasks of the Nat. associations * How can we inspire the Nat. associations and it‘s members? * What are the important topics EFCEM should be involved  to create and influence the “important“ matters.   -          …….    A workshop should be organised | |
| Understand the market perceptions of EFCEM (to support EFCEM 2.0). | Need to bridge the gap between national associations and their members to establish a common ground and mitigate the fear that enticing new members to EFCEM will affect their revenues and membership numbers  This is a basis work for all future actions and EFCEM 2.0. Survey should be organized together and in agreement with the Nat. associations. | Push out a standardised survey/questionnaire via member associations to members.  • What do they know about EFCEM?  • What do they expect from EFCEM?  • What is important to them? – this will define a common goal and find out whether companies identify with EFCEM.  From a strategic point of view it must be a basic requirement for EFCEM to know the member companies in the various countries and to have access for direct communication and information.    This is a precondition to generate a stronger profile and importance of EFCEM | |

1. **Timeframe for deliverables**

* Beginning of April – feedback required from WG5 (two-week deadline)
* Mid-April – WG5 Video Conference Call
* May – formulate presentation
* 18th / 19th June – Stockholm, EFCEM General Assembly