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# *Activity Plan 2017*

## *of the Publishing and Marketing Committee*

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### **1. Committee's Internal Organisation**

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The PMC has a chair (Frank Hovorka) and a co-chair (Francesca R. d'Ambrosio). Publishing Committee is in charge of managing REHVA brand, sales policy and advertising policy in REHVA publications, and production of REHVA promotion material in cooperation with REHVA Office.

Publishing and Marketing Committee will have an annual meeting with both voting and corresponding members during the General Assembly of REHVA. Voting members will have operative meetings between general assemblies, to where also corresponding members and other interested participants are welcome.

In 2017, the PMC should renew its membership and ask every Member Associations and PMC members to delegate, reconfirm or cease membership in the committee. PMC core members that haven't attended any meeting for a year, will be automatically moved to the list of the corresponding members.

Members of Editorial Board are helping the Editor to plan each issue, to give ideas of possible authors of each topic and evaluate proposed articles, if needed. Each member of Editorial Board shall supply minimum one paper a year. Publishing Committee may appoint a guest editor for a specific issue of the journal.

### **2. Strategic Objectives of the Committee**

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The objective of REHVA Publishing Committee is to manage and develop REHVA publications to increase the visibility of REHVA values and disseminate information to REHVA Members and Supporters.

REHVA publications are at the moment:

- REHVA Journal
- REHVA Website
- REHVA Technical reports
- REHVA Guidebooks
- REHVA Newsletters

### **3. Strategic Activities of the Committee in 2017**

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The main aim of 2017 will be a total rebranding of REHVA and all its promotion material such as brochures, gadgets, leaflets, posters, roll-ups and all communication/promotional material. REHVA will also create a promotional video of the Federation in order to show it during fairs, conferences as well as on Social Media. The rebranding should be done to achieve more visibility and to be more modern and catchy.

#### *REHVA Website*

Regarding the website, the REHVA Restricted Area credentials should be automatized in 2017 as well as all the REHVA GBs should be available in eGuidebook format in the REHVA Restricted Area. Doing this, REHVA will ensure a higher number of subscribers and the office won't be overloaded sending out credentials manually.

## REHVA Guidebooks

In 2017, three new Guidebooks will be published:

- Introduction to Building Automation, Controls and Technical Building Management
- Displacement Ventilation
- Fire Safety in Buildings - Smoke Management Guidelines

A fourth one could be also ready to be published in 2017: Indoor environment in historic buildings (PDF).

Special sale of GB#5-GB#6-GB#10-GB#11-GB#12-GB#13 will be organized during events and during the Summer, in order to sell off those guidebooks and update them in the future.

The PMC and TRC have to decide which guidebooks should be revised in 2017: GB#1 – GB#6 – GB#11. In 2017, REHVA could offer an additional service to those who would like to buy the REHVA Guidebooks: create quick preview, on the REHVA eShop, of the list of content for each Guidebook. Plus, REHVA office will take care of asking authors of GB#15, GB#16, GB#18, GB#19, GB#21 to provide us the PPT in order to have all of them on the REHVA Website.

New agreements with BEUTH and KNOVEL will be finalized in 2017 regarding the selling and visibility of the REHVA Guidebooks as well as the REHVA brand.

## REHVA Dictionary

The PMC, in 2017, will recreate the PET in order to update the REHVA Dictionary and restart working on it.

An App for the REHVA Dictionary will be created in 2017 in order to promote the work REHVA have done in creating the REHVA Dictionary. The REHVA Dictionary webpage was in 2016 the most visited one.

## **4. Expected Outcomes in 2017**

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Creating a Dictionary App, rebranding REHVA, publishing REHVA Guidebooks, uploading more material on the REHVA Restricted Area, should increase the REHVA visibility not only in Europe but also abroad. The Main aim is to renovate REHVA image offering to our Members and Supporters more services as well as higher quality information and materials.

## **5. Meetings**

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- London, 2 April 2017 during the REHVA Annual meeting
- Brussels, 13 November 2017 during the REHVA Brussels Meeting

## **6. Budget Plan**

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Activity	Cost (€)
Travel Staff	€ 5.000,00
ACREX activities	€ 15.000,00
Website (maintenance and updates)	€ 9.000,00
Promotional Material	€ 2.000,00
Exhibition Costs	€ 10.000,00
Guidebooks printing and graphical design (GB printed 8000€ - GB PDF 4500€)	?
Guidebooks handling and postage	€ 3.000,00
REHVA Journal	€ 55.000,00
Publishing and Marketing Committee	€ 3.000,00
<b>TOTAL</b>	<b>?</b>

## 7. Members

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### Core Members of Publishing and Marketing Committee:

Frank Hovorka, Chair (France)  
Francesca R. d'Ambrosio, co-chair (Italy)  
Jacques Benoist (France)  
Marianna Brodatch (Russia)  
Guangyu Cao (Finland)  
Karel Kabele (Czech Republic)  
Renato Merati (Italy)  
Stefan Jakab (Sweden)  
Thomas Terhorst (Germany)  
Maija Virta (Finland)  
Andy Ford (UK)

### Corresponding Members of Publishing and Marketing Committee:

Richard Beuhorry-Sassus (France)  
Dusan Petras (Slovakia)  
Siru Lönnqvist (Finland)  
Zoltan Magyar (Hungary)  
Livio Mazzarella (Italy)  
Per Rasmussen (Denmark)  
Olli Seppänen (Finland)  
Manuel Gameiro de Silva (Portugal)  
Geza Matuz (Hungary)  
Branko Todorovic (Serbia)