

Minutes of Meeting

Executive Committee – Supervisory Board – MS Teams Meeting

May 18th 2020

16:00 until 17:00 CET/UTC+1

Participants EC:

Hans Mayer – President	(HM)
Harald Strehling – Secretary	(HS)
Soren Rasmussen – Treasurer	(SR) not connected

Participants SB:

Marc Arendt – MRO/Airline	(MA)
Carlos Unger – OAM/OEM	(CU) not connected
Gary Merten – Type Training	(GM)
Edwin de Vries – Basic Training	(EdV)

Follow-up to the Agenda from May 14th

Strategical Topics

1. EC Strategy development
 - a. As per the feedback from 70th GA the EC had a brainstorming session on future strategies and activities.
 - b. The aim was to**
 - i. Look find improvements for the existing cost structure for future meetings and activities
 - ii. Find possible sponsors and to sharpen the image of our foundation.

HM stated that we need to attract young people by the way of using new technologies and social media.

MA confirms this way to reach the younger generation but reminds us, that this would need permanent updates and posting in order to be recognized.



As for the professional network LinkedIn should be used. An EAMTC group should be formed

GM suggested that members should send contributions, being peer reviewed.

HM – need to find a balance between commercial and best practice postings.

GM – we should find somebody for public relations / press reviews.

HM knows a company which on search engine optimization, will contact them for further information.

HM – we take the input from the GA to make our “Guidance and Recommendation Material” public so it becomes industry standard.

- what does a member then get for his membership?
 - o the complete presentations
 - o can use his member contacts on LinkedIn
 - o indicates membership in the EAMTC foundation and lining up for our common vision and innovative work (member logo to be shown)

MA – have commercial presentations only on Social Media (SM) and keep out of GA

- tease in Social Media (SM) for our papers

GM – use abstracts in SM for more – subscribe.

HM – we could publish GA presentations

HS – we would have to get approvals from the presenters to do that.

GM – let presenters sign a general release .

GM – What about a sponsorship for an EAMTC scholarship

HM – not sure how active our members would be in commercial or SM. Our course finder on our website is not used – nothing is happening there.

HS – we could advertise our course finder in the SM.

GM – what is our distribution rate / spread?

- Needs to be evaluated because it is the base for potential commercial investors
- EC will investigate

HM – our clientele is international; we should show how wide one organization is reaching out.



MA – our website is only useful when we are known.

- the more you share the more known you become
- existing members should give us more visibility.

HM – we'll discuss it further in EC and look into having professional help to get away from insider club.

GM – a professional company should give us this impact.

HM – will investigate what would be involved.

- A professional assessment shall be initialized, how to
 - Start, maintain, share
 - SM, print media

All agree

MA – show our members logos on the SM with a minimum posting once per week.

HM – it needs constant sharing and replying.

Topics to be discussed with the SB:

- **Sponsoring:**

Possible elements valid for sponsoring by the industry:

- Guideline / program / for execution of a competency based basic training program.
- Guideline about Aircraft Documentation
 - Clear use of...
 - Reduction of maintenance errors
 - Increase efficiency of work/performance
- Provision of sales booths in connection with GA to advertise books, courses, new training devices etc.
- EU funding for participation in educational programs (Erasmus, ...)

GM – customers should get EAMTC merchandise

HM – reminds SB about our roll-ups. Was a big hassle to get them from Toulouse to Bodeo – now they are sitting in Bodeo. It required a big administrative action – too much.

MA – more to the hosts.

GM – what about an on-line store for paraphernalia?

MA – with Liebherr and THD as new members we should promote to pay for advertisement booths at GA and have extra time for commercial activities outside the GA like WATS, longer breaks for networking should be considered

HM – think of members, who have a stand already today – like Andy Gold - idea

- Member may pay less
- Guest pay more

HM – extending the meeting to 3 days might be too much for the members.

EdV – if GA was only once per year 3 days would be OK.

GM – we could charge for promotional lanyards, pens, pads and bags.

HM – this has always been the privilege of the host, would be different if EAMTC is hosting and a member from outside EU is co-hosting.

- **Future GA meetings with > 150 participants:**

- Problem:

With increasing number of participants >150 at GA it is difficult to find hosts who are willing / capable of paying for conference room, coffee breaks, lunches, transport to social event, etc.

By paying the participation fee of € 150 to host for each participant a member sending 4 people twice a year ($150 \times 8 = 1.200$) costs EAMTC almost as much as membership fee charged (1750). In addition, EAMTC pays for invitees and NAA's also the participation fee.

- Costs for host organization increase
- Costs for EAMTC increase
- Avoid raise of Membership fee
- Be fair regarding small/big member organizations
- Being able to invite guests and NAA's without fee

HM – if we find sponsoring, what is the trade off?

A GA with >170 participants makes it more difficult for a place and the resulting cost. EC looked into organizing a GA in Cologne to get maximum EASA staff to participate, but the charges for hotel and event were too high.

GM – would be an opportunity for a member from outside EU as Co-host

- Proposal:

- Introduce max. 1 participant free per member to GA
- Allow host to send more participants but compensate only 1
- Introduce a participation fee for > 1 member of €
- EASA / NAA's / guests invited by EC – no charge.
- Reduce EAMTC participation fee cost due to ...1. and ...2. to max €
?

- Effect:



- + Reduce EAMTC cost
- + Reduce Host cost
- + Get more hosts to come forward
- - A bit higher costs for participating members

GM – we could charge all members € 150,- to participate, if more than 4 members charge the additional € 250,- each

HM – NAA should not be charged up to 2, but for more 150,- each

All agree

MA – 2 free members per GA is OK. If they have applied for the 2019 discount next GA only 1 free.

- NAA's should pay for the evening event.

HM – sums up : 2 members as well as 2 NAA for free, rest pays € 150,-

- host can have his staff attend but gets compensated only for 2 as well.
- NAA's should not be asked for evening event payment as this important for the networking of our members
- invitees free up to 2, additional pay.
- EASA staff no charges

GM – host should be allowed to use his staff.

- All agree and
- The new 2/2 rule should be fixed in the by-law for the compensation rates.

- **Sharpen EAMTC image**
 - more colorful GA's
 - More commercial (... presentations...)?
 - Go public and advertise support by members?
 - e.g. Zimex as EC host
 - e.g. LTT as EC host
 - More articles in industry publications?

GM – invite the press to our GA's

- advertise in AMT/AES ourselves, how do we present ourselves, why become a member.

MA – if we sponsor and publish the event i.e. in Frankfurt, there might be too many people. What if 300 show up, we suffer from our own success. Take one step at the time. Be professional in SM, Ads are too expensive.

GM – advocating to grow within the next 3 months, just put it on the RADAR to be interested to get vendors, but we cannot do it all at once.

MA – if EAMTC is hosting, than go the way WATS goes.

HM – members want to host themselves to promote their facilities.

MA – if you ask members to host, you get different reactions.



GM – all valid points to the different circumstances.

- find one size that fits most
- try to find co-sponsored locations

HM – to find a location close to Cologne with lower rates, Bonn the former Capitol of Germany.

- can be reached by train or flight and is easily accessible for EASA staff.
- ask EMB, Cathay, Etihad as co-sponsor and find suitable conference hotel for 2021
- find out how travel takes off again and lifting of restrictions

HM to do the research and contact high-level EASA members (Ralf Erkmann and or Jesper Rasmussen) to attend.

The next EC -SB meeting was agreed to take place on June 22nd 16:00 CET