**Interlegal Marketing Committee Notes**

**6th November 2015**

**Bangkok**

**Present:** Bill Blum (Chairman) USA

Adam Booc Hungary (President)

Emmanuel Reveillaud Luxembourg

Alexandre Dupont Thailand

Jeremy Shulman England

Ruud Voorvaart Netherlands

Fernando Trevino Nunez Mexico

Miguel Neto Brazil

**Apologies:** Daniel Vitolo Argentina

Frederic Letendre Canada

Gabriele Brand-Ogris Austria

Ramon Bado Uruguay

**In attendance:** John Ansbro Interlegal Officer

Colin Russell Interlegal Officer

Other Interlegal members attending General Assembly

1. New Member Development
2. Egyptian firm referred via Miguel Neto is still interested in membership and is a potential attendee for the New York general assembly.
3. Feedback from Nikos Margaropoulos (new member from Greece) on the network:
   1. Remove information on price from marketing material
   2. Provide more information on the approval process
   3. Undertake some social media activity
   4. Emphasise that this is a rigorous process
4. Nikos knows good firms in Serbia, Bulgaria, Turkey, Cyprus and the Philippines
5. Firm from Croatia (Matekovic Law Firm) now a member but yet to attend a meeting

1. IBA
2. Focus for IBA to be on targeting and following up specific people from specific firms/jurisdictions that are of interest as follows:
   1. Agree in advance who is going to attend IBA
   2. Agree countries/jurisdictions to be targeted in advance
   3. Using the directory of registered firms, make contact with firms of interest in advance of conference to introduce Interlegal and suggest a meeting at the conference
   4. Meet interested firms at IBA
   5. Follow up post IBA with firms we think are suitable
3. Colin Russell to co-ordinate preparation pre conference and follow up on any IBA leads
4. Website/SEO/Social Media
5. Update was provided on work to date on SEO project including introduction of proposals from two companies contacted to date
6. A short brief about this project was requested for use in securing interest from additional SEO providers in other locations (eg India, SE Asia, Eastern Europe)
7. Approval given to proceed with project to review effective solutions for SEO with a view to having shortlisted proposals available for demonstration and decision at the New York General Assembly
8. Consider using Linked In marketing facility
9. Colin to monitor Linked In group and other website related activity/enquiries
10. Other Items
11. Chambers, INTA, Consuls and other business related bodies to be reviewed for the purposes of developing useful relationships for awareness raising - initially we need to establish which organisations are known to us and by whom (I can co-ordinate this if you wish)
12. More focus to be given to participation in Eura Audit meetings
13. Christian Fischele to confirm schedule of forthcoming Eura Audit meetings