**Interlegal Marketing Committee Notes**

**14th December 2015**

**By Telephone Conference**

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

Adam Booc Hungary (President)

Emmanuel Reveillaud Luxembourg

Jeremy Shulman England

Frederic Letendre Canada

Gabriele Brand-Ogris Austria

Ramon Bado Uruguay

**Apologies:** Alexandre Dupont Thailand

Daniel Vitolo Argentina

Ruud Voorvaart Netherlands

Fernando Trevino Nunez Mexico

Miguel Neto Brazil

**In attendance:** Colin Russell Interlegal Officer

Nikolaos Margaropoulos Greece

1. Minutes of Previous Meeting (6th November 2015 - Bangkok)

Approved without further comment.

1. New Member Development
2. Frederic Letendre to send details of Colombian firm that might be interested in membership so that Colin Russell can contact them.
3. Colin and Ramon Bado both met Peruvian firm at IBA in Vienna and Ramon will follow up with them.
4. Nikos Margaropoulos (new member from Greece) has knowledge of a number of firms that might have an interest in becoming members and will put them in touch with Colin including the following:
   1. Serbia
   2. Bulgaria
   3. Nigeria
   4. Ghana
   5. Philippines
   6. Slovenia
5. Colin to contact firm in Turkey met at the IBA by both Ramon and Colin
6. Colin confirmed that an application had been received from Nosko & Partners in Slovakia and that we were expecting an application imminently from a Cyprus firm AI Kitsios LLC.
7. Bill confirmed that following feedback from Nikos and discussion in the Executive Committee, the reference to membership costs was to be removed from the homepage of the Interlegal website.

1. Website/SEO/Social Media
2. Colin to follow up web developer to arrange for new member details to go onto website.
3. SEO briefing document was discussed and agreed. Colin to send to firms with whom contact has already been made and others to send details of other firms to be contacted by Colin.
4. Colin to take up administration of Linked In group with support from Charles at Yulex - Frederic to put Charles in touch with Colin.
5. Agreement reached for proposal to take up enhanced Linked In membership at a cost of $500 - Bill to discuss at next Executive Committee meeting.
6. Twitter account usage to be reviewed also.
7. EuraAudit
8. Mutual attendance at key conferences and meetings to be encouraged.
9. EuraAudit meeting in Uruguay at end of January to be attended by Ramon.
10. Colin to ask Christian Fischele to re-confirm schedule of forthcoming Eura Audit meetings.
11. Other Initiatives
    1. Relationships with other networks:
12. Executive committee to discuss FICAC relationship at their next meeting on 21st December.
13. Colin to report back on INTA at next meeting.
14. No action to be taken with regard to relationships with Chambers of Commerce at present.
15. Newsletters

Colin to request volunteer to swap with Jeremy for January.

1. Next meeting

Wednesday 17th February at 10.00 EST