**Interlegal Marketing Committee Notes**

**21st June 2016**

**By Telephone Conference**

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

Gabriele Brand-Ogris Austria

Ramon Bado Uruguay

Jeremy Shulman England

Emmanuel Reveillaud Luxembourg

Frederic Letendre Canada

**Apologies:** Ruud Voorvaart Netherlands

Adam Booc Hungary (President)

Alexandre Dupont Thailand

Daniel Vitolo Argentina

Fernando Trevino Nunez Mexico

Miguel Neto Brazil

**In attendance:** Colin Russell Interlegal Officer

Charles Daoust Canada

1. Minutes of Previous Meetings (14th May - New York)

Approved without further comment.

1. New Member Development
2. Update provided on current potential new member applications:
   * 1. Egypt - Application to be presented in Barcelona in October
     2. Cyprus - Application being presented in Barcelona in October (potential for two firms)
     3. Dominican Republic - Application received
     4. Malta - Application expected shortly
     5. Romania - Application expected shortly
     6. Tunisia - Application expected shortly
     7. Lebanon - Enquiry in progress
     8. UAE - Enquiry in progress
     9. Turkey - Two enquiries received without further progress
3. Helpful feedback has been provided with regard to the enquiry from the Turkish firm Firat Izgi showing the reasons for their decision not to proceed with their enquiry. Colin to circulate this email around the Marketing Committee.
4. Website/SEO/Social Media
5. Bill and Colin provided an update as to progress with regard to the SEO initiative with an initial meeting having been held in early June and most activity to date focusing on information gathering.
6. Catch Global Marketing have drafted a PR release for them but it was agreed to ask them to draft a joint PR statement for agreement by the Executive Committee.
7. Frederic has developed an online poll for recently joined members to complete to enable us to gain information about their reasons for choosing Interlegal instead of another network. Colin will be sending this out in June.
8. Catch Global Marketing have produced some early thoughts as to themes for social media and other communications. It was agreed that emphasis should be placed on business law and commercial issues.
9. It was agreed that the first four monthly priority themes would be Banking, Real Estate, Business & Planning and Intellectual Property. Colin to feed this back to Catch.
10. It was also agreed that the proposal to produce daily social media output was unrealistic and that weekly output was more feasible. Colin to feed this back to Catch.
11. It was agreed to consider the use of Facebook, Linked In and other social media alongside the discussions with Catch Global but Colin Russell and Charles Daoust (Yulex) to continue to make some initial activity in the meantime.
12. It was agreed that a subcommittee would be active in interacting with Catch Global, including the anticipated “kick-off” meeting with them. The subcommittee would consist of Bill Blum, Frederic Letendre, Emmanuel Reveillaud, and possibly other interested committee members to be added, and would be assisted by Colin Russell and Charles Daoust.
13. EuraAudit
    1. It was agreed to look for opportunity to develop contact with EuraAudit members in advance of the meeting in Barcelona in October.
    2. Colin to get a list of EuraAudit members and circulate to Interlegal members.
14. Other Initiatives
    1. Relationships with other networks:
15. It was suggested that FICAC members be invited to Montreal general assembly meeting in 2017.
16. All to think about use of INTA conference for developing links with potential new members.
    1. Newsletters

Newsletter contributions are as follows:

* + 1. July - Daniel Vitolo (Argentina)
    2. August - Ramon Bado (Uruguay)
    3. September - Juan Palma (Chile)
    4. October - Emmanuel Reveillaud (Luxembourg)
    5. November - Miguel Neto (Brazil)
    6. December - Shulmans (England)
    7. January 2017 - Frederic Letendre (Canada)
  1. Newsletter frequency

Colin to contact contributors to request moving to twice monthly newsletters.

1. Next meeting

Thursday 4th August 10.00 EST (New York) by telephone conference.