**Interlegal Marketing Committee Notes**

**17th February 2016**

**By Telephone Conference**

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

Jeremy Shulman England

Gabriele Brand-Ogris Austria

Ramon Bado Uruguay

**Apologies:** Adam Booc Hungary (President)

Emmanuel Reveillaud Luxembourg

Frederic Letendre Canada

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 (14th December 2015 - By Telephone Conference)

Approved without further comment.

1. New Member Development
2. Frederic Letendre and Colin Russell have contacted potential Colombian member but early indications suggest no interest at present.
3. Peruvian firm met at IBA in Vienna has also been followed up but is not expected to pursue membership at this stage
4. A number of firms have been suggested by Nikos Margaropoulos and the update is as follows :
   1. Serbia - Application received and expected to attend in New York
   2. Bulgaria - Not likely to proceed
   3. Nigeria - Expressed interest but awaiting application
   4. Ghana - No progress to report as yet
   5. Philippines - No progress to report as yet
   6. Slovenia - Potential interest and will be helped by Serbian application (see above - Serbia applicant is Consul for Slovenia in Serbia)
5. The Turkish firm also met at IBA by Ramon and Colin is still being followed up.
6. Colin confirmed that an application had been received from Nosko & Partners in Slovakia and this firm is attending in New York
7. Applications have also been received from AI Kitsios LLC in Cyprus and EIF Law in Egypt and these are expected to attend in Barcelona in October.
8. It was mentioned that the costs for the New York assembly had been an issue for one or two prospective new member attendees and it was agreed that Bill would raise with the Executive Committee whether any cost reduction concessions could be made for new applicants.
9. All are encouraged to think of opportunities to recommend new firms especially from our target markets. Colin is to issue the list of target markets (see attached).

1. Website/SEO/Social Media
2. Colin provided an update as to new developments on the website as follows:
   * New members’ details now on list of firms pages
   * New case studies added in all languages (now ten in total)
   * Russian language pages now operational
   * New downloadable application form in place and removal of fees from home page
   * New Interlegal brochures will be added to members’ area shortly
3. Responses to SEO proposal document were discussed. It was agreed to hold a separate meeting on 3rd March to focus solely on discussing SEO proposals and responses. Colin to produce and circulate a document comparing key aspects of the responses from companies in advance of this meeting.
4. It was agreed to delay slightly the use of the Linked In premium facility until more clarity is obtained on the SEO proposals but Colin to still liaise with Charles Daoust at Yulex on maximising benefit of existing group.
5. EuraAudit

Colin has received dates of forthcoming international EuraAudit meetings and will circulate to the membership.

1. Other Initiatives
   1. Relationships with other networks:
2. Proposals being developed and circulated By Executive Committee regarding agreement with FICAC.
3. Colin to report back on INTA at next meeting.
4. Newsletters

Colin to encourage more news items generally. Fernando Trevino Nunez (Mexico) has produced February newsletter and Jeremy Shulman (England) will produce the newsletter for March.

1. Next meeting

Thursday 3rd March at 10.00 EST