**Interlegal Marketing Committee Notes**

**3rd March 2016**

**By Telephone Conference**

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

Gabriele Brand-Ogris Austria

Ramon Bado Uruguay

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

Emmanuel Reveillaud Luxembourg

Jeremy Shulman England

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

Charles Daoust Canada

1. Website/SEO/Social Media
2. Four proposals have been received for SEO: Catch Global Marketing (Portugal), Human Equation (Canada), PI Consulting (USA) and Skywave Solutions (Thailand).
3. Following discussion of various aspects of the four proposals received, it was agreed that more clarity is required and therefore it was agreed to invite each for a telephone/Skype interview to present their proposals in more detail and answer specific questions from the Marketing committee.
4. From there it was agreed that the process would be to review the proposals with a view to having a recommendation or shortlist to present to the Marketing Committee for consideration in New York in May.
5. It was agreed to have a sub-section of the marketing committee to review the proposals in detail and make the selection(s) for consideration in New York. The sub-section is Bill Blum, Ramon Bado, Gabriele Brand-Ogris, Charles Daoust, Emmanuel Reveillaud and Colin Russell.
6. Colin is to draw up a framework/discussion area document (with key questions) for agreement by the sub section prior to interviews with companies.
7. It was agreed to invite the companies to attend a discussion/presentation meeting with this sub-section during w/c 21st March.