**Interlegal Marketing Committee Notes**

**19th April 2016**

**By Telephone Conference**

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

Gabriele Brand-Ogris Austria

Alexandre Dupont Thailand

Frederic Letendre Canada

Emmanuel Reveillaud Luxembourg

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

Ramon Bado Uruguay

Jeremy Shulman England

Daniel Vitolo Argentina

Ruud Voorvaart Netherlands

Fernando Trevino Nunez Mexico

Miguel Neto Brazil

**In attendance:** Colin Russell Interlegal Officer

Charles Daoust Canada

Sebastian Lopez Interlegal Webmaster

1. Website/SEO/Social Media
2. The meeting was called to review the outcome of the interview calls with the four companies that have submitted proposals for support for Search Engine Optimisation (SEO) and associated services.
3. Following discussion of various aspects of the four proposals received, it was agreed that the proposal from Skywave Solutions would not be pursued as it was not felt to support all the requirements and was restrictive in terms of access to future development on the website. The other three proposals were considered to be closer to our requirements.
4. It was also agreed that the proposal from Catch Global Marketing seemed to offer the best fit in terms of meeting requirements, flexibility, approach and cost.
5. It was suggested that Human Equation should be contacted by Frederic Letendre to establish whether a more competitive quote could be obtained as their proposal, although of interest, was prohibitively expensive.
6. Subject to the outcome of Frederic’s enquiry with Human Equation, it was agreed that Colin would contact Catch Global and Human Equation to advise them that they are our shortlisted proposals, to invite them to consider whether any further opportunity exists to review costs and to ask them to make themselves available to present to the Marketing Committee in May either in person or by Skype.
7. It was agreed to have a final call to review the two shortlisted proposals and produce a recommendation for the Marketing Committee and General Assembly in May. This call will take place on Thursday 28th April at 10.00amEDT/16.00CET