**Interlegal Marketing Committee Notes**

**29th April 2016**

**By Telephone Conference**

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

Gabriele Brand-Ogris Austria

Ramon Bado Uruguay

Frederic Letendre Canada

Emmanuel Reveillaud Luxembourg

Adam Booc Hungary (President)

**Apologies:** Alexandre Dupont Thailand

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 conduct a further review of the two shortlisted proposals from companies for support for Search Engine Optimisation (SEO) and associated services.
3. Since the last meeting on 19th April, the two shortlisted companies (Human Equation from Canada and Catch Global Marketing from Portugal) had been contacted to give them opportunity to provide a further revised proposal with more advantageous pricing. Human Equation had provided a revised proposal with reduced costs and Catch Global Marketing had provided a commitment to reduce their pricing proposal further.
4. Following further discussion it was agreed to put forward the proposal from Catch Global Marketing to the Marketing Committee in New York as it still seemed to offer the best fit in terms of meeting requirements, flexibility, approach and cost.
5. It was agreed that Colin would contact Catch Global to confirm their participation by Skype in the Marketing Committee meeting on 14th May and to require them to confirm their best possible pricing offer in advance of the meeting (based on a balance of reducing cost/increasing hours).
6. The next meeting of the Marketing Committee on 14th May in New York at 14.00EDT will consider this final presentation by Catch Global Marketing and then be asked to ratify the decision to proceed with Catch Global Marketing to deliver the SEO and associated services.