**Interlegal Marketing Committee Notes**

**14th May 2016**

**New York**

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

 Gabriele Brand-Ogris Austria

 Ramon Bado Uruguay

 Adam Booc Hungary (President)

 Emmanuel Reveillaud Luxembourg

 Frederic Letendre Canada

Alexandre Dupont Thailand

Daniel Vitolo Argentina

Fernando Trevino Nunez Mexico

 Miguel Neto Brazil

**Apologies:** Jeremy Shulman England

 Ruud Voorvaart Netherlands

**In attendance:** Colin Russell Interlegal Officer

 Other Interlegal members attending General Assembly

1. Minutes of Previous Meetings (17th February 2015, 3rd March 2015, 19th April 2015, 29th April 2015 - All By Telephone Conference)

Approved without further comment.

1. New Member Development
2. The list of target member locations was reviewed and the following are to be contacted based on existing member contacts (keep Colin Russell informed as to progress):
	* 1. Malta - Jean-Charles Gardetto (Monaco)
		2. Japan - Uday Ahlawat (India)
		3. Macau - Joao Paulo Menezes Falcao (Portugal)
		4. Algeria - Jean-Charles Gardetto (Monaco)
		5. Morocco - Jean-Charles Gardetto (Monaco)
		6. Ireland - Nikos Margaropoulos (Greece)
		7. Israel - Nikos Margarapoulos (Greece)
		8. Bulgaria - Nikos Margarapoulos (Greece)
		9. Philippines - Nikos Margarapoulos (Greece)
		10. Sweden - Soren Locher (Denmark)
		11. Finland (to be added to priority list) - Soren Locher (Denmark)
		12. UAE - Joao Paulo Menezes Falcao (Portugal)
3. Update provided on current potential new member applications:
	* 1. Egypt - Application to be presented in Barcelona in October
		2. Slovakia - Application being presented in New York
		3. Cyprus - Application being presented in Barcelona in October
		4. Serbia - Application being presented in New York
		5. Nigeria - Application being presented in New York

1. Website/SEO/Social Media
2. Bill and Colin provided an update as to progress with regard to the SEO initiative and this was followed by a presentation by Skype by the preferred supplier, Catch Global Marketing of Lisbon in Portugal. It was agreed to provide a recommendation to the General Assembly to contract with Catch Global to provide the SEO services.
3. 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.
4. 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.
5. EuraAudit
	1. It was agreed to look for opportunity to attend EuraAudit meetings where possible to continue to develop good relations (details of known meetings to be circulated separately).
	2. It was also suggested that EuraAudit members could be used as part of the review process for new members if required.
6. Other Initiatives
	1. Relationships with other networks:
7. FICAC agreement to be signed at General Assembly meeting
8. Colin to report back on INTA at next meeting following attendance at INTA conference by members from Shulmans LLP.
	1. Newsletters

Newsletter contributions were agreed 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. Next meeting

Tuesday 21st June at 10.00 EST by telephone conference