**Interlegal Marketing Committee Notes**

**4th August 2016**

**By Telephone Conference**

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

Adam Booc Hungary (President)

Ramon Bado Uruguay

Jeremy Shulman England

Emmanuel Reveillaud Luxembourg

Frederic Letendre Canada

**Apologies:** Ruud Voorvaart Netherlands

Alexandre Dupont Thailand

Daniel Vitolo Argentina

Fernando Trevino Nunez Mexico

Miguel Neto Brazil

Gabriele Brand-Ogris Austria

**In attendance:** Colin Russell Interlegal Officer

Charles Daoust Canada

1. Minutes of Previous Meetings (21st June by telephone conference)

Approved without further comment.

1. New Member Development
2. Update provided on current potential new member applications:
   * 1. Egypt - Application to be presented in Barcelona in October
     2. Cyprus - Application being presented in Barcelona in October (potential for two firms)
     3. Dominican Republic - Application received
     4. Malta - Application received
     5. Romania - Application expected shortly
     6. Tunisia - Application expected shortly
     7. Lebanon - Enquiry in progress
     8. UAE - Enquiry in progress
     9. Turkey - Two enquiries received without further progress
3. List of target countries reviewed for new membership. All encouraged to consider how to engage with potential member law firms in these target countries. EuraAudit members in these locations might be a good source of introduction.
4. Website/SEO/Social Media
5. Bill and Colin provided an update as to progress with regard to the SEO initiative. Following the initial period of information gathering, initial recommendations have now been issued for the following areas: technical search engine optimisation, strategic marketing and digital marketing (including social media). Colin to circulate the proposals around the committee members.
6. Catch Global Marketing are also to produce a check list of best practice for individual member firms so as to enable them to maximise the profile of Interlegal membership.
7. Catch Global Marketing have drafted a joint PR statement which will be released shortly.
8. Frederic has developed an online poll for recently joined members to complete to enable us to gain information about their reasons for choosing Interlegal instead of another network. Colin sent this out in July and results are to be collated.
9. Catch Global Marketing have produced recommendations for themes for social media and other communications. The first four topics are to be banking, real estate, business and planning and intellectual property.
10. A Linked In page has been created and all are encouraged to join - the themes for articles are to follow the above schedule.
11. It was proposed that we hold a couple of practical workshops at the Barcelona General Assembly meeting focusing on social media and website best practice.
12. Sponsorship
    1. Discussion was held around feasibility of attracting sponsorship support for certain marketing activities or events. Frederic agreed to come up with some suggestions for Montreal.
13. Eura Audit
    1. Details of EuraAudit members have been circulated and all to make contact with their local EuraAudit contacts ahead of the Assembly in Barcelona.
14. Other Initiatives
    1. Relationships with other networks:
15. FICAC members be invited to Montreal general assembly meeting in 2017.
16. Interlegal to be updated with details of relationship with FICAC
17. Colin to liaise with Rob Lucas at Shulmans regarding using INTA conference for developing links with potential new members.
    1. Newsletters

Newsletter contributions are as follows:

* + 1. August - Ramon Bado (Uruguay) and Juan Palma (Chile)
    2. September - Emmanuel Reveillaud (Luxembourg) and Miguel Neto (Brazil)
    3. October - Jeremy Shulman (England) and Frederic Letendre (Canada)

1. Next meeting

Thursday 15th September at 10.00 EST (New York) by telephone conference.