**Interlegal Marketing Committee Notes**

**15th September 2016**

**By Telephone Conference**

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

Jeremy Shulman England

Emmanuel Reveillaud Luxembourg

Frederic Letendre Canada

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

Ramon Bado Uruguay

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 (4th August by telephone conference)

Approved without further comment.

1. New Member Development
2. Update provided on current potential new member applications:
   * 1. Egypt - Application may be presented in Barcelona in October
     2. Cyprus - Applications from two firms being presented in Barcelona in October
     3. Dominican Republic - Application received
     4. Malta - Application being presented in Barcelona in October
     5. Romania - Application received
     6. Tunisia - Application expected shortly
     7. Lebanon - Enquiry in progress
     8. UAE - Application expected shortly
     9. Turkey - Two enquiries received without further progress
     10. Russia - Enquiry received from another Moscow firm.
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. It was agreed for the listing to be sent around again and reviewed at next Marketing Committee meeting.
4. Website/SEO/Social Media
5. Bill and Colin provided a progress report with regard to the SEO initiative. Recommendations for further improvements have now been issued following the initial audits for the three key areas: technical search engine optimisation, strategic marketing and digital marketing (including social media). Colin to send summary of activity to Bill Blum for review.
6. Some concerns raised about the progress with Catch Global so far and their understanding of the needs of the network - to be addressed in Barcelona.
7. Catch Global Marketing are producing a check list of best practice for individual member firms so as to enable them to maximise the profile of Interlegal membership and this will be presented in Barcelona.
8. Catch Global Marketing have produced recommendations for themes for social media and other communications. The first two topics were banking and real estate and will be followed by business and planning and intellectual property.
9. A Linked In page has been created and all are encouraged to join - the themes for articles are to follow the above schedule. There are around 50 followers so far -more needed.
10. Frederic has been allocated time at the Barcelona General Assembly meeting to run practical workshops for members focusing on social media and website best practice.
11. Agreement in principle reached to develop a Facebook page for Interlegal.
12. Sponsorship

Frederic will be working on suggestions for the Montreal General Assembly.

1. Eura Audit

Details of EuraAudit members have been circulated and all are encouraged to make contact with their local EuraAudit contacts ahead of the Assembly in Barcelona.

1. Other Initiatives
   1. Relationships with other networks:
2. FICAC members be invited to Montreal general assembly meeting in 2017.
3. Colin to liaise with Rob Lucas at Shulmans regarding using INTA conference for developing links with potential new members.
4. Seven members from Interlegal will be attending the IBA conference in Washington and have each been allocated countries to try to find law firms from that might be interested in membership.
   1. Newsletters

Newsletter contributions are as follows:

* + 1. September - Emmanuel Reveillaud (Luxembourg) and Miguel Neto (Brazil)
    2. October - Jeremy Shulman (England) and Frederic Letendre (Canada)

Volunteers for the next six months will be requested at the Barcelona General Assembly meeting.

1. Next meeting

Sunday 23rd October at 1.30pm CET in Barcelona.