**Interlegal Marketing Committee Notes**

**23rd October 2016**

**Barcelona**

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

Adam Booc Hungary (President)

Jeremy Shulman England

Emmanuel Reveillaud Luxembourg

Frederic Letendre Canada

Alexandre Dupont Thailand

Fernando Trevino Nunez Mexico

Gabriele Brand-Ogris Austria

**Apologies:** Ramon Bado Uruguay

Ruud Voorvaart Netherlands

Daniel Vitolo Argentina

Miguel Neto Brazil

**In attendance:** Colin Russell Interlegal Officer

Tania Lamerton Viegas Catch Global Marketing

Rui Bras Inesting

Other Interlegal members attending conference in Barcelona

1. Minutes of Previous Meetings (15th September by telephone conference)

Approved without further comment.

1. Website/SEO/Social Media
2. Presentation provided by representatives of Catch Global Marketing and Inesting covering review of SEO project and progress to date followed by presentation for members on best practice for member websites and overview of social media activity. Colin to make presentation available to members on website members’ area or via email on request.
3. Catch representatives to prepare memo with checklist of basic tips.
4. Members can contact Catch/Inesting for help with any aspect of implementation of best practice.
5. Members to nominate an individual in each firm to be a point of contact and ‘champion’ for Interlegal social media activity and provide details to Colin.
6. New Member Development
7. Update provided on current new member applications:
   * 1. Egypt - Application presented in Barcelona
     2. Cyprus - Applications from two firms presented in Barcelona
     3. Dominican Republic - Application received
     4. Malta - Application presented in Barcelona
     5. Romania - Application received
     6. Tunisia - Enquiry in progress and application expected
     7. Lebanon - Two enquiries progress
     8. UAE (Abu Dhabi) - Enquiry in progress and application expected
     9. Turkey - Two enquiries received without further progress but one new enquiry recently received
     10. Russia - Enquiry received from another Moscow firm.
8. 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 to add the following countries to the priority list:
   1. Turkey
   2. Australia
   3. South Africa
9. Sponsorship

It was agreed in principle to consider sponsorship of future activities and events and Frederic and Bill to consider options for Montreal 2017 assembly and other opportunities.

1. Other Initiatives
   1. Newsletters

Newsletter contributions agreed as follows:

* + 1. November - Milena Noskova (Slovakia) and Emmanuel Reveillaud (Luxembourg)
    2. December - Caroline Berube (China/Singapore) and William Blum (USA)
    3. January - Joao Paulo Menezes Falcao (Portugal) and Fernando Trevino Nunez (Mexico)
    4. February - Adam Booc (Hungary) and Christoforos Iouannou (Cyprus)
    5. March - Jeremy Shulman (Shulmans) and Gabriele Brand-Ogris (Austria)
    6. April - Nikolaos Margaropoulos (Greece) and Alexandre Meyriaux (France)
    7. May - Pawel Koehler (Poland) and Albert Sant i Pont (Spain)

1. Next meeting

Tuesday 10th January at 10.00 EST/16.00 CET by telephone conference

NB Social Media event on Wednesday 7th December at 10.00 EST/16.00 CET