**Interlegal Marketing Committee Notes**

**10th January 2017**

**By Telephone Conference**

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

Frederic Letendre Canada

Ramon Bado Uruguay

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

Jeremy Shulman England

Emmanuel Reveillaud Luxembourg

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

Nikolaos Margaropoulos Greece

Jim Wright England

1. Minutes of Previous Meetings (23rd October in Barcelona)

Approved without further comment.

1. New Member Development
2. Update provided on current potential new member applications:
   * 1. Dominican Republic - Application received
     2. Romania - Application received
     3. Israel – Two live enquiries received via IBA attendance
     4. Lebanon - Enquiry in progress
     5. UAE – One live enquiry received via IBA attendance
     6. Ireland - One live enquiry received via IBA attendance (offer of support from Jim)
     7. Bosnia & Herzegovina – One live enquiry received via EuraAudit member
3. Discussion around target and other markets as follows:
   * 1. Turkey – Nikos to contact two firms he knows
     2. Israel – Nikos to contact firm he knows
     3. SE Asia – Nikos to review FICAC contacts for potential interest
     4. Japan – Jim to contact IP firm he knows and Ramon to contact firm he knows
     5. South Korea – Frederic to contact IP firm he knows
     6. Colombia – Frederic to follow up with firm he knows
     7. Peru – Ramon to follow up with firm he knows
     8. Algeria and Morocco – Frederic to follow up with firms he knows
     9. Sweden – Bill to follow up with former member firm
     10. Australia – Will be focus for 2017 IBA activity
4. Website/SEO/Social Media
   1. Bill and Colin provided a progress report with regard to the SEO initiative.
      1. Activity underway to implement technical improvements and also to populate website with appropriate keywords to improve search engine rankings.
      2. Proposals have been developed by Catch for review including Blog and Newsletter.
      3. Social media activity discussed. Currently have 70 Linked In followers and 72 Facebook followers.
      4. Jim suggested idea to start sequence of 140 business top tips on Twitter. Bill and Colin to review with Jim and progress.
5. Next SEO meeting with Catch on 19th January will consider redesign of newsletter. Committee agreed not to pursue this development at this stage.
6. Next SEO meeting with Catch will also consider creation and publication of performance metrics.
7. Themes for future webinars were discussed and the following suggestions agreed: social media, tax and also topics from Linked In themes.
8. Sponsorship

Frederic updated on developments for the Montreal General Assembly. So far we have interest from Thomson Reuters and SafeBrands (domain name management company).

1. Eura Audit

Jim updated that there is a conference in London in the autumn and the Interlegal General Assembly in Leeds will be scheduled to ensure no conflict and to enable attendance if desired.

1. Other Initiatives
   1. Relationships with other networks:
2. Frederic and Nikos to discuss opportunity for FICAC member involvement around Montreal general assembly meeting in May. Next FICAC meeting is in Tel Aviv in March.
3. Colin to liaise with Jim and colleagues at Shulmans regarding using INTA conference in Barcelona in May for developing links with potential new members.
4. Next IBA meeting will be in Sydney in October. Colin will present proposals at next meeting.
   1. Newsletters

Newsletter contributions are as follows:

* + 1. January – Joao Paulo Menezes Falcao (Portugal) and Fernando Trevino Nunez (Mexico)
    2. February – Adam Booc (Hungary) Christoforos Ioannou (Cyprus)
    3. March - Jeremy Shulman (England) and Gabriele Brand-Ogris (Austria)

1. Next meeting

Monday 13th March at 10.00am EST/4.00pm CET.