**Interlegal Marketing Committee Notes**

**13th March 2017**

**By Telephone Conference**

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

Frederic Letendre Canada

Emmanuel Reveillaud Luxembourg

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

Jeremy Shulman England

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

1. Minutes of Previous Meetings (10th January by telephone conference)

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 – Application received via IBA attendance
     4. Lebanon - Enquiry in progress
     5. UAE – One live enquiry received via IBA attendance
     6. Ireland - One live enquiry (referral via Shulmans)
     7. Bosnia & Herzegovina – One live enquiry received via EuraAudit member
     8. Turkey – One live enquiry (referral via Scientia Legis)
     9. Japan – Possible enquiry via Shulmans
3. Discussion around target and other markets as follows:
   * 1. Morocco – Frederic to contact firm he knows about membership
     2. South Korea – Frederic to contact firm he knows about membership
     3. Australia – Bill to consider introduction to firm he knows
     4. Israel – Nikos discussing membership with firm he knows
4. Executive committee has asked for firms to be proposed in Japan, South Korea, Sweden and Australia so that they can be contacted with an offer of free registration for attendance at General Assembly meeting in Montreal.
5. Website/SEO/Social Media
   1. Bill referred to regular SEO sub-committee meetings by way of update and progress reports published along with Executive Committee notes – key highlights
      1. Keywords implemented in English and now working on internal and external links
      2. Blog being developed.
      3. Jim’s suggested idea to start sequence of 140 business top tips on Twitter being considered – follow up request for volunteers.
      4. Social media activity ongoing - new topics being developed.
      5. First set of performance metrics received at last SEO sub-committee meeting.
6. Progress with regard to SEO project will be reviewed in Montreal and to include:
   1. Review of metrics and overall progress made
   2. Presentation about how to exploit the outcomes of the SEO project
   3. Creation of video(s) showing Interlegal clients talking about benefits of working with Interlegal firms
7. Sponsorship

Frederic updated on developments for the Montreal General Assembly – discussions progressing with Thomson Reuters and SafeBrands.

1. Eura Audit
2. Representatives of EuraAudit will be present in Montreal.
3. Working towards next joint meeting in Luxembourg in autumn 2018
4. Other Initiatives
   * 1. Relationships with other networks:
5. FICAC representatives have been invited to attend in Montreal.
6. Colin in contact with Shulmans and others regarding participation at INTA conference in Barcelona.
7. Next IBA meeting will be in Sydney in October. Colin will present proposals at next meeting.
   * 1. Newsletters:
        + 1. Next contributors are:

March - Jeremy Shulman (UK) and Gabriele Brand-Ogris (Austria)

April - Nikolaos Margaropoulos (Greece) and Alexandre Meyriaux (France)

May - Pawel Koehler (Poland) and Albert Sant i Pont (Spain)

* + - * 1. Next contributors to be agreed in Montreal but it was agreed that monthly topics would be agreed in advance and circulated prior to the next Marketing Committee meeting. Volunteers would then agree to a particular topic in a particular month.

1. Next meeting

Friday 12th May at 11.30am

Hotel Nelligan Place Royale