**Interlegal Marketing Committee Notes**

**12th May 2017**

**Montreal**

**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

**(by telephone)** Tania Lamerton Viegas Catch Global Marketing

Fernando Guerreiro Inesting

Vanessa Marcos Inesting

Other Interlegal members attending conference in Montreal

1. Minutes of Previous Meetings (13th March 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 proposals for future activity.
3. Discussion following presentation confirmed agreement to continue with SEO/social media activity but to find the most cost-effective way to proceed with the proposals from Catch for the next 12 months.
4. Members agreed with suggestion from Frederic Letendre for Yulex personnel to take over responsibility for social media output. Frederic to draw up a proposal for consideration by SEO sub-committee.
5. New Member Development
6. Update provided on current new member applications:
   * 1. Turkey - Application to be presented in Leeds
     2. Israel - Application to be presented in Leeds
     3. Dominican Republic - Application to be presented in Leeds
     4. Romania - Application to be presented in Leeds
     5. Lebanon - Two enquiries in progress
     6. UAE (Abu Dhabi) - Enquiry in progress and application expected
     7. Kosovo – Enquiry in progress
     8. Bosnia & Herzegovina – Enquiry in progress
     9. Australia – Enquiry from new firm of former member, Robin King
7. List of target countries reviewed for new membership. All encouraged to consider how to engage with potential member law firms in these target countries. South Africa, Ireland, Japan, Australia, South Korea, Peru and Colombia seen as particular priority markets.
8. Sponsorship

After success of arrangements for sponsorship of activities and events for Montreal, it was considered that this should continue to be a consideration for the future.

1. Other Initiatives
   1. Newsletters

Newsletter contributions agreed as follows (reflecting subsequent adjustments and subject to individual confirmation):

* + 1. June - Milena Noskova (Slovakia) and Emmanuel Reveillaud (Luxembourg) - Corporate
    2. July – Irena Nikasheva (Russia) and William Blum (USA) – Tax
    3. August – Fernando Trevino Nunez (Mexico) and Jim Wright (UK) – Labour and immigration
    4. September - Adam Booc (Hungary) and Uday Ahlawat (India) – Real Estate
    5. October – Joao Paulo Menezes Falcao (Portugal) and Steffen Lorscheider (Germany) - Corporate
    6. November - Nikolaos Margaropoulos (Greece) and Bruno Provencher-Bordeleau (Canada) – Technology and E-Commerce
    7. Dates to be confirmed – Alexandre Dupont (Thailand) for E-Commerce and Juan Eduardo Palma (Chile) for Banking
  1. Relationships with other networks
     1. FICAC – Participation in Montreal
     2. INTA – Being attended by representatives from Shulmans, Yulex and Spieker & Jaeger
     3. IBA – Proposal for Sydney meeting to be discussed in General Assembly

Robin King firm will be holding reception in Sydney and Interlegal members are invited

1. Next meeting

To be confirmed separately