**Interlegal Marketing Committee Notes**

**17th September 2018 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  Ramon Bado  William Blum  Frederic Letendre (Chair)  Gabriele Brand-Ogris  João Paulo Menezes Falcão  Emmanuel Reveillaud  Nikolaos Margaropoulos  In Attendance  Colin Russell (Officer)  Tania Lamerton Viegas (Catch Global)  Duarte Canario (Inesting)  Vanessa Marcos (Inesting)  Apologies  Uday Ahlawat  Miguel Neto  Alexandre Dupont  Ibrahima Bah  Ferran Escura  Jim Wright |  |
| 1. Minutes of the Previous Meeting   Minutes of 6th August meeting were accepted without further comment. | Schedule 2 |
| 1. Social Media    1. Frédéric introduced his colleague Marjorie Côté who will be taking on the responsibility of Interlegal’s social media activity from Amélie Paquette.    2. The Member of the Week feature is being well received. Marjorie still has a number of these to publish but more are required. Colin is to send out a reminder to members to send the details to Marjorie.    3. Frédéric is still planning to do something on the In A Nutshell feature with members in Luxembourg and will advise more details in due course.    4. João Paulo will be attending the FICAC World Congress of Consuls in October in Brussels. Colin and Marjorie are to post on social media. 2. SEO    1. Duarte and Vanessa reported an increase in website visits from all sources and an increase in the time being spent on the website.    2. We need to work on a new infographic. The theme is to be agreed (possibly the law in films?) and Frédéric will liaise with Tania on this.    3. The post of Steffen Lorscheider with Hannah Koehler about her secondment to Germany from Poland has been the most liked. 3. Marketing (Catch Global)    1. The next two blogs (7 on content sharing and 8 on differentiation) need to be distributed. Frédéric is going to publish these on the webzine.    2. The focus of the next blogs should be on practical steps for members to help the recruitment of new members. 4. Website    * 1. Frédéric presented the latest version of the new website and provided a detailed walkthrough of the sections developed so far including the Members’ Area, news and events sections. There will be a separate meeting on 9th October to review in more detail.      2. Some sections of the website still require translation (eg specialisms) and the following people are to organize the missing translation: João Paulo – Portuguese, Gabriele – German, Andrea – Spanish and Colin – Russian. 5. New Members Development    1. Colin updated on new member recruitment activity. We still only have two live applications and enquires are slowing down.    2. A proposal to incentivize members for recruiting new members has been developed by Colin and will be presented in Luxembourg.    3. It is expected that following the sad loss of Laura Christa in August, her firm Christa & Jackson will be closed down so we need to think about the possibility of recruiting a new west coast USA member. 6. Newsletters    1. We need to recruit new volunteers for the next six months of newsletters after the Luxembourg meeting. The new topics also need to be agreed and may include arbitration and IP. Frédéric will share further thoughts on topics to be included. 7. Chambers and Legal 500    1. The evaluation of our application for Chambers listing is now underway and referees are being contacted by Chambers. Members of the Executive Committee also have an interview with Chambers on 20th September.    2. Possible listing in Legal 500 was also discussed based on the information provided by Colin. Several committee members spoke of the value of the listing but the investment of £5,000 per year is very significant and so it was decided to wait for the outcome of the Chambers listing, and the impact of that, before considering further. 8. Joint Book Project    1. João Paulo provided an update on the project which is now at the stage where members are writing individual chapters for their countries and currently this work is proceeding to plan. | Schedule 3 |
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| 1. Next Meeting   Tuesday 9th October at 08.30 EDT/14.30 CEST to review the new website.  Monday 29th October in Luxembourg, time to be confirmed. |  |