**Interlegal Marketing Committee Notes**

**13th October 2017 – 08h30 EST (Summer Time)**

**Conference Call**

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| 1. Welcome / Quorum   Present  Jeremy Shulman  Joao Paulo Menezes Falcao  Frederic Letendre (Chair)  In Attendance  Colin Russell (Officer)  Apologies  William Blum  Andrea Pissceda  Nikos Margaropoulos  Emmanuel Reveillaud  Uday Ahlawat  Miguel Neto  Ramon Bado  Ibrahima Bah  Gabriele Brand-Ogris  Alexandre Dupont |  |
| 1. Minutes of the Previous Meeting   Agreed with no comments. | Schedule 2 |
| 1. Social Media    * 1. Traffic Increase : Both Linked In and Facebook traffic increasing due to relevance and interest of content.      2. Member of the Week: This will continue as it is popular and drives traffic      3. Next Project : This will be “In a Nutshell” – a series of 1 minute videos of members talking on their firm/interesting topics– will start to do some in Leeds.      4. Suggestions: Re-Edit member videos on website to make them more dynamic. Colin to upload originals to Dropbox and Joao Paulo to contact production company (Lisbon based) | Schedule 3 |
| 1. SEO    * 1. Metrics continue to improve and indicate that SEO activity carried out by Catch/Inesting is delivering positive results. | Schedule 4 |
| 1. Website    * 1. Modernisation: Frederic has received feedback from website experts that the website content is good but is not well organized. Initial indications show that a budget of around €15-25,000 would be required to rebuild the website with modern functionality eg blog etc.   Frederic will ask relevant companies to bid (including Catch) and prepare proposals for the meetings in Leeds. |  |
| 1. Catch’s Proposal    * 1. Catch Global have responded with a slightly amended counter proposal with SEO at €500/month and marketing consultancy at €750/month which is agreed subject to Treasurer approval.   Colin to set up a call with Tania from Catch to discuss and agree way forward. | Schedule 6 |
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| 1. New Member Development    * 1. Update   Colin updated and will add latest report to Dropbox. Colin to contact potential new member in Lebanon. |  |
| 1. News Letters/Updates    1. Volunteers For November And After to be agreed in Leeds and will be required to publish content on agreed topics which Frederic will propose in Leeds.    2. All News Update authors are required to produce a short abstract which can be used in social media. |  |
| 1. Chambers application    1. So far two members have provided case studies and referees. The Executive Committee members have been invited to produce at least two publishable and non-publishable case studies and referees. We will review the position at the end of the month. | Schedule 9 |
| 1. Inventory of the members’ communication, marketing and content resources    1. Topic to be carried forward to next meeting but in the meantime, Colin will send list of social media ‘volunteers’ to Frederic. |  |
| 1. Varia/AOB    1. Gabriele Brand-Ogris’ ideal for an Arbitration Guide was agreed and will now be presented to the General Assembly by Adam Booc.    2. Approval was also given to the proposal to contribute to the regular EuraAudit publication.    3. Frederic also shared an idea to build a questionnaire for members on topics of interest and then use a writer to write up for publication. Will discuss further in Leeds.    4. Will discuss use of non-English articles/posts in Leeds. | Schedule Varia |
| 1. Next Meeting   Friday 3rd November in Leeds after lunch. |  |