**Interlegal Marketing Committee Notes**

**3rd November 2017 – 1h30 GMT**

**Leeds**

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| 1. Welcome / Quorum   Present  William Blum  Nikolaos Margaropoulos  Emmanuel Reveillaud  Uday Ahlawat  Miguel Neto  Ibrahima Bah  Alexandre Dupont  Jim Wright  Jeremy Shulman  Joao Paulo Menezes Falcao  Frederic Letendre (Chair)  In Attendance  Colin Russell (Officer)  Eric Mercanton (EuraAudit)  Other Interlegal members attending General Assembly meeting  Apologies  Ramon Bado  Gabriele Brand-Ogris |  |
| 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– volunteers required to be filmed in Leeds.      4. Newsletters: Will continue to be grouped in themes twice monthly and with authors to produce an abstract not exceeding 100 words for introducing the articles on social media. | Schedule 3 |
| 1. SEO    * 1. Metrics continue to improve and indicate that SEO activity carried out by Catch/Inesting is delivering positive results. Catch Global to be re-engaged to help with this activity (see below). | 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 €5-15,000 would be required to rebuild the website with modern functionality eg blog etc.   Proposals approved for discussion at the General Assembly meeting and then managed by Website Sub-Committee to be formed. |  |
| 1. Catch’s Proposal   Catch Global’s proposals for strategic marketing support were presented and it was agreed to engage with them for SEO support (see above) and for strategic marketing consultancy.  The focus for their consultancy will be:   * Monthly blog article on How to Use Social Media/ How to market a law firm;   • Monthly brief on trends & competitor landscape;  • Quarterly report on Interlegal's digital footprint - Social media and SEO;  • Harmonisation of Interlegal's Graphic Charter. | Schedule 6 |
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| 1. New Member Development    * 1. Update   Colin provided update – four new member firms attending in Leeds. |  |
| 1. News Letters/Updates    1. Volunteers for November and after to be agreed at General Assembly meeting and details will be circulated with the meeting minutes. |  |
| 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. It was agreed for Colin to re-send the information and forms to all members with instructions to send in details of case studies and referees by the end of January 2018. | 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 in principle. | Schedule Varia |
| 1. Next Meeting   Monday 11th December at 08.30 EST/14.30 CET by telephone conference. |  |