**Interlegal Marketing Committee Notes**

**11th December 2017 – 08h30 EST/14h30 CET**

**By video conference**

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| 1. Welcome / Quorum   Present  William Blum  Nikolaos Margaropoulos  Uday Ahlawat  Jeremy Shulman  Joao Paulo Menezes Falcao  Frederic Letendre (Chair)  In Attendance  Colin Russell (Officer)  Tania Lamerton Viegas (Catch Global)  Duarte Canario (Inesting)  Apologies  Ramon Bado  Gabriele Brand-Ogris  Emmanuel Reveillaud  Miguel Neto  Ibrahima Bah  Alexandre Dupont  Jim Wright |  |
| 1. Minutes of the Previous Meeting   Agreed with no further comments. | Schedule 2 |
| 1. Social Media    * 1. Traffic Increase : Both Linked In (150 followers) and Facebook (110 followers) traffic increasing due to relevance and interest of content.      2. Member of the Week: This will continue as it is popular and drives traffic but members are requested to use working or professional photos for this.      3. In a nut shell: Members are encouraged to produce videos for use in this as agreed 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. Consideration being given to using the Interlegal blog for this purpose. | Schedule 3 |
| 1. Catch Report    * 1. Metrics continue to improve and indicate that SEO activity carried out by Catch/Inesting is delivering positive results. Colin to circulate latest blog. 2. SEO    1. Amelie is going to match the peaks in traffic to communications to see if there is correlation.    2. Catch working on an infographic for bloggers on ‘How to find a good law firm’ | Schedule 4  Schedule 5 |
| 1. Website    * 1. Frederic will develop a survey to send to members to gather opinions about our current website as this will confirm priorities for further development. | Schedule 6 |
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| 1. New Member Development    * 1. Update   Colin provided update – four new members joined in Leeds. Two further applications in progress (Lebanon and Kosovo). | Schedule 7 |
| 1. News Letters/Updates    1. Volunteers for next six months agreed at General Assembly meeting in Leeds and details have been circulated.    2. Consideration being given to using blog for newsletters in future. | Schedule 8 |
| 1. Chambers application    1. Colin has re-sent 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. Members’ communication, marketing and content resources    1. Ad hoc communications have been received from members in Cyprus and Turkey and these have been well received so more are encouraged.    2. Ad hoc news items should not be in the official Interlegal News Update format (which is to be reserved for the agreed contributors and themes). |  |
| 1. Varia/AOB    1. EuraAudit/Interlegal joint book project – a joint committee has been established for this with Adam Booc, João Paulo Menezes Falcão and Frederic Letendre the members for Interlegal.    2. João Paulo has considered joint Interlegal/EuraAudit/FICAC meetings but this may not be possible due to FICAC member links with other accounting organisations. Other possible opportunities for collaboration are to be considered. |  |
| 1. Next Meeting   Monday 22nd January at 08.30 EST/14.30 CET by [www.zoom.us](http://www.zoom.us) |  |