**Interlegal Marketing Committee Notes**

**22nd January 2018 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  Nikolaos Margaropoulos  Uday Ahlawat  Jeremy Shulman  Joao Paulo Menezes Falcao  Ramon Bado  Gabriele Brand-Ogris  Emmanuel Reveillaud  Ibrahima Bah  Jim Wright  Frederic Letendre (Chair)  In Attendance  Colin Russell (Officer)  Amelie Paquette (Yulex)  Tania Lamerton Viegas (Catch Global)  Fernando Guerreiro (Inesting)  Apologies  William Blum  Miguel Neto  Alexandre Dupont |  |
| 1. Minutes of the Previous Meeting   Agreed with no further comments. | Schedule 2 |
| 1. Social Media    * 1. Traffic Increase : Both Linked In (more than 150 followers) and Facebook (more than 110 followers) traffic increasing due to relevance and interest of content.      2. Member of the Week: More members profiles are required now so Colin is to send out the questionnaire again.      3. In a nut shell: Members are encouraged to think about being featured in videos for use in this ahead of the next international meeting in Moscow. Also Tania might consider the next blog to cover use of video in marketing a law firm. | Schedule 3 |
| 1. Catch Report    * 1. Tania presented latest blog on how to market a law firm focusing on content marketing. Colin to circulate. 2. SEO    1. Fernando from Inesting presented draft infographic on how to find the right lawyer which is proposed will be sent to leading bloggers. Uday will review content and feedback to Fernando by 26th January. | Schedule 4  Schedule 5 |
| 1. Website    * 1. Frederic presented the website survey for completion by 15th February. Colin will circulate the link to all members. | Schedule 6 |
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| 1. New Member Development    1. Colin provided update – there are two live applications in progress (Lebanon and Kosovo). Various other enquiries are being followed up including Qatar, Tunisia and Kyrgyz Republic. Colin will add report to Dropbox. | Schedule 7 |
| 1. News Letters/Updates    1. Newsletters going well but it is not straightforward to add to the website. Colin to ask Sebas to add blog to main website (subject to time and cost). | Schedule 8 |
| 1. Chambers application    1. Colin has received about six responses and will send a reminder so that we can at least get to about ten cases by the end of January. 2. EuraAudit/Interlegal joint book project    1. João Paulo updated on the first joint meeting with EuraAudit on the book project which will be aimed at lawyers, accountants and their clients and will focus on the specific topic of company formation and in the main countries where members from both organisations are present. Members will be requested to provide information for this later in the year. | Schedule 9  Schedule 10 |
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| 1. Varia/AOB    1. FICAC President and wife to be invited to Moscow meeting with gala dinner free of charge in reciprocation for Instanbul visit for João Paulo. Future meetings will probably be at own expense. |  |
| 1. Next Meeting   Monday 5th March at 08.30 EST/14.30 CET by [www.zoom.us](http://www.zoom.us) |  |