**Interlegal Marketing Committee Notes**

**16th April 2018 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  Uday Ahlawat  Joao Paulo Menezes Falcao  Ramon Bado  Emmanuel Reveillaud  Jim Wright  William Blum  Frederic Letendre (Chair)  In Attendance  Colin Russell (Officer)  Tania Lamerton Viegas (Catch Global)  Fernando Guerreiro (Inesting)  Apologies  Nikolaos Margaropoulos  Gabriele Brand-Ogris  Miguel Neto  Alexandre Dupont  Ibrahima Bah |  |
| 1. Minutes of the Previous Meeting   Agreed with no further comments. | Schedule 2 |
| 1. Social Media    * 1. Traffic: Remains stable but will be discussed in more detail in the meeting in Moscow.      2. In a nut shell: Frédéric will ask for 10 volunteers from members to do a ‘one minute comment’ on video for Moscow general assembly meeting either on the subject of ‘Why Interlegal?’ or on a subject chosen for clients. | Schedule 3 |
| 1. Catch Report    * 1. Tania presented the latest report on the subject of infographics and why they are important followed by a further review of v3 of the first Interlegal infographic. Consideration now needs to be given to future infographic topics.      2. Frédéric presented the first draft of the new Webzine which will be launched in Moscow and which was well received in the meeting.      3. Frédéric will also start work on the new blog.      4. It was agreed that copies of the member website guidelines launched in Barcelona should be made available in Moscow and that members should be reminded of them in the Moscow meeting. 2. SEO    1. Deferred to a separate meeting for Frédéric and Tania. | Schedule 4  Schedule 5 |
| 1. Website    * 1. Frédéric presented the proposals for the re-structuring and improvement of the existing website and potential suppliers have until 4th May to respond with their proposals. 2. New Member Development    1. One new member will be present in Moscow (BK Associés from Tunisia).    2. There is a possibility of a late application from Mills Oakley in Australia (Robin King’s firm) and messages of support have been requested to be sent to Robin by members who know him. 3. Newsletters    1. A new set of volunteers will be required for News Updates in Moscow. Frédéric will produce a set of topics and these will include the following:       1. GDPR       2. Intellectual Property       3. Brexit       4. Real Estate       5. Taxation       6. Partner/Shareholder Agreements       7. Directors’ Duties    2. It was also agreed that Jim Wright will consider the production of a report on Brexit for use by Interlegal with clients. 4. EuraAudit/Interlegal Joint Book Project    1. Klaus Kuchenbuch (EuraAudit) and João Paulo will make a joint presentation in Moscow on this project.    2. A joint communication about this project is being prepared for both EuraAudit and Interlegal members. 5. Chambers Application    1. Colin reported on progress with the application which is being drafted for review in Moscow.    2. A sub group will be formed to finalise the draft consisting of Frédéric, João Paulo, Alexandre Dupont, Steffen Lorscheider, Emmanuel Reveillaud, Jim Wright and Gabriele Brand-Ogris.    3. Additional case studies are still required. 6. AOB    1. João Paulo has asked Frédéric to make a presentation in Moscow of the work of the Marketing Committee including a recommendation for the development of the website for agreement by members. 7. Next Meeting   Friday 11th May at 14.00 in Moscow (local time) | Schedule 6  Schedule 7 |
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