**Interlegal Marketing Committee Notes**

**25th June 2018 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  Joao Paulo Menezes Falcao  Emmanuel Reveillaud  Jim Wright  William Blum  Frederic Letendre (Chair)  Nikolaos Margaropoulos  Gabriele Brand-Ogris  In Attendance  Colin Russell (Officer)  Tania Lamerton Viegas (Catch Global)  Fernando Guerreiro (Inesting)  Duarte Canario (Inesting)  Apologies  Uday Ahlawat  Ramon Bado  Miguel Neto  Alexandre Dupont  Ibrahima Bah  Frédéric requested that all members of the Marketing Committee take time over the summer to consider their ongoing involvement with the committee and advise Frédéric if they would prefer to make any changes. |  |
| 1. Minutes of the Previous Meeting   Minutes of 16th April meeting agreed with no further comments.  Minutes were not produced for the meeting in Moscow on 11th May. | Schedule 2 |
| 1. Social Media    * 1. Followers and traffic continue to move in a positive direction.      2. Member of the Week: Need further members to volunteer to do the ‘Member of the Week’ questionnaire.      3. In a nut shell: Frédéric has suggested that we will now try to do these via Zoom and using a professional external interviewer. More information will be provided.      4. We would like to use for social media the videos of the speakers that were taken in Moscpw – Frédéric will contact Freytak & Sons to see if this might be possible. | Schedule 3 |
| 1. Catch Report    * 1. Website traffic is up, bounce rate is also up but time spend on pages is longer.      2. Big increase in traffic from India.      3. Colin is to provide Tania with the latest list of target countries. 2. SEO    1. Website traffic was up principally because of the news items to do with GDPR (especially the article produced by Bufete Escura on Spain).    2. The new infographic was being used with modest success – input is now needed for the next one. Duarte/Fernando will suggest a potential topic.    3. Fernando/Duarte have a list of the member firms with no link to the Interlegal website and will send to Frédéric. Consideration to be given to sending communication to members on this topic and possible arranging a master class.    4. Support is required from the webmaster to complete the optimisation of the non-English language pages. | Schedule 4  Schedule 5 |
| 1. Website    * 1. Ho new report since Moscow but all documents relating to the development of the new website are now available in the website folder in Dropbox. 2. New Member Development    1. Two current applications (one from Kosovo and one from Lebanon).    2. General new membership enquiries are low currently. 3. Newsletters    1. There has been a good response to the request for volunteers for news updates and most topics are covered. Colin will provide updates when required. The topics are as follows:       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. Chambers Application    1. The application for membership was submitted online to Chambers on 31st May – just before the cut off date. We now await further communication from Chambers. 5. EuraAudit/Interlegal Joint Book Project    1. Jim Wright has now taken the place of Frédéric on this project.    2. A communication about the next stage of this project is being prepared for both EuraAudit and Interlegal members by the end of June. 6. AOB    1. Following a discussion about family law, it was agreed to raise this as a topic at the Luxembourg meeting    2. Frédéric advised that the next webzine will be online by the end of June. 7. Next Meeting   Monday 6th August at 08.30 EDT/14.30 CEST | Schedule 6  Schedule 7 |