**Interlegal Marketing Committee Notes**

**6th August 2018 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  Uday Ahlawat  Ramon Bado  William Blum  Frederic Letendre (Chair)  Gabriele Brand-Ogris  In Attendance  Colin Russell (Officer)  Özlem Kurt  Tania Lamerton Viegas (Catch Global)  Apologies  Joao Paulo Menezes Falcao  Emmanuel Reveillaud  Nikolaos Margaropoulos  Miguel Neto  Alexandre Dupont  Ibrahima Bah  Ferran Escura  Jim Wright  Frédéric advised the meeting that the only agenda item for discussion in this meeting was to review the progress of the new website development and discuss the initial proposals for the look and feel of the website. |  |
| 1. Minutes of the Previous Meeting   Minutes of 25th June meeting were not discussed but have been circulated to all participants for comment. | Schedule 2 |
| 1. Website    * 1. Members were asked for comments on the look and feel of the new website design following the email from Frédéric of 1/8/18 in which he circulated links to three possible versions of the website.      2. The consensus of the meeting was a preference for version 3.      3. Discussion was around the use of colour and whether additional colours would help. The view of the meeting was that this should be provided by the use of high quality pictures and images.      4. With this in mind, members are requested to send to Frédéric any high quality images that they have featuring members, their offices or their cities.      5. It was confirmed that at this stage, we are only concerned with look and feel and existing content will be used.      6. It was felt that it would be helpful to make the Interlegal logos more prominent.      7. It was requested to remove the Log In facility from the home page and embed into the menu instead.      8. The calls to action of ‘Become a Member’ and ‘Need Information’ will feature on every page but the ‘Need Information’ button will be changed to ‘Ask a Lawyer’. This was felt to be the best option to encourage potential clients to make contact without infringing any local laws about the marketing or advertising of a law firm.      9. A further report on progress will be given at the next meeting of the Marketing Committee. | Schedule 3 |
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| 1. Next Meeting   Monday 17th September at 08.30 EDT/14.30 CEST |  |