**Interlegal Marketing Committee Notes**

**10th December 2018 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum

PresentRamon BadoWilliam BlumFrederic Letendre (Chair)Gabriele Brand-OgrisJoão Paulo Menezes FalcãoEmmanuel ReveillaudNikolaos MargaropoulosUday AhlawatIn AttendanceColin Russell (Officer)ApologiesMiguel NetoAlexandre DupontIbrahima BahFerran EscuraJim Wright |  |
| 1. Minutes of the Previous Meeting

Minutes of 17th September meeting were accepted without further comment. There were no minutes prepared from the meeting in Luxembourg on 29th October as this was utilized solely for demonstrating the new website. | Schedule 2 |
| 1. Social Media
	1. Frédéric introduced Roseanne Bourque who will be taking on the responsibility of Interlegal’s social media activity from Marjorie Côté.
2. Marketing
	1. Frédéric introduced two proposals for marketing support received from external agencies. The first was from Catch Global whose current assignment is completed. It proposes a continuation of existing activity for around €14,400. The second is from a Canadian company Mercadex with an alternative focus and a more modest cost of around €6000.

It was agreed for Colin to draft a formal Request for Proposals (RFP) document which following agreement could be sent to these two companies and others suggested by members. Following receipt of these proposals, a decision can be made as to how to proceed. The RFP should cover recruitment, SEO services and market research/strategic marketing.1. Website
	* 1. Frédéric presented an update on progress with the new website. He confirmed that the bugs identified have been fixed and we propose to go live with the new website within the next week. Progress on planning the transition to date has been slow due to communications difficulties with the existing webmaster.
2. New Members Development
	1. Various suggestions were discussed tr address this important issue including using third parties (eg EuraAudit, employing a specialist, using AI solutions linked to Linked In and others. It was agreed that Colin should follow up the outcomes resulting from requests from members for a law firm in non-member countries as these usually receive responses that could be potential new members.
	2. A proposal to incentivize members for recruiting new members was presented in Luxembourg but not adopted.
3. Newsletters
	1. There has been a temporary suspension of newsletters during the website migration but the new schedule agreed in Luxembourg will commence in December using Mailchimp.
	2. Frédéric asked for a volunteer to help Colin and Frédéric with proofreading of newsletters and articles.
4. Christmas Video
	1. The proposed new Christmas video was approved for use by members.
 | Schedule 4 |
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| 1. Next Meeting

Monday 21st January 2019 at 08.30 EDT/14.30 CEST via Zoom. |  |