**Interlegal Marketing Committee Notes**

**21st January 2019 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  William Blum  Frédéric Letendre (Chair)  Gabriele Brand-Ogris  João Paulo Menezes Falcão  Emmanuel Reveillaud  Nikolaos Margaropoulos  Uday Ahlawat  Ibrahima Bah  In Attendance  Colin Russell (Officer)  Roseanne Bourque  Apologies  Ramon Bado  Miguel Neto  Alexandre Dupont  Ferran Escura  Jim Wright |  |
| 1. Minutes of the Previous Meeting   Minutes of 10th Decmber meeting were accepted without further comment. | Schedule 2 |
| 1. Request for Proposal    1. The draft Request for Proposals (RFP) in respect of the provision of marketing services from external suppliers was discussed and agreed subject to minor amendments from Frédéric to specify in more detail the exact nature of the technical SEO support required and also to amend the deadline date for submissions to 1st March.    2. It was also agreed that companies with proposals can bid for all the services required or just any one or two.    3. All members are encouraged to send the final version to businesses they know that can help.    4. A decision on which suppliers to use will be made in the next meeting of the Marketing Committee. 2. Website    1. Frédéric and Colin will arrange to contact each member to encourage them to complete their profile on the website.    2. Frédéric will look at whether the format of the list of members can be made more tidy and will also investigate the problem of not being able to add your own firm’s website to the profile.    3. Frédéric will arrange for the partner logos of EuraAudit and FICAC to have direct links to their websites.    4. The additional language translations have now all been received so these pages will go live in the next 2-3 weeks.    5. The following items will be added to the website;       1. Budapest Arbitration Day       2. Greece General Assembly       3. India General Assembly       4. News updates from members 3. New Member Development    1. Colin reported that it remains very quiet with regard to enquiries and applications with nothing new received since the last meeting. All are to forward details of potential members in target countries.    2. Recruitment of additional members in the USA was discussed and it was agreed that this was to be encouraged. The focus for this should be areas outside of current coverage eg California, Florida (Miami), Chicago, Texas.    3. It was agreed that United States will be considered as one jurisdiction for the purposes new enquiries or applications for membership and the appropriate procedures will be followed. 4. Newsletters    1. Colin updated that there had been a pause in the circulation of newsletter updates during the period of migration to the website but the new schedule had been circulated to volunteers and newsletters should start going out again in January using Mailchimp. 5. Chambers    1. Colin updated that we were still waiting for a report back from Chambers but this is expected imminently. 6. EuraAudit Joint Book Project    1. As there are five countries with chapters missing from either the Interlegal member (Russia, Denmark and China) or the EuraAudit member (Belgium and Brazil,) the book will now have 16 chapters. Shulmans have agreed to conduct the initial editing process and the target for publication is April/May.    2. It is expected that member firms receive one copy free of charge. 7. Any Other Business    1. The Budapest Arbitration Day needs to be publicized on the website and on social media, including a registration link if this can be arranged - Frédéric will look into whether this is possible.    2. Details of the arrangements for the next General Assembly meeting in Thessaloniki will be made available online at the end of January together with registration links.    3. There will be a FICAC board meeting in New York in early March (7/8) and Nikos will arrange for Bill Blum to be invited.    4. Both FICAC and EuraAudit Presidents will be invited to the Greece General Assembly meeting. | Schedule 3 |
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| 1. Next Meeting   Monday 4th March 2019 at 08.30 EDT/14.30 CET via Zoom. |  |