**Interlegal Marketing Committee Notes**

**15th April 2019 – 08h30 EST/14h30 CET**

**By Zoom video conference**

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| 1. Welcome / Quorum   Present  William Blum  Frédéric Letendre (Chair)  João Paulo Menezes Falcão  Uday Ahlawat  Nikolaos Margaropoulos  Ramon Bado  In Attendance  Colin Russell (Officer)  Apologies  Miguel Neto  Alexandre Dupont  Ferran Escura  Jim Wright  Emmanuel Reveillaud  Ibrahima Bah  Gabriele Brand-Ogris |  |
| 1. Minutes of the Previous Meeting   Minutes of 4th March meeting were accepted without further comment. | Schedule 2 |
| 1. Request for Proposal for Marketing Services    1. Following the extension of the deadline for the responses to the Request for Proposals (RFP) in respect of the provision of marketing services from external suppliers, Frédéric presented an updated analysis of the proposals received to date. Based on the submissions received to date, Frédéric considered that the proposals from Mint Logix was the strongest for the first part of the proposals in connection with SEO and strategic marketing support and Stent for the later tactical activity with regard to new member recruitment. This was agreed by the Committee.    2. It was agreed for Colin to draft a recommendation for submission to the next Executive Committee meeting on 29th April. Colin will send the draft to Frédéric for agreement prior to submission.    3. Frédéric also asked for members to give consideration to the possibility of sharing some of the costs for the Stent activity, I order to enable more extensive use if required. 2. Website    1. Colin to look into whether any translation text is outstanding and if so, to arrange for it to be supplied so that the additional language pages can be completed.    2. Colin is undertaking a review of individual profiles and will report back to next meeting.      1. New Member Development    1. Colin reported no further progress with regard to enquiries although at least one new application had been received from a firm in Indonesia, which is being progressed, and we are still hopeful that the applicant from Kosovo will attend in Thessaloniki.    2. We also have received an application from a firm in Spain which is being processed in line with requirements for applications in jurisdictions where we already have a member. 2. Newsletters    1. Colin updated that there had been some news items received but would follow up with volunteers on an individual basis so that the regular updates can re-commence. 3. Chambers    1. Colin updated that we were still waiting for a report back from Chambers. 4. EuraAudit Joint Book Project    1. João Paulo reported that the project is nearing completion. The final draft is now available and is being checked before going for printing in late April with copies available to members in mid-May.    2. Colin will be circulating a form for members shortly so that members can order additional copies for their firms.      1. Any Other Business    1. Frédéric asked members to consider whether hiring a student to work on content for the website and news articles would be helpful. This can be discussed at a future General Assembly meeting.    2. The 5th Annual Agribusiness and Economic Industry Summit meeting will be held in 24-26 July in New York. Frédéric asked for any interest in attending and whether it might be interesting for Interlegal to support. Bill Blum indicated possible attendance along with Frédéric. The costs of sponsorship etc appear to be too high but Frédéric will make contact to see if there is any flexibility or room for negotiation. | Schedule 3 |
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| 1. Next Meeting   Friday 31st May 2019 in Thessaloniki (time tbc). |  |