**Interlegal Marketing Committee Notes**

**31st May 2019 – 15.00**

**Thessaloniki**

|  |  |
| --- | --- |
| 1. Welcome / Quorum   Present  William Blum  Frédéric Letendre (Chair)  João Paulo Menezes Falcão  Uday Ahlawat  Nikolaos Margaropoulos  Miguel Neto  Alexandre Dupont  Jim Wright  Emmanuel Reveillaud  Gabriele Brand-Ogris  In Attendance  Colin Russell (Officer)  Interlegal members attending Thessaloniki conference  Apologies  Ramon Bado  Ferran Escura  Ibrahima Bah |  |
| 1. Minutes of the Previous Meeting   Minutes of 15th April meeting were accepted without further comment. | Schedule 2 |
| 1. Request for Proposal for Marketing Services    1. Following the receipt of responses to the request for proposals for the provision of marketing services and the recommendation made in the Marketing Committee meeting on 15th April to choose services offered by MintLogix and Stent, a proposal was made to the Executive Committee and subsequently referred to this meeting for further discussion. It was agreed to recommend a budget of €20,000 for SEO and strategic marketing support from MintLogix and up to €10,000 for new member recruitment services from Stent. This is to be put to the General Assembly meeting on 1st June for approval. 2. Website    1. There was general discussion about the website and a number of suggestions for improvement were made which Frédéric will investigate with the support team including improvement and standardisation of the membership data, improved up to date images and some improvements to the layout. 3. Social Media    1. Frédéric repeated his previous requests for more material to be supplied by members for use in social media including news items, personnel updates and member of the week submissions. 4. New Member Development    1. Colin reported no further material progress with regard to enquiries. We do have two current applications. One from a firm in Indonesia, Alfa Plamer, which is awaiting clarification on some points of detail and one from a Spanish firm, Alfonsea, which does not appear to meet the criteria for membership and therefore is not being presented to members for review.    2. All members are encouraged to look for opportunities to introduce firms to Interlegal for potential membership. 5. Newsletters    1. It was reported that the regular flow of newsletters had been interrupted since the introduction of the new website. Volunteers would be sought in the general meeting for contributions for the next six months. 6. EuraAudit Joint Book Project    1. This important project is now complete and books have now been sent to members in line with their requirements.      1. Any Other Business    1. The 5th Annual Agribusiness and Economic Industry Summit meeting will be held in 24-26 July in New York. Frédéric asked for support for sponsorship and attendance as it is believed that a number of African law firms will be present. The cost of approximately €2000 will be submitted to the General Assembly for approval. | Schedule 3 |
|  |  |
| 1. Next Meeting   Monday 15th July 2019 via Zoom. |  |