**Interlegal Marketing Committee Notes**

**15th July 2019 – 08.30EDT/14.30CEST**

**Via Zoom Conference**

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| 1. Welcome / Quorum   Present  Frédéric Letendre (Chair)  William Blum  Uday Ahlawat  Nikolaos Margaropoulos  Ramon Bado  Gabriele Brand-Ogris  In Attendance  Colin Russell (Officer)  Davinia Cutajar  Adèle Charest-Normandeau  Apologies  Ferran Escura  Ibrahima Bah  João Paulo Menezes Falcão  Miguel Neto  Alexandre Dupont  Emmanuel Reveillaud |  |
| 1. Minutes of the Previous Meeting   Minutes of 31st May meeting were accepted without further comment. | Schedule 2 |
| 1. Social Media    1. Frédéric introduced to the committee the possibility of using Hootsuite as a more efficient tool for managing our social media output. It allows you to manage all of your social media content (eg Linked In, Twitter, Facebook etc) at the same time and in one place. Cost is around $65 per month for up to 10 profiles. Frédéric will develop a proposal for consideration by the Executive Committee in August.    2. Subject to progress with Hootsuite (see above), we may consider delaying the use of Stent until later.    3. Adèle updated that Member of the Week is very popular but also reminded us that she still needs more profiles for Member of the Week to keep this going.    4. Frédéric will circulate copies of the Luxembourg videos for comment 2. Website    1. Colin is starting an exercise to complete missing profile information and make it look consistent in appearance.    2. The MintLogix contract needs to be signed by Frédéric and Jim/Alexandre.    3. Frédéric and Uday will be organizing regular progress calls with MintLogix to manage the progress of their work. 3. New Member Development    1. Colin reported that although we have not received further new applications for membership, he had contacted a number of law firms whose details were provided by Frédéric (following his INTA visit) and Jean-Charles Gardetto and this had provided a number of interesting responses from firms in Philippines, Costa Rica, Panama and Montenegro.    2. All members are encouraged to look for opportunities to introduce firms to Interlegal for potential membership.    3. It was decided not to pursue sponsorship of the Africa Agribusiness conference in New York as there would not be sufficient numbers of African lawyers to make it worthwhile. We might consider attendance only for Bill and/or Frédéric if feasible. 4. Newsletters    1. Contributors are reminded to adhere to the published schedule following the Thessaloniki general meeting. 5. Chambers    1. After a considerable delay, Chambers have been back in touch and provided feedback. They have requested a second submission in September and asked for this to reflect more on Interlegal’s interactions with the wider business world (eg events, publications, collaborations etc). Colin will work on this during August.      1. Any Other Business    1. None | Schedule 3 |
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| 1. Next Meeting   Monday 26th August 2019 via Zoom. |  |