**Interlegal Marketing Committee Agenda**

**19th July 2017 – 08h30 EST (Summer Time)**

**Conference Call**

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| 1. Welcome / Quorum   Present  Bill Blum  Jeremy Shulman  Joao Paulo Menezes Falcao  Andrea Pissceda  Nikos Margaropoulos  Emmanuel Reveillaud  Uday Ahlawat  Frederic Letendre (Chair)  In Attendance  Colin Russell (Officer) |  |
| 1. Minutes of the Previous Meeting   Agreed with no comments | Schedule 2 |
| 1. Mission and Goals of the Marketing Committee    * 1. Marketing Committee : Social Media, SEO, Website, New members, News letters      2. Executive Committee : EuraAudit-FICAC matters, Sponsorships, and other initiatives      3. Dropbox :     The main idea is to avoid overlapping and have precise role and duties of each bodies.  New members duty is a joint one for all. MC is implementing tools to recruit new members and they scout for potential new members. The Exec is taking responsibility for growth of the network and suitability of the individual applications and they are the contact point for potential new members.  Marketing committee will also focus more on clients and Frederic will liaise with Andrea for ideas on this.  Uday is using leads generation company and will send information to members for review. |  |
| 1. Social Media    * 1. Amelie Paquette’s Role and Duties   Amelie will focus on social media output (Linked In, Facebook and Twitter), producing weekly content, with abstracts from news updates and focusing on storytelling.   * + 1. Social Media Agenda   See above   * + 1. Questionnaire to members (Meet The Members)   August/September Amelie will work on interviews and draft materials with interviews on video in next 6 months.   * + 1. Suggestions   Use Ideas Box on Dropbox for suggestions. | Schedule 4 |
| 1. SEO    * 1. SEO Update   We’ve been working for a year on this project. It is long but it is essential. See Catch documents in Dropbox for details. |  |
| 1. Website    * 1. Discussion about the modernization of our Website   Need to modernize and consider moving to Wordpress or equivalent better platform.  Proposal to work over 12/18 months but present rough proposals in Leeds.  Sub committee to be formed including Fred, Colin, Uday, Andrea, Joao Paulo, Jim (Wright)  Andrea to work on producing an inventory of the website |  |
| 1. Catch’s Proposal    * 1. Counter offer to Catch   Colin to draft counter-proposal for Catch accepting SEO element and a reduced strategic marketing element only. | Schedule 7 |
| 1. New Member Development    * 1. Update   Colin to post updated report to Dropbox. |  |
| 1. News Letters    1. Need Volunteers For November ’17 And After    2. News Letters’ Abstracts For Social Media   Need new monthly topics proposals for Leeds – December ’17 to June ’18 where volunteers will be found.  Colin will ask for abstracts to accompany future news updates. |  |
| 1. Chambers application: cases and referees to suggest to the Executive Committee   Colin's proposal to use Marketing Committee to spearhead Chambers application was agreed. |  |
| 1. Inventory of the members’ communication, marketing and content resources   Frederic asked for volunteers to provide support to this effort. |  |
| 1. Varia   London Summit : Exec Committee will decide on this at next meeting (27/7). |  |
| 1. Next Meeting   To be held every two months and Frederic will circulate dates for next meeting. |  |