**Interlegal Marketing Committee Notes**

**26th August 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  Gabriele Brand-Ogris  Alexandre Dupont  In Attendance  Colin Russell (Officer)  Davinia Cutajar  Adèle Charest-Normandeau  Apologies  Ferran Escura  Ibrahima Bah  João Paulo Menezes Falcão  Miguel Neto  Emmanuel Reveillaud  Ramon Bado |  |
| 1. Minutes of the Previous Meeting   Minutes of 15th July meeting were accepted without further comment. | Schedule 2 |
| 1. Social Media    1. Frédéric reported that the Member of the Week items were being well received but that we were running out of members to feature so he has asked for more members to complete the questionnaire    2. Frédéric reported that the videos made in Luxembourg have been misplaced. We are hoping to retrieve back up copies but if not we may need to shoot them again in India. 2. Website    1. The activity with MintLogix is now underway and their initial findings with top 10 recommendations were presented by Frédéric (see attachment). Frédéric is going to select the most important 2-3 items and put a case to the Exec Committee for money to be used from the agreed budget for this (estimate €3-4,000).    2. Help will be needed from members for the translations required.    3. Hootsuite was also discussed as a more effective way of managing our social media and communications output. We can have up to eight accounts so Colin and Frédéric will consider which accounts will be the most favourable to use.    4. Colin updated that the first phase of his work on member profiles was complete with all members now having consistent basic information. The next phase is to make sure the areas of expertise are completed and photos and logos uploaded. This will be done by mid/end September.    5. Frédéric is to undertake a review of the areas of expertise we use and ask for suggestions as to any changes. 3. New Member Development    1. Colin reported that he is continuing to follow up the enquiries received from the referrals from Frédéric and Jean-Charles Gardetto including interesting responses from firms in Philippines, Costa Rica, Panama, New Zealand, Australia, Benin 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 this year. Frédéric will continue to liaise to see if there are better possibilities for participation in next year’s conference. 4. Newsletters    1. Contributors are reminded to adhere to the published schedule following the Thessaloniki general meeting. 5. Chambers    1. Colin is drafting our second submission for listing and this will be circulated for comment in early September.      1. Any Other Business    1. Uday asked for clarification about guests attending in India. | Schedule 3 |
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| 1. Next Meeting   Monday 7th October 2019 at 08.30 EDT/14.30CEST via Zoom. |  |