**Interlegal Marketing Committee Notes**

**7th October 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  Alexandre Dupont  Emmanuel Reveillaud  Ibrahima Bah  Ramon Bado  In Attendance  Colin Russell (Officer)  Davinia Cutajar  Adèle Charest-Normandeau  Apologies  Ferran Escura  João Paulo Menezes Falcão  Miguel Neto  Gabriele Brand-Ogris |  |
| 1. Minutes of the Previous Meeting   Minutes of 26th August 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 members to arrange for other members of their firms to complete the questionnaire.    2. Frédéric reported that the videos made in Luxembourg have been retrieved and circulated for initial comments. Further comment now required on the near final version as as per Adèle’s recent email.    3. Hootsuite – Frédéric circulated a list of potential participants in the initial Hootsuite trials based on Linked In profiles and connections. The required number of eight volunteers has been established. This will be used initially for Linked In only.    4. The potential usage of Stent has been postponed indefinitely due to budget and time constraints. 2. Website    1. Frédéric walked through the initial SEO recommendations from Mintlogix and secured agreement from the committee to his initial prioritization as follows:  * Page Speed Optimization * External Links * Heading Tags * Meta Tags Optimization * URLs not SEO Friendly * Become a Member Form   1. Frédéric presented the new ‘About Us’ draft text that has been developed by Adèle and Colin. It will be circulated for comment.   2. Frédéric presented on the subject of the ‘Areas of Expertise’ for the website having collated suggestions from Committee members. The final draft will be circulated for review by Davinia, Alexandre, Bill, and Frédéric.   3. Colin updated that the second phase of his work on member profiles was complete with all members now having been contacted where there are missing photos or logos. This will now be followed up until sufficient profiles are complete in this way.  1. New Member Development    1. Colin reported that following a period of more enquiries than for some time, we now have applications from both Mills Oakley in Australia and Prelevic Law Firm in Montenegro. It is hoped that both will be present in New Delhi.    2. All members are encouraged to look for opportunities to introduce firms to Interlegal for potential membership. 2. Newsletters    1. Following detailed discussion, it was agreed that we need to consider the future content and format of newsletters and consider also the best forums to use for news on the one hand and professional commentary on the other.    2. Colin made a request for more information to be provided about the case studies used in the Chamber application. 3. Chambers    1. Our second submission was made in early September and referees have already been contacted. Colin will provide further updates in due course.      1. Any Other Business    1. Uday asked for clarification about guests attending in India. | Schedule 3 |
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| 1. Next Meeting   Thursday 8th October 2019 at 1.30pm local time.  In addition to usual matters, it is hoped to have external speakers covering topics to do with SEO, brand marketing, winning customers by using the internet and Linked In.  Colin will circulate the Catch pdf produced for the Barcelona meeting three years ago that focused on the basic requirements for firms to help Interlegal SEO. |  |