

Interlegal Marketing Committee Minutes

3rd October 2022 – 08h00 EST/14h00 CET

Conf. Call – www.zoom.us

Present

Frédéric Letendre (Chair), Uday Ahlawat, William Blum, Emeline Eraud, Emmanuel Reveillaud.

In Attendance

Colin Russell (Officer), Jeff Braun, Sally Edwards

Apologies

João Paulo Menezes Falcão, Ramon Bado, Gabriele Brand-Ogris, Alexandre Dupont, Özlem Kurt.

- 1. Welcome / Quorum**
- 2. Notes of the Previous Meeting:** Agreed without further comment.
- 3. Marketing Support Update**
 - a. Frédéric welcomed our new Marketing Officer, Sally Edwards, and introduced her to the Committee. Sally gave a brief introduction of herself and overview of her background.
- 4. Marketing Plan and Performance Indicators**
 - a. Frédéric reviewed the current three years marketing plan and discussed his intentions to introduce some amendments to the plan. Some indicators may remain (eg SEO performance), however some such as events and new member acquisition may need to be revised due to not being able to focus on these as much without the presence of a Marketing Officer.
 - b. Frédéric repeated the intention to move away from the full SEO strategy and instead to focus on narrower and more focused content creation supported by a basic SEO strategy/activity.
- 5. Specialist Groups**
 - a. Uday presented his new proposals for the specialist groups, which will form part of the programme for the forthcoming General Assembly meeting in Athens.
 - b. There will now be three main groups for members to join:

Corporate and Commercial
Labour and Employment
IP, Technology, Data and Crypto

6. Next Meeting:

12th October 2022 at 10.30 EEST in Athens.

This will not follow the usual format but will instead take the form of a more practical marketing session for members covering topics such as basic social media skills, defining and reflecting benefits of membership etc.