

Interlegal Marketing Committee Minutes

9th May 2022 – 08h30 EST/14h30 CET

Conf. Call – www.zoom.us

Present

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

In Attendance

Colin Russell (Officer), Shreya Mintri

Apologies

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

- 1. Welcome / Quorum**
- 2. Notes of the Previous Meeting:** Agreed without further comment.
- 3. Marketing Support Update**
 - a. Frédéric introduced Shreya Mintri who is now our primary contact for the ongoing SEO activity as agreed earlier this year and who has been working actively since March this year.
- 4. Social Media and Website**
 - a. Shreya introduced the performance report for the period Jan-March 2022 followed by the report for April 2022. The report for April reflects the fuller impact of the work being undertaken by Shreya and her colleagues.
 - b. The Jan-Mar report shows that performance overall was down reflecting the lack of focus since the loss of the Marketing Officer in the autumn, although there are still some indicators that are OK. The website indicators are down due to the lack of focus on website activity
 - c. The April report shows improvements on social media, especially on LinkedIn. There is also an increase in traffic and improvement in most indicators for the website. Posts are being designed to reflect our target markets for new members and these seem to be doing well.
 - d. It was confirmed that we should maintain a presence on Facebook and Twitter but LinkedIn will be the primary focus for social media.



- e. Shreya shared information about the forthcoming planned activity including the upcoming themes, 'Doing Business In' articles, Member of the Week and Firm of the Month. The last week of May will focus primarily on content from the General Assembly meeting in Dubai.
- f. Shreya repeated the encouragement for more user content as this will surely drive indicators in a further positive direction.

5. New Members Development

- a. Frédéric introduced the work of Carole Ramella from GFA Consulting in Ghana who has been enlisted to work on a pilot of introductions to potential members in African countries. The work begins in May and Carole, who is a successful business consultant across Africa, will provide up to three referrals per month, initially focusing on Ghana, Morocco and South Africa and then moving to other countries in Africa. We will pay a fee of €150 for each warm introduction and then a further €350 for each one that becomes a member. The pilot starts in May.
- b. Colin provided an update on enquiries and applications for members. Kellerhals Ferguson Kroblin PLLC of US Virgin Islands will present their application for membership in Dubai. In addition, we have three live applications and around 8 other enquiries.
- c. Bill raised a query about some of the countries currently on the list of priority target markets and suggested that it would be good to discuss this further in the next committee meeting in Dubai.

6. Newsletters

- a. Newsletters have not been produced recently however Shreya has agreed to provide some support for this so we can resume at least with those focusing on internal content (eg marketing performance etc).

7. Events

- a. Currently there are no scheduled events, apart from the General Assembly meeting. Uday suggested caution about organising too many webinars or virtual events as people are tending to prefer face to face options again nowadays. It was also acknowledged that there still has to be a place for virtual meetings due to the nature of our global audience. Bill suggested looking at hybrid options perhaps linked to our physical meetings and Emeline suggested two additional events per year in between our two face to face meetings.

8. Varia/AOB

- a. Frédéric updated the meeting that we had not yet been able to find a replacement for Rosanne and so for the time being we will attempt to cover off



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most things between Shreya and her team and ourselves. We will continue efforts to recruit a replacement but may also look at short term engagements to support specific activities eg management of specific events.

9. Next Meeting:

26th May 2022 at 10.00GST (Dubai)