

**Interlegal Marketing Committee (“MC”) Minutes**

**May 10, 2021 – 08h30 EST/14h30 CEST**  
Conf. Call – [www.zoom.us](http://www.zoom.us)

**OneDrive – Marketing Committee : <https://bit.ly/3iFEKfq>**

Present

Frédéric Letendre (Chair), William Blum, Uday Ahlawat, Emmanuel Reveillaud, Alexandre Dupont, Ramon Bado, Emeline Eraud, Gabriele Brand-Ogris, Özlem Kurt.

In Attendance

Colin Russell (Officer), Rosanne Bourque (in part).

Apologies

João Paulo Menezes Falcão.

1. **Welcome / Quorum**
2. **Notes of the Previous Meeting:** Agreed without further comment.
3. **Social Media**
  - a. Performance report for the past year reported by Rosanne Bourque: Performance continues to improve in general terms.
  - b. Community management: Rosanne continues to monitor law firms’ pages on social media in our targeted countries.
  - c. Özlem highlighted the importance of developing the network and connections to raise our profile. We should also focus on making our communications short and impactful. Rosanne proposed to create a marketing tool kit for our members (little text to add on their LinkedIn profile, a short post for social media, a brochure for internal communication in their firms, a logo/badge to add in their email signature).
4. **Website/SEO**
  - a. Website indicators are generally positive although session times are shorter however that may be due to website improvements in performance and navigation
  - b. Rosanne continues to monitor SEO and most indicators in terms of visibility are positive but there is still further work to do. Rosanne is principally still using the free Google Analytics facilities.
  - c. We have enlisted the help of business students in Canada to undertake a review of the ‘Become A Member’ and ‘Ask A Lawyer’ processes. They will provide their reports/recommendations shortly.

## 5. 2021 Strategy

Frederic and Rosanne presented the strategy for the next 12 months. This strategy will focus on three key areas: awareness, engagement and conversion.

In other words, raising awareness with potential members and clients, engaging more effectively with them and succeeding in converting this into new members and new clients.

The key activities will be to continue the enhanced activity in social media, with a particular focus on Linked In, work on developing more relevant and engaging events with partners and other organisations and improving both internal and external communications to develop a growing and more connected network.

## 6. New Members Development

- a. Updates from Colin: There has been quite an upturn in activity in recent times, with an increase in enquiries and also new applications – most of these have been generated via the website. Two applications will be considered at the General Assembly: The application from Nosko & Partners for their Czech office in Prague and the application from Gimbrère Advocaten in the Netherlands for their Amsterdam office.

## 7. Newsletters

- a. The next newsletter will be issued after the General Assembly meeting.

## 8. Events

- a. The joint webinar with EAI on Data Management and the Women's day webinar in March (8<sup>th</sup> March) were successful in terms of attendance and levels of social media interest.
- b. Since then we held a virtual networking event to mark International IP Day on 26<sup>th</sup> April and also produced articles from members in Mexico, Australia and the UK to mark International Earth Day on 22<sup>nd</sup> April.
- c. Next event – It will be a networking virtual event for juniors in our members' firms to coincide with the summer's solstice on 21<sup>st</sup> June) followed by a joint event with EAI in the late summer focusing on employment topics.

## 9. Special Projects

- a. Praxi Alliance update: Colin and Alexandre have had interesting meetings with members of the management committee of Praxi Alliance, an HR International network. They mostly work with senior management, director and executive profiles. Their network is similar to ours (values, structure, etc.) and they are enthusiastic about working with us and potentially collaborating on organizing webinars, creating content and sharing connections. Further meetings are being held between a number of members that are in the same countries and then consideration will be given to further progress.

- b. FICAC video project update: Carly has provided some further content and it is hoped to be able to adapt this for FICAC in the near future.
- c. EAI joint book update: Rosanne has secured the commitment of most of the relevant members to contribute chapters to the joint book. Further updates will be provided.

#### **10. Marketing Budget**

Frédéric presented the budget required to support the marketing activity for the next 12 months in accordance with the strategy outlined earlier in the meeting. This is principally made up of funding half of Rosanne's salary at an increased level together with disbursements required for website hosting, IP registrations and related small budget items. The budget proposed is for €19,000 for the next 12 months. This represents a lower amount than has been spent in previous years using external agencies. The performance of Rosanne to transform our social media and marketing activity in the last year was fully acknowledged.

With regard to SEO, it was noted in discussion that it may not be feasible for this to be managed solely internally in the long term due to the increasing demands of supporting multiple markets and therefore it will be appropriate to consider bringing in external specialist resource to support this activity in due course.

There was discussion in detail about the focus of the strategy and whether this should be more on attracting new members or growing new business (or both) and also about whether there is the need to focus on internal networking, communication and development or simply to focus on the external commercial marketing of the network.

It was agreed for to present the strategy and accompanying budget to the next meeting of the Executive Committee to continue for their review and input to these points prior to presenting a final version to the members at the next General Meeting at the end of May.

#### **11. Varia**

There was no other business.

#### **12. Next Meeting: Monday 5<sup>th</sup> July**