



rhMinutes of the Workshop

“Advanced Marketing and Public Relations How to best market your GGI membership”

held in Rio de Janeiro, Brazil,

on Saturday 1st. November 2008, 9:45 a.m. – 12:15 p.m.

Chairman:	Oliver Biernat		
Participants:	Marios Eliades Graham Busch Muneer Mian Angel Viso Francisco de la Torre Dr. Pavel Timokhin Gordon Smith Aliro Morales Ciprian Portnoi Haruki Yoshida Takis Kommata Oliver Biernat	Cyprus United Kingdom United Arab Emirates Venezuela Mexico Russia United Kingdom Ecuador Romania Japan Greece Germany	meliades@eliades.eu graham@lawrencegrant.co.uk muneer@e-beaufort.com angelg.viso@vrcabogados.com.ve fdelatorre@integroup.com.mx ppt@matec.ru gordon.smith@citroenwells.co.uk subgerencia@moralesyasociados.com.ec ciprian.portnoi@dragomirlaw.ro hyoshida@ideahp.com info@kommatalaw.com o.biernat@benefitax.de

1.	<p>Reading the minutes of the Marketing workshops in Noordwijk and Eisenberg</p> <p>The minutes of the two other Marketing Workshops held in 2008 were distributed to the participants. After the participants had read them, they were asked to present themselves shortly, name a marketing topic that should be intensified and discussed and add possible new marketing strategies to the list.</p> <p>The chairman presented a short outline of the media campaign that has just started in Germany.</p>
2.	<p>Marios Eliades</p> <p>mentioned that there are restrictions in marketing for lawyers in Cyprus. Other participants told similar things from their country. The participants agreed that limits should not be exceeded but GGI members also should do what is possible according to local regulations and go for the limits. Marios has particular interest in using the GGI Insider. Oliver informed that Doris Pangelinan (GGI Headquarter) is there to help members with articles in the Insider. Furthermore, Marios raised the question of how to compete with the big audit and law firms. The participants agreed that we will never have the same resources than they have and we therefore need to focus on certain marketing tools.</p>
3.	<p>Graham Busch</p> <p>recommended to hold speeches and make presentations and not just be a participant.</p>
4.	<p>Muneer Mian</p> <p>exposed it is important to implement ideas and to have GGI-wide credentials</p> <ul style="list-style-type: none"> - about GGI - include them in proposals - name specialization within GGI (banking, real estate, ...) and issue a special brochure - name regional strengths
5.	<p>Angel Viso</p> <p>asked to distribute a list of marketing ideas to all members as a check-list. The chairman informed a list with many ideas had been sent to the members by Michael Reiss in 2008. Angel proposed to have the</p>

	Subject	To Do	In Charge	Due Date
	<p>GGI World on all members' homepages and have the GGI logo and branding in all boardrooms. He also informed that in his country there are severe restrictions in marketing, among others, law firms and lawyers are not allowed to advertise themselves through the press. The participants discussed possible ways to avoid that interdiction (e.g. by another GGI member writing an article etc.). Angel also mentioned that he is interested in using the GGI Insider and any other marketing tool available to GGI.</p>			
6.	<p>Francisco de la Torre commented he works closely with universities to attract staff. He also opted for referrals within GGI.</p>			
7.	<p>Dr. Pavel Timokhin presented the practice of setting up an annual plan for strategic ideas for 1 year in November of the preceding year. This also includes a budget for marketing ideas. He also uses an internet platform and provides short articles for that. He has good connections to universities and makes sponsorships for students.</p>			
8.	<p>Gordon Smith divided the question of marketing within GGI into the following parts:</p> <ol style="list-style-type: none"> 1) What can GGI (headquarter) do to market itself? 2) What can member firms do to market their GGI membership? 3) What can members do to market themselves? <p>He recommended to use the simplest ideas first and implement them and to focus your approach as GGI members firms are normally not big enough to market everything. The focus can be shown by e.g. brochures on special business sectors or services. According to his experience gifts to clients have only insignificant effect. Important argument for him: Rich individuals do not want many specialists to talk to but like one contact person. He also mentioned to use the intranet as a platform to offer a job to be done and ask other members. He encouraged GGI headquarter to be proactive and inform members and not vice versa and raised the question if GGI could publish in the media or invite them to do so.</p>			
9.	<p>Aliro Morales underlined calling GGI not the 7th largest network, but the largest multidisciplinary network in the world and putting emphasis in the name GENEVA GROUP INTERNATIONAL in order to create a "real" brand. Members should offer to clients that they can solve any problem by using the network. He also asked to find topics of interest for many potential clients.</p>			
10.	<p>Ciprian Portnoi stated that the GGI website should be more attractive to potential clients. This was discussed and the majority of the participants was of the opinion that the GGI website is mainly to serve members' needs and not clients' needs. He believed that there should be articles and follow-up articles on many subjects.</p>			
11.	<p>Haruki Yoshida said that it is important to have a good knowledge base of GGI tools for members, e.g. in the intranet.</p>			
12.	<p>Takis Kommatas took a more pessimistic view and mentioned that many of the marketing ideas raised so far were known during the Law Span times and did not work there. He believes that it is important that GGI becomes well known but will never be like a big4 company. He thinks that referrals are very important and told the participants that in Law Span members were expelled from membership if they did not make any referrals to other members. He also recommends that all referrals made by GGI members firms should be reported to GGI headquarter so that they have an overview or a statistic how productive the network is. This was widely agreed among the participants but they said that you cannot have 100% of all referrals because you do not know if all referrals are really mentioned to headquarter.</p>			
18.	<p>Meeting Closure: The Chairman thanked all participants for the lively discussion and closed the meeting at 12.15 pm.</p>			