

**Minutes of the GALA Global Meeting,
Atlanta, 1st May 2004**

In attendance:

Michel Plogell (MP) (Sweden)	Brinsley Dresden (BD) (UK)
Felix Hofer (FH) (Italy)	César Bessa Monterio (CBM) (Portugal)
Michel Béjot (MB) (France)	David Wolberg (David W) (Israel)
Jan Willem Fernhout (JWF) (Holland)	Ewa Skrzydło Tefelska (EST) (Poland)
Ugur Aktekin (UA) (Turkey)	Gerhard Volz (GV) (Spain)
Peter Schotthöfer (PS) (Germany)	Stephen Groom (SG) (UK)
Mladen Vukmir (MV) (Croatia)	Laurent Fisch (LF) (Luxembourg)
Damaso Pardo (DP) (Argentina)	Peter Le Guay (PLG) (Australia)
Valdir Rocha (VR) (Brazil)	Genevieve Marcotte (GM) (Canada)
Rodrigo Albagli (RA) (Chile)	Geroge Moore (GM) (Commonwealth Caribbean)
Uri Weinstock (UW) (Costa Rica)	Eeva Hakoranta (EH) (Finland)
Bernt Juthstrom (BJ) (Finland)	Sharad Vadehra (SV) (India)
Vandy Vadehra (VV) (India)	Patrick Mirandah (PM) (Malaysia)
Gladys Mirandah (Gladys M) (Malaysia)	Hugo Berkemeyer (HB) (Paraguay)
Femi Olubanwo (FO) (Nigeria)	Chris Job (CJ) (South Africa)
Silivia Rico (SR) (Puerto Rico)	Stacy Bess (SB) (Executive Director)
Doug Wood (DW) (United States)	Ricardo Antequera Hernandez (RAH) (Venezuela)
Rafael Zerbino (RZ) (Uruguay)	Brenda Wood Kahari (BWK) (Zimbabwe)

Apologies:

Matias Vellejos Meana (Hungary)	Roberto Arochi (Roberto A) (Mexico)
Wilfred Wakely (Japan)	Duncan Grehan (Ireland)
Stefan Kofler (Austria)	Jan Ravelingien (Belgium)
Filip Winter (Czech Republic)	Ricardo Duarte (Columbia)
Rodrigo Berneo (Ecuador)	Johan Loje (Denmark)
Erich Bachmann (New Zealand)	Corina Fasouli-Graffanaki (Greece)
Florentina Dumitrescu (Romania)	Jose Barreda (Peru)
Peter Hofer (Switzerland)	Marc Lim (Singapore)
	David Chang (Taiwan)

No.	Matter	Action Point
1	Introductions	
	DW welcomed everyone and all present introduced themselves.	
2	Attendances	
	35 members present from GALA. We need to address the fact that some members have now missed consecutive meetings.	
3	Finance	
	The reports on the year ended 31/12/03 and for 2004 were distributed. All were invited to see if their fees were overdue as about \$32,000 is overdue.	
	If cheques are drawn on a non-US bank, then GALA incurs expensive fees, so wire transfer is preferred. All members to take note for the future.	All members
4	Report from Michael Plogell on behalf of GALA Europe.	
	3 new members from Croatia, Finland and Luxembourg. Still seeking members from Norway and other countries.	
	We participated in many seminars around the world under the GALA brand. Examples include: seminars in Florence to coincide with our internal regional meeting, and to TAAN; Promotional Marketing Association and Computer Law Association meetings; a rather disappointing Advertising Festival in Paris.	
	A separate initiative involved marketing to about a dozen 'sector groups', but this has been put on ice as it has not been a success so far.	
	We have participated in the PMA Law Book, as have a number of others from the wider GALA group.	
	Felix Hofer participated at the American Conference Institute and the Jupiter events seminar in New York.	
	Finally, several members contributed to the WARC International Journal of Advertising and Marketing to Children.	

At our meeting yesterday, we decided at we needed various goals, starting with a fundamental goal that by the end of 2007, the income for each member of GALA Europe from referral work would be twice their annual membership fee.

In order to achieve that goal, we decided upon a number of subsidiary goals e.g. to have 100 associate members; to improve our branding and marketing by having a target that each member will get one article published in his local financial, advertising or legal press with a GALA mention; to create a GALA electronic newsletter to send to clients and prospects four times per annum; to create guidelines for the Executive Director to optimise her effectiveness; to have a member in every EU country, with 70 countries world wide, and members for China, Russia and an active member for Japan by the end of 2007.

Eeva from Finland mentioned that the Baltic states join the EU today. Her firm has announced a close alliance with 3 law firms in Estonia, Latvia and Lithuania. They should be able to provide coverage, even if they are not full members of GALA, although Eeva and Bernt will try to recruit them as full members.

The Atlanta Road Show was well marketed, but the results were disappointing, with numbers at the seminar also low. We discussed at our meeting that there is only much point having seminars in the major centres of advertising: London, New York and Amsterdam. So we would propose to have the next GALA meeting in New York, immediately before the INTA meeting. We could have a seminar in New York, and then people could take an internal flight to San Diego.

Stephen Groom also mentioned that we agreed to have interim telephone conference calls 3 months after our meetings so we can maintain regular quarterly contact.

5 Report from Silvia Rico on behalf of AALA

She said that there is a demand for marketing bi-lingually in both English and their local language. So they will create an insert for the brochure to put into a local language.

A seminar remains desirable. The clients who attended endorsed the format, particularly the interaction between the panellists. Roberto Arochi in Mexico will host a set of clients specifically from the brewing industry. This will use a similar format, and assistance will be sought from members in Europe and elsewhere.

RA

The group has also been invited to address a community of in house lawyers in the Dominican Republic who are members of the ASIPI association. This is being organized by Hugo Berkemeyer from Paraguay and others from GALA. TBC by SR

We want to build up a resources library of examples of advertising and other materials. We have also identified a series of topics, e.g. children in advertising, which are hot topics in the region, as a focus for marketing and promotion of advertising. All members

We also looked at our house keeping: we are following the 10 commandments and keeping each other informed about charge out rates etc to facilitate quotations.

We have had some difficulty in getting members from about 5 countries and there are 2 or 3 that remain key targets. However, we are able to service those countries (Nicaragua, Bolivia, Honduras, El Savador & Panama).

We voted a President Elect, being Valdir Rocha from Brazil.

6. Report from Peter Le Guay on behalf of APALA

The group has changed its name to ROWALA (rest of the world advertising lawyers alliance) as an internal label, as the group includes parts of the world that have little in common. Each member promotes themselves as GALA in any event.

At the meeting yesterday, we discussed the continuation of annual meetings. There are costs and expenses in terms of time and money that make a second regional meeting very difficult. These will therefore be replaced by telephone conference calls.

To promote GALA, each member will contact professional associations and prospects. Stacy is gong to help draft letters that will go out on GALA headed note paper with the details of the local member as well.

Not all members have references to GALA on their website. All will ensure that there is suitable content, with assistance from Stacy, and links to the GALA website.

Amsterdam and yesterday were partly about meeting and greeting and learning about each other and our practices. We considered the issue of membership in Japan, where we need a more active member, and to attract members from target countries in Ghana, Tanzania, Kenya and Egypt, in Asia: Thailand, China and Japan and in the PG to confirm

Pacific. We decided that the policy for unclaimed countries should be as follows: distinguish between facilitating for a third party to advise, or actually advising on the law of that other country in house. In the former case, if a local member emerges who wishes to apply and the Executive Committee are minded to recommend acceptance of that application, then the existing member would step aside.

We also discussed a 'Best Friends' policy: approaching our own multinational clients and suggesting that they might try our other members.

We also agreed that Chris Job will be the number two to Patrick Mirandah when he takes over as Regional President in 2005.

7 Global Report by Doug Wood

7.1 Conferences and Presentations:

Meeting of the Association of National Advertisers in June 2003 in Miami. We had panellists from the UK, Mexico, Italy and Puerto Rico. We had very positive feedback.

The ANA also has a legal affairs committee. Doug is the legal advisor to the ANA and the members are in house lawyers. We are planning a seminar with about 200 to 250 delegates.

The Advertising Festival in Paris in September 2003 was a disaster.

The seminar in Florence in October 2003 was very much more successful. This included a second separate seminar to the annual meeting of the Transworld Advertising Agency Network (TAA). Our policy historically has been to allow a local host to use the meeting as an opportunity to promote himself.

Felix spoke at the Computer Law Association in November 2003 on Evolving Issues on the Internet and Michel Bejot was moderator.

The Promotional Marketing Association had their law conference in Chicago in December 2003 on conducting promotions in a global economy. We had 7 or 8 members present. This will be held again in December 2004.

In March 2004 the American Conference Institute conference in New York was participated in by both Doug and Felix Hofer on the internet, direct marketing and privacy. There will be repeat opportunities for this conference. The ACI is one of the two main organisers of legal conferences, together with North Star. We might

look to them to organise a conference in New York in future.

March 2004 also saw the Jupiter Media Search engine strategies meeting in New York: an update on search engine marketing was delivered by Doug and Felix Hofer again. Jupiter is another organisation that we feel we should develop our relationship with.

In Johannesburg we sponsored the 8th Annual In House Legal Conference in March 2004 (Terrapinn). We sponsored the event without participating.

In March 2004 Siliva Rico and Wendy Reed participated at the Promotional Marketing Law for the non-lawyer Conference in Chicago. There were about 250 people altogether and about 75 people at our session. Silvia also received some feedback on the PMA Law Book Supplement. This was a result of huge editorial effort by Stephen Groom.

7.2 Publications:

The International Journal of Advertising and Marketing to Children has published chapters from about nine countries. The publishers want more countries to participate.

Country Reports were produced last October: these are on the GALA and EALA websites, but the response rate by members to requests for submissions of their reports has been patchy, although this has improved.

The International Advertising Clearance document has 45 reports which outlines procedures in own countries. Stacy will contact all members with a view to updating the work.

SB and all members

The International Promotion Marketing Law Book has also been produced and is very successfully being sold by the PMA in the USA for US\$195 and US\$150 for members. This also gets promoted at their conferences in Chicago. Stephen will discuss with Ed Kabak whether an update is required. We also need to find a way to get contributions for Japan, whose member did not want to contribute.

7.3 The Website:

The website has been totally redesigned. We have tried to give the same feel as the brochure and the powerpoint presentations. We removed the flags as they took up too much room. We have added a GALA news-scrolling bar. There are links from there to new materials. The link to the individual country page then has links to

All members

the country reports and the what's new page. We now have to confine material to more recent material going back 6 months and older materials go to the archive. There will also be a members only section of the website. This section will include downloadable versions of the reports, as well as advertisements and commercials that we have from around the world to use as examples for presentations. There is also a contact page with Stacy's details. Everyone should visit the site and submit their comments and suggestions to Stacy. Everyone liked the navigational arrangements which seemed highly intuitive.

The website traffic has been impressive: 60,000 page views every month and over 1 million page views over the last 18 months. We recently put traffic software on the site so we can see where people are coming from: primarily the main search engines, and from Adlaw by Request, and from the websites of individual member firms.

The main sources of questions are children, taste and decency, comparative advertising and advertising in member countries.

All members are encouraged to submit materials for posting on the website. In due course, there will be a search facility for the website which should be even more useful for visitors and members. If an article has been published, then the member should find out how that publisher wants to be credited, as well as the fact they give their permission.

All
members

7.4 New Members:

The new members welcomed this year include: Israel, Luxembourg, Finland and Croatia.

Mladen from Croatia gave an introduction to his firm: primarily an IP and corporate commercial law firm. Clients include advertising agencies, but also cover computer and IT law.

Eeva from Finland: About 100 lawyers in 5 offices offering a full range of legal services. Specialist teams include media, entertainment, sports, marketing, pharmaceuticals and biosciences, EU and competition law. They do a lot to IP and IT work.

David from Israel: He started his own firm about one year ago. In his previous firm he dealt with advertising, marketing and promotion law. He also deals with anti-trust and internet law, but primarily with IP.

Laurent from Luxembourg: They are a medium sized firm servicing clients who want a base in this jurisdiction for tax reasons. A full service law firm but with a focus on IP, data protection. Recently entered into an alliance with a Dutch law firm and market themselves as Benelux firm.

Prospective members include Iran, Iraq, Norway and Serbia, as well as China, Libya, and Tunisia. We also have certain key countries.

7.5 Associate Members:

We are keen to recruit Associate Members, but this raises certain key issues. How do we provide Value Added for Associate Members? These could include a Members Only Site. We would need to change the structure of the meetings. We would need to provide some content for the Associate Members at the meetings, e.g. seminars. A news facility would be another possibility e.g. an electronic newsletter. Could there be a problem with the use of the name by our associate members? There was a mixed response by those present. Discounted rates for associate members on publications and seminars. Another possibility would be more content on the website accessible for associate members.

Next steps include a creation of website committee so we can create the content that will then prepare us for the launch of the associate membership drive.

7.6 Marketing and Promotional Activity:

Other promotional activity includes our advertising and participation in the Internationalist Magazine. We have been pushing to have editorial content and there are further ideas. It was originally the magazine of the International Advertising Association, but for the last 2 years it has been published independently. It is distributed to about 15,000 people. It gets high quality editorial content and is well put together.

The GALA brochure has now been completed and is in use.

The GALA powerpoint template has been created and all members are encouraged to use it.

Other GALA promotional items include the clock and the T Shirt.

Other internal resources include computer equipment including a CD-burner, CD-Copier and colour photocopier, email distribution lists e.g. gala@gala-marketlaw.com, the work referral form, the GALA

Gazette, the Contact List, and the incorporation of GALA as a not for profit organisation registered in New York. All GALA funds are held in a separate escrow account that enables GALA to compensate Reed Smith for employing Stacy.

One year later the responses to the survey result were encouraging:

Evaluation of GALA membership was overwhelmingly positive.

About 50% of members commit 50 hours or more per annum. But it is clear that about 10 members are doing the most work.

About 50% said the contribution from GALA membership to billable work was interesting or very interesting.

Over 90% said that the prospects for future business are interesting or very interesting.

Over 90% said that marketing opportunities were useful or very important.

About 85% said that the promotional material is useful or very important.

Over 90% felt that membership is useful or very important to improving visibility of their firm.

Doug ran through the points where more action is required. See slides headed "More action please...."

How can we improve GALA's internal structure?

Use direct e-mail contacts rather than main office addresses;

Communicate directly with each other, not only through Stacy;

Exchange war stories and interesting examples;

Increase the number of annual GALA Gazette's;

Produce a summary of hot issues in Country Reports;

Create committees for membership, website, meetings, marketing, events;

Better response to emails;

Less use of reply to all button;

Conference calls between members;

Improve referral tracking;

Make greater use of the referral instruction form. Make sure that advice to the client that is not simply forwarded verbatim, cc the advising member to make sure that nothing gets lost in translation.

Promote interaction between regional groups;

Clear rules of conduct for referring work.;

Implement a new member program to improve integration;

Share information and statistics and common clients;

Promote transparency of the management of GALA;

How can members promote GALA?;

Through a whole range of means, e.g on business cards, powerpoints, brochures, in joint promotion with local associations, mail out the materials, promote regional groups, refer to GALA in speeches [Stacy will supply a brief paragraph]; distribute brochures, surveys etc; include the link to the website in email signatures; have regional marketing materials; forms for conflict checks. SB

Other issues include the one member per country rule, ousting inactive members; holding GALA meetings outside the USA; late payment of invoices; timely payment of dues; attendance at meetings; improved responses in terms of both quality and speed; other suggestions include the EALA website being re-branded; creating established goals and a strategic plan. In the course of the next year the strategic plan will be put in place.

Stacy's role includes planning meetings, developing membership, representing GALA at industry events, coordinating marketing plans, overseeing the maintenance of the GALA and regional websites, identifying speaking opportunities, creating networking opportunities & tracking referrals

There a number of unclaimed countries. People who are admitted in that country can pay the dues for that country and be accredited as the member for that country. Peter Le Guay has already suggested that someone may be invited to resign if a suitable local resident member applies. The resignation will be mandatory. Details such as the refund of dues for the current year need to be resolved.

Doug's term as Global President ends at the end of December 2005 and the next term will be for 2 years from January 2006.

The regional presidents change at the end of December 2004.

The 10 commandments:

1. Tell the member if you plan to transfer the advice to the client.
2. Provide clear instructions.
3. Accept full responsibility for your own work.
4. Agree fees in advance.
5. Respond to requests within 48 hours but where possible within 24 hours.
6. Be aware of local language, customs and laws.
7. Advise member of client's billing procedures.
8. Be insured for liability, where available.
9. Attempt to refer to GALA member when possible.
10. Feel free to criticise a member's work, but not in front of a client.

FH commented that some members are asking for quotes but then the work that follows is far more voluminous than anticipated.

SR commented that in some cases there will be standard questions to cover off with the client when getting an estimate. Also tell the other member.

Getting money on account, at least to cover the fees for associates, can be the best option.

Ewa needs to know on each occasion whether the client will be the instructing firm or the end client.

Forthcoming conferences and presentations: CLA event in Washington, Jupiter Media - Search Engine Strategies Conference in London in June, the AAF event in June in Dallas; Adlaw conference in London in June; in July the Advertising Forum in New York; in September 7 -10 the IAA conference in Beijing; International Communications Agency in Sweden in September; ESOMAR

SB to confirm

conference in October 28-30; also ICOM in San Salvador at the end of October; ASIPI Annual Conference in November 14/16 in Santo Domingo; ICOM in Singapore in November 18/20; Computer Law Association in Amsterdam in November 18/19; PMA Law Conference in Chicago in December 2004;

The Global Marketer has a portal for information for the advertising and marketing industries. This will include access to the country report.

Brinsley ran through the EACA initiative.

Stephen ran through the Direct Marketing Association summary of data protection laws. Chris Job raised the importance of the need not to give away too much information for free.

There is a list of trade associations and contact points that we have drawn up and is available. We are targeting them for marketing opportunities.

Chris Job suggested that each member needs to look out for the local member of each of these associations.

Other ideas for improvements and ideas include:

Referral tracking: keeping a log of all referrals received by other GALA members;

Improving the website in the ways already discussed.

Seminars: we need to work out what we are doing right and wrong, particularly why we get so few attendees.

Committees: see above: website, marketing/seminars, membership.

Strategic Plan: Executive Committee Mandate. Timing is critical.

Rodrigo also talked about a 'know-how' or knowledge sharing committee.

Felix feels that we need a induction programme for new members and the associate members. This could set out the benefits and obligations for membership.

Stephen Groom asked whether we need a finance committee. Doug feels that this is dealt with satisfactorily by the Executive Committee. Stephen has some issues on the numbers distributed today. He had understood that there is consultation on draft budgets and would like

an opportunity to raise the issues. It was agreed that these concerns could be dealt with by an exchange of e-mails. It was confirmed that the figures had been circulated.

FH suggested that the membership committee could look at improving relationships on an inter regional basis. It is partly about seminar speakers from further afield; also sharing business opportunities. This could be dealt with by the marketing committee.

SG asked about the meetings of the Executive Committee: Global President and the Regional President and the Regional Presidents Elect. It was agreed that all numbers would be given advance notice of these calls and the minutes would be distributed.

The Global Meeting 2005 – originally it was felt that this would be in San Diego in May 13 and 14. There is now a suggestion that we hold it in New York and allow people to then travel on. These dates need to be confirmed once we know whether we will need to leave a day for people to travel on to San Diego. There is even a question about whether there is any point in having the seminar at all. There are some to be good arguments from a business perspective in having the meetings in New York. It may also be easier to get associate members to New York, rather than San Diego. It is therefore agreed that the next GALA meeting will be in New York immediately before the INTA meeting.

In relation to billable work, all members should work on the tracking and ancillary work possibilities.

Also exposure to prospective clients in relation to client cross selling, the website, speaking opportunities, public relations, sponsorships, RFP's (request for proposals).

One member per country: there was a show of hands that most people wanted to maintain the arrangement. It may be desirable for the countries that send out instructions as there is another source of work, but there is nothing to stop non-member firms from sending instructions to members. There can also be problems if the member in a receiving country is not providing a good enough service, but there is not exclusivity anyway.

Ousting of inactive members can be for late payment of dues and failure to attend meetings. We have issues with Greece and Japan on the basis of attendance at meetings. Doug confirmed that attendance is required by firm, not any particular individual. Doug will be speaking to the member for Japan and Michael to the member for

Greece.

Doug recapped the goals for membership (70 full members and 100 associate members by 2007) and income (twice annual membership by 2007) and invited the members to adopt them. This was agreed.

George Moore raised the issue of advertising to children as a source of enquiries and spam to children, particularly to take some leadership on this issue. This raises a bigger question about whether there is a role for GALA in this kind of area, e.g. as a resource, a publisher of information or points of view. There was no resolution about what further note there is for GALA in this field, if any.

Brinsley Dresden
Atlanta, 1st May 2004