

Seeking Students

The art of marketing ELSA Traineeships

Agenda:



- What is Student Hunting
- How to conduct Student Hunting
- The roles of EI, NGs and LGs
- In Depth Guide to Verification
- The Matching Guidelines
- Life cycle of an ELSA Trainee

What is Student Hunting?



The art of promoting ELSA Traineeships to ELSA's own membership base.

This includes multiple sides of promotion and advertising:

1. Spreading awareness of the Traineeship Opportunities
2. Informing students about HOW to apply to ELSA Traineeships
3. Assisting with application writing

Spreading Awareness



Even with being the oldest project of ELSA, a lot of our members still do not know of the opportunities

ELSA needs to reach out of it's membership base

Diversity in Traineeships == Diversity in appeal - try finding different people interested in ELSA

Informing on HOW to apply for ET



How to find the webpages and Traineeships

Informing on the requirements (and lack thereof)

There is a dissonance between the requirements and the perception

Assisting with application writing



Practical assistance on how to write applications

Guidance with the applications underway

Understanding necessary documentation

Supporting with correction after the applications are received

How to conduct **Student Hunting**

The traditional channels:

- Social Media Promotion
 - Instagram
 - Facebook
 - Websites
 - LinkedIn
- Physical Stands
- Info Meetings
- ELSA Traineeships Workshops
- Others

Social Media Promotion of ET



Primarily conducted by **marketeers**

Different aspects of promotion:

- Countdown stories/posts
- Posts on ELSA Traineeships
- Testimonials / Stories
- Cross-promotion of TNPs

Create a promotional strategy with your **marketeer**

Physical Stands for ELSA Traineeships



Easier if you are **faculty based**

Invitation to ELSA Offices

Bring different materials of interest:

- Flyers/brochures
- Screen displaying TNPs
- Something catching interest (coffee, snacks)

Generate interest and directly engage students

Informational Meetings about ELSA



Info Meetings on how to Apply for ELSA Traineeships

Can be conducted together with other areas:

- With **S&C** on ELSA's International Opportunities (Delegations, ELS)
- With **Competitions** on upcoming competitions in your NG/LG
- With **AA** on other projects they can be engaged in (ELR, ROLE)
- **Combined**, promoting ELSA in general (BEE, IM, FM, MKT)

Make it attractive - snacks, coffee, social events, prizes

ELSA Traineeships Workshops



Combination of ELSA Traineeships Promotion and PD Workshops

Classical example: CV & Motivational Letter Workshops + ET Promotion

Can be combined with other events / workshops planned

If you have any TNPs: Consider doing it in collaboration

Another point: Be Creative!

Consider other channels to promote ELSA Traineeships, such as:

- Local and National Media Outlets
- University Information Centres
- Other Students' Associations
- Young Legal Professionals

The duties of the PDers

- Verification
- Matching

Verification

The job of the PD Officer is to:



- Making sure that all the seven different criteria meet the minimum requirements, using their knowledge of the local and national legal educational systems.
- Communicate with the Trainees and ensure that any mistakes or misunderstandings are corrected where possible.
- Answer any required questions from ELSA International when conducting the verification and matching of applicants

What do we verify?

1. ELSA Membership
2. Internationality
3. Educational Level
4. Languages
5. Legal Skills
6. Motivational Letter
7. Curriculum Vitae

Verification Requirements

Requirement	Why?	How?
ELSA Membership	Only ELSA members may apply for ELSA Traineeships.	Consult your Group's membership database.
Internationality	Applicants may apply for max. three ELSA Traineeships, and they must be "international", i.e. there must exist no "substantial link" between the Applicant and the country in which the Traineeship is held. This does not apply to Traineeships with the ELSA International code (TN-EI).	Check where the ELSA Traineeships chosen will take place and whether a "substantial link" exists between the applicant and the country in question. ELSA Traineeships is an exchange programme, and therefore, students should not be sent to their home jurisdictions.
Educational Level	Applicants must possess the education level required by the TNP at the time that the traineeship begins. Therefore, for example, if a TSF requires a "Graduate Bachelor" and the Applicant is an Undergraduate but will have graduated by the start date of the traineeship, then they may apply.	Request for academic transcripts or other proof of graduation/enrolment. Use ECTS points to determine education level if required.
Languages	Applicants must meet the required language skills set out in the TSF as a minimum. This requirement is absolute.	Request for certificates and/or conduct tests.
Legal Skills	At least 60% of the legal skills required by the TNP must be met. Students claiming "Advanced" level legal skills must possess proof of additional learning in this subject, above mandatory courses undertaken in law school.	Request for academic transcripts or other proof of coursework, work experience etc.
Motivation Letter	Applicants must write a customised motivation letter in English for each chosen ELSA Traineeship.	Read through the motivation letter(s) and give constructive comments if necessary.
CV	Applicants may include their CV if it is in English.	Open the attachments and check their content.

VERIFICATION AND MATCHING GUIDELINES

ELSA TRAINEESHIPS



elsa

The European Law Students' Association

The system of approving TAFs



International: Best ELSA knowledge + neutral party

National: Good knowledge + going through local's work

Local: Best knowledge of university, legal skills, etc.

Matching

How does ELSA International Match?

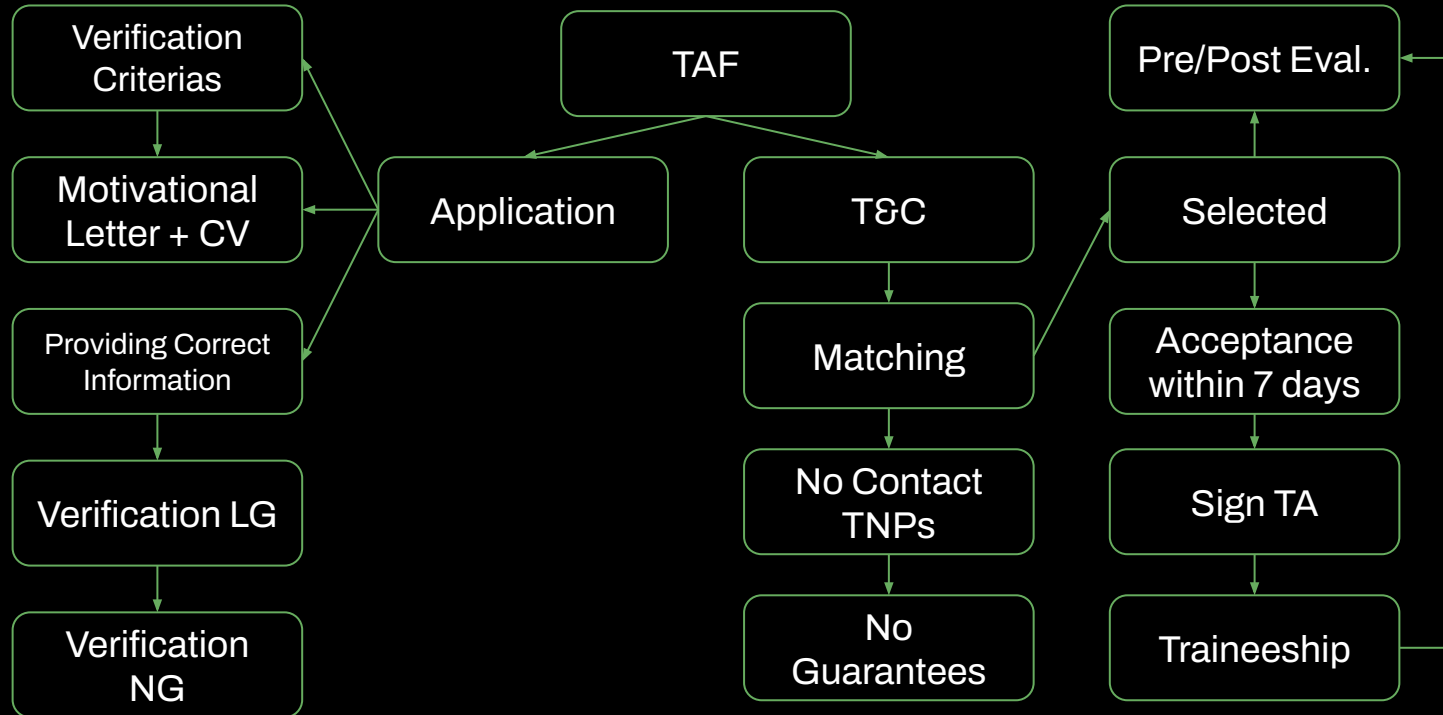


- Scoring each application from 0 - 30
- Based on semi-objective criteria
- The Team evaluates:
 - Motivational Letter
 - Curriculum Vitae
 - Legal Skills
 - Language Skills
 - Proof of Legal Skills
- Plus additional requirements from the TNPs

Questions?

Verification & Matching Guidelines

Life Cycle of a Trainee



How are you planning to Student Hunt?

General questions to Student Hunting?

Thank you for attending

End of the Seeking Students Workshop