

Friedrich's Wanderer above the sea of Fog

Joint MKT & PD Workshop | LXXXIX ICM Brno

CHECK YOUR ATTENDANCE!



MKT



PD



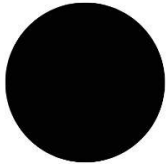
traineeships.elsa.org



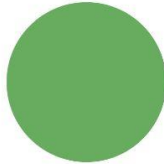
FONT

Roboto (all weights)

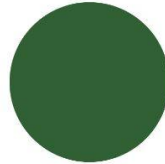
COLOURS



RGB: 0 0 0
CMYK: 0 0 0 100
HEX: #000000



RGB: 103 172 95
CMYK: 64 8 77 0
HEX: #67ac5f



RGB: 48 96 51
CMYK: 82 38 91 32
HEX: #306033

KEY SELLING POINTS

1. Cultural and legal exchange;
 2. Language skills improvement;
 3. Enhancing your CV with an international experience;
 4. Traveling and working abroad.
-

ELEMENTS

1. Green wave element;
 2. Black transparent overlay;
 3. Green "T" element.
-

RECOMMENDED IMAGERY

Corporate-related images

1. Corporate buildings
 2. Office environment
 3. Traineeships destination pictures
-

TWO CYCLES

~~1st Launch in November~~ 1st Cycle October- December

~~2nd Launch in March~~ 2nd Cycle March - May

How ELSA International promotes ET



- > Releasing Marketing Kit
- > Unified Launch Posts
- > Text posts on LinkedIn
- > Countdown stories to applications closing
- > Promoting ELSA International Traineeship providers
- > Incentivising cross-promotion
- > Audiovisuals for Pre-promotion

WE ARE STRUGGLING



-> The marketing this year has resulted in a lot more engagement with the website and people viewing the traineeship provider portfolio.

HOWEVER

These numbers are NOT translating into higher amounts of applicants. This is a PROBLEM.

What are the difficulties with ELSA Traineeships promotion?

Our Observations

- > ET Needs to be promoted differently to other ELSA projects, in a more professional, mature way. The problem may lie in the fact that many people who are interested in pursuing an international legal traineeship tend to be older and are using social media less.
- > The typical profile of an ELSA Trainee is an older, more experienced law student/graduate. People in all phases of their studies may apply however this is the most typical.
- > We need to target the people who are finishing up their studies and about to enter into the workforce. How can we do that adequately?

Our Observations



-> This year, we made the ELSA Traineeship brand move away from the standard stock photo images and incorporate more graphic, designed elements. We believe this made the brand more interesting and encouraged many NGs to make their own materials for promotion - this has definitely been observed and we thank you for continuing to support this project!

-> The design does not seem to be the problem. Visually interesting does not necessarily translate to applicants. How can we transfer this interest into people actually applying?

How can the promotion of ELSA Traineeships be improved?

Questions?

Group Work

Group Work!



Option 1

→ Create a promotion strategy for the First Cycle of ELSA Traineeships next year for both ELSA International, National Groups and Local Groups

OR

→ Create an audiovisual promoting the cycle of ELSA Traineeships

Thank you for your attention

Closing of the MKT & PD Joint Workshop