

We need new talent, copy?

Student Hunting Workshop | LXXXIX ICM Brno



Outline for this Workshop

Workshop Description:



Description

- In this workshop, we will evaluate current approaches and discuss how to improve Student Hunting, with a particular focus on promoting ELSA Traineeships following the joint workshop together with Marketing.

Outcome

- Participants exchange practices and gain concrete ideas to improve their Student Hunting strategies.

Preparation

- Review the Student Hunting efforts done in your own National/Local Group. Reflect on how we can best appeal to students to promote ELSA Traineeships.

Overview

ELSA Traineeships Calendar



ELSA Traineeships Calendar 2025/2026														
	August	September	October	November	December	January	February	March	April	May	June	July		
JOB HUNTING	Throughout the year		Job Hunting Deadline: 27th Oct 2025	Throughout the year				Job Hunting Deadline: 25th Mar 2026	Throughout the year					
PROMOTION	Throughout the year		Pre-Launch: Oct 2025	Countdown: 27th Oct - 3rd Nov 2025	Throughout the year			Pre-Launch: Mar 2026	Countdown: 25th Mar - 2nd Apr 2026	Throughout the year				
STUDENT HUNTING	Throughout the year			Launch: 3rd Nov 2025	Throughout the year				Launch: 2nd Apr 2026	Throughout the year				
				External Student Hunting Deadline: 30th Nov 2025					Internal Student Hunting Deadline: 7th Dec 2025				External Student Hunting Deadline: 30th Apr 2026	Internal Student Hunting Deadline: 10th May 2026
MATCHING					Matching: 8th - 14th Dec 2025				Matching: 11th - 17th May 2026					
SELECTION						Selection Deadline: 12th Jan 2026						Selection Deadline: 1st Jun 2026		
						Results Published: 16th Jan 2026						Results Published: 5th Jun 2026		
RECEPTION	Throughout the year						Earliest Start Date: 6th Feb 2026	Throughout the year				Earliest Start Date: 1st July 2026		
EVALUATION	Throughout the year													

Important Dates



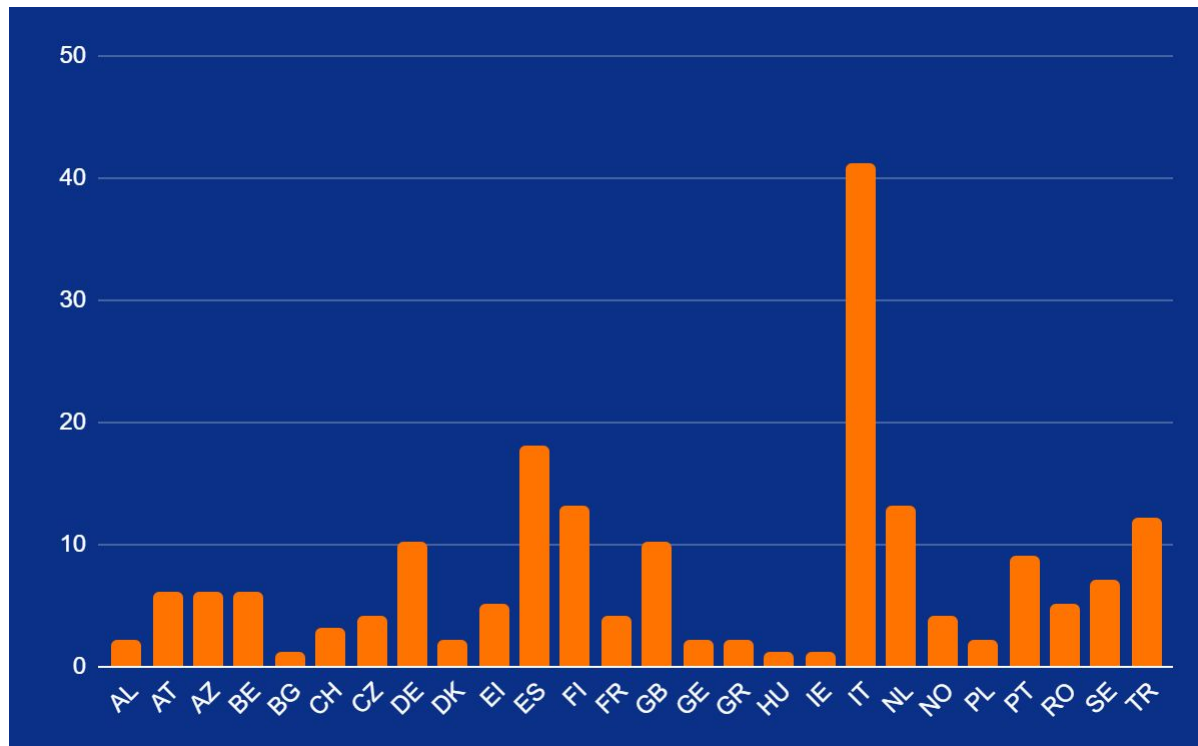
- **External** Student Hunting Deadline: 30th April
- **Internal** Student Hunting Deadline: 10th May
- Results published: 5th June

Student Hunting Statistics

SH Statistics will be send out:

- 4 days out: 26th April
- 2 days out: 28th April
- 1 day out: 29th April
- 30th April, 12h out and final statistics
- And also **today!**

SH Statistics C2 (23.04.26, 09:40 CEST)



AI Guidelines for ELSA Traineeships

Principles of AI Usage

Artificial Intelligence Usage	ELSA International's Evaluation
Supportive AI Usage: - <i>Grammar and Spelling Corrections</i> - <i>Language Clarity Improvement</i> - <i>Brainstorming Ideas</i>	Permitted by ELSA International.
Generative AI Usage: - <i>Partial Motivational Letter generation</i> - <i>Extensive apparent use of general AI</i> - <i>Motivational Letters consisting of 40% - 80% AI</i>	Maximum points awarded for Motivational Letter reduced from 10 points to 5 points .
Generated Motivational Letters: - <i>Application consists of completely AI generated information</i> - <i>Motivational Letters shows no personal specification</i>	Applications completely generated with the assistance of AI will receive 0 points and be disqualified .

The AI Guidelines are available on the Officers' Portal.

Common Patterns Identified

- Generic and repetitive structures
- Limited personalisation
- Identical submissions across applications
- Lack of relevance to the specific traineeship

Open Round

Guiding questions



1. What are the difficulties with Student Hunting from your experience as a National/Local Officer?
2. How can Student Hunting be improved?

Group Work

Group Work: Task

In groups, get together with the previously curated promotion strategy and now focus more on Student Hunting and time management. Focus on the following points (and get creative):

- Cross promotion
- Retention of interest
- Supportive PD Events

You have 10 mins. Please be ready to present it to the Workshop

Group Presentation

Questions?

Thank you for your attention

Closing of the Student Hunting Workshop