

Through goes Hamilton

Joint Partners Workshop BEE & PD | LXXXIX ICM Brno



The European Law Students' Association

Remember to check your attendance!



BEE



PD

Workshop Description:

Description

Professional Development initiatives are great to pitch to potential partners to establish new partnerships in ELSA. In this workshop, we will look at different ways BEE and PD can collaborate to create new partnership opportunities, and how to sell cooperation with ELSA, especially to law firms.

Outcome

The participants have a better understanding of how Professional Development projects can be used to pitch potential partnerships to law firms and external actors.

Preparation

Review the partnership packages used by your ELSA group, and read up on the different Professional Development initiatives in the International Council Meeting Decision Book found [here](#).



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**Do you pitch PD projects when
reaching out to potential partners?**

PD Project Portfolio

PD Portfolio

- ELSA Traineeships
- Career & Job Fairs
- National Traineeships Programme
- Lawyers at Work
- Legal Tandem
- Legal Clinics
- Professional Development Workshops



Group work I

Reflect on how you use PD projects to pitch to externals:

- What elements do you use to sell ELSA?
- What do you offer to potential partners?
- Which projects have the highest potential for you in terms of partners?
- How can you develop further PD-partnerships?



ELSA Traineeships

- Access to a large, international pool of highly motivated law students
- Administered and organised by ELSA International
- Employer branding among students seeking international traineeships
- Opportunity to promote both short term and long term trainee positions
- Direct visibility to strong academic profiles and multiple language abilities
- Engagement with candidates “off season” from regular recruitment



Career & Job Fairs

- Direct face to face interaction with law students
- Immediate employer branding through physical or digital presence
- First round candidate screening through interviews and networking
- Opportunity to present the firm in an engaging way
- Ability to identify and attract diverse talent

National Traineeships Programme

- Targeted access to top law students within national jurisdictions
- Direct recruitment for national and local requirements
- Strong visibility for students interested in domestic legal careers
- Opportunity to build long term relationships with national legal professionals
- Reduced time to hire through pre-selection and ELSA admin
- Strengthened reputation as a leading employer in the national market



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Lawyers at Work

- Chance to showcase real legal work and day to day practice within a firm
- Increased transparency helps attract genuine interest in the firm
- Opportunity to highlight niche practice areas and complex legal cases
- Strong engagement with students seeking insight beyond regular recruitment
- Employer branding through real lawyer experiences and showcase
- Direct interaction between associates, partners, and potential trainees
- Improved candidate quality through informed applications and expectations

Legal Tandem

- Early identification of high potential talent through personal engagement
- Strengthening of firm reputation as an invested and people focused
- Insight into candidate skills, motivation, and communication abilities over time
- Opportunity to guide and shape future legal professionals
- Development of long term recruitment pipelines through familiarity
- Demonstrating thought leadership and legal expertise

Legal Clinics

- Exposure to students with proven legal and personal skills
- Contribution to pro bono and socially impactful legal education initiatives
- Strengthened reputation through commitment to access to justice
- Direct engagement with motivated students working on legal cases
- Platform to demonstrate firm expertise in an applied, interactive setting

Professional Development Workshops

- Positioning of the firm as a thought leader in professional legal development
- Direct access to law students seeking to improve practical legal skills
- Opportunity to integrate recruitment into educational content
- Strong brand visibility through interaction with the participants
- Relationship building with students before recruitment processes
- Reinforcement of firm values through skills training and knowledge sharing



BEE & PD Collaboration

Group Work

In groups, discuss:

- How do PD and BEE collaborate in your NG.
- What could you improve to make this collaboration stronger or more effective.

Presentation of discussions

Questions?



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Thank you for your attention

Closing of the Joint Partners Workshop BEE & PD



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