

S&C HANDBOOK

SEMINARS & CONFERENCES
2021/2022



elsa

The European Law Students' Association

These Guidelines are based on the previous editions of ELSA International Seminars & Conferences.

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1. Short introduction to ELSA

ELSA is a non-political, independent, non-profit-making association that was founded in 1981 by a group of European Law Students. The aims of ELSA are to promote, establish and develop mutual understanding, cooperation and personal contacts between law students and young lawyers from different states and legal systems, thereby equipping them for professional life in an international environment.

2. Introduction to the S&C Key Area

Seminars & Conferences has been a key area in the ELSA family since the beginning in 1981. The first two years it was called Scientific Seminars, but to broaden the scope of the area, the name was changed into Seminars & Conferences.

The Area of Seminars & Conferences gives law students and young lawyers from different countries and legal systems the opportunity to discuss and learn about different legal topics that are not usually dealt with in the curricula of the universities. As a mean of supplementing the study and training of lawyers, ELSA groups all over Europe organise a wide variety of educational events, thereby promoting a better legal, cultural and social understanding of other countries.

The aim of an S&C Event shall be to provide students with a positive learning experience, interaction with a new social and cultural environment and prepare them for future responsibilities as members of the academic society.

3. S&C Events

When thinking of S&C area, the first events that come to mind are seminars and conferences, yet the S&C area is not only limited to the events indicated in its name. This Key Area consists of academic events and a variety of projects – study visits, institutional visits, ELSA Law Schools, ELSA Webinars Academy and ELSA Delegations. Whatever is written in this part of the Handbook, it is defined with regards to the general understanding in ELSA, however you should remember that the definitions of such events can vary between countries and academic cultures, it is possible that for the event to be a seminar or a conference in your area, other elements will be considered by the academic staff or university rules. Also, you should always keep in mind that the only limit for your creativity is the sky!

Organising any S&C event, the organisers should remember that ELSA is not only about legal education per se, our aim is also to promote cultural diversity and international cooperation. Each S&C event has the opportunity to do that, it does not matter whether the project is local, national or international.

I. Lecture

This is an event well known to students as it is a part of the course at each university – for the sake of this Handbook, it will be understood as a discourse within a certain field of law or domain related to law given by a professional speaker. The topic should be discussed later in a plenary. A domain related to law may be for example criminology, forensic sciences, sociology of law, thus any domain that is helpful to lawyers.

II. Panel Discussion

During such an event experts discuss issues of a specific topic in front of an audience. The discussion should cover legal topics or issues auxiliary to law. It is recommended to have experts from several fields and opinions to have different perspectives on the topic. Open discussion with the audience after the experts' discussion may involve the participants more and make the event more interesting and alluring for them.

III. Seminar

Seminars are events that may last even a few days and consist of several lectures. It is recommended for them to be connected by one legal topic (or auxiliary fields) and to have an open discussion at the plenary. It is essential for them to provide students with a possibility to learn things that they do not learn at university or get a different approach to such topics. Current topics are more likely to interest both potential speakers and participants, thus the organisers should keep that in mind.

IV. Conference

Conferences are understood as more scientific meetings than seminars. They are usually divided into panels based on sub themes within the main topic. The conference should aim to have some result, to come to certain conclusions through the event. Therefore, it is common that a conference ends with a publication that presents what was discussed during this event and gives knowledge which was shared there further. Conferences may also open or end some other event, for instance ELSA Law School or a Legal research group. The participants of the conference should have the possibility to discuss among themselves and during the open discussion in the plenary.

V. ELSA Law Schools¹

An ELSA Law School is an international event, comprising of a academic, cultural and social programme, organised by a local or a national ELSA group, which must follow the requirements

¹ Detailed information can be found in ELSA Law Schools Handbook:
https://files.elsa.org/SC/ELSA_Law_Schools_Handbook.pdf

regulated in the Council Meetings' Decision Book². All the regulations under the Decision Book are binding for the organising committees. An ELSA Law School must be an event that aims to be annual, is conducted in English and at least 7 days long. Moreover, it must have a minimum 20 hours of academic programme with lectures, workshops and other academic activities per week and allocate time for homework to revise the lectures and prepare the next lessons. For that reason, the ELSA Law Schools have relatively broad topics which can last for subsequent events, e.g., "Dispute Resolution" or "Energy Law" etc.

As an ELSA Law School is an ambitious project requiring speakers and logistics for a long period, they must be organised in close co-operation with academic or institutional partners, e.g. the law faculty, law institutes, etc. Lastly, ELSA Law Schools have to follow ELSA Law Schools' Cycle, which sets out the deadlines for each ELSA Law School. In each cycle there are 6 or 8 periods depending on the cycle. periods that are called "specification, preparation, application, selection, (additional application, additional selection only for the summer cycle), event and lastly after the event evaluation". Never neglect the importance of the evaluation since knowledge management is the first and maybe the most vital step for improvement. In this very handbook there is a whole section dedicated to evaluation.

VI. Study visits

Study visits bring together the essence of ELSA and S&C as it is the academic, cultural and social exchange of ELSA groups on either national or international level. Moreover, according to our regulations you can also organise this project with ALSA³, ILSA⁴ or DLSA⁵. They may be:

- **unilateral** – when one group visits another with a minimum of 5 participants per group;
- **bilateral** – when two groups visit each other with a minimum of 5 participants per group;
- **multilateral** – several groups visit one group (or several groups visit each of them in turn) with a minimum of 5 participants in total.

It is important to remember that study visits aren't the equivalent of a cheap holiday. Every organiser needs to ensure that there will be the absolute minimum of **3 hours of academic programme** during the study visit. It means that more hours should be planned, so in case of real emergencies the 3 hours minimum would be still fulfilled.

When creating the cultural and social programme the organisers of study visit should keep in mind that the aim of this project is to bring mutual understanding and knowledge sharing. The

² Please go to <http://officers.elsa.org/page/regulations/> for the International Council Meetings' Decision Book.

³ Asian Law Students' Association

⁴ Israeli Law Students' Association

⁵ Dominican Law Students' Association

participants of study visit should come back with a basic knowledge of where they were, what is characteristic for this culture and make new friends.

VII. Institutional visits

Institutional visits are visits to international or national governmental or non-governmental organisations, public administrations or private institutions, universities or other higher education institutions. Its aim is to deepen the knowledge in the field in which such institutions acts. Depending on the chosen institution it may also show the participants how the laws or international resolutions are enacted or what work in the international organisation looks like, which is the insight they wouldn't be able to see otherwise.

It is up to the local or national groups to choose the institution and what aspect of its activities they want to show to the participants. It doesn't have to be the United Nations, it can also be a developing foundation in the same city. For the first ideas of the institutions see the exemplary list below. Remember that institutional visit may be also a part of a study visit, giving its participants a more complex experience of the place they've been to.

This project also follows into the scope of VP S&C responsibilities, but it is more efficient to appoint a separate person who will take care of the event. It may be a Director for International Relations, Director for Institutional Visits or simply the coordinator.

If you chose an international organisation, remember to fill in the contact approval form on the Officers Portal.

4. Organising an S&C Event

A. Introduction to Organising an S&C Event

As noted in 'S&C Events' part, there are a variety of projects organised within ELSA, which have different scope considering both: time frames of the organisational activity and type of the project (local, national, international). The aim of this part of the handbook is to focus on the following stages of organising all kinds of projects and share the universal tips.

B. The Research Stage

Planning is one of the most important stages of the event. Very often this stage is being underestimated, and that is a big mistake! The time you spend on the planning is not a waste of time. You will discover that the more time you spend on the planning, the more you will save later. When you start planning, think about the following things:

1. Resources of the ELSA Group, both human and financial (can I make it happen?)
2. Assignment and target group (what, when, why?)
2. The objectives (what is the goal?)
3. Options (brainstorming)
4. The best option (make sure that everybody knows what was decided and everybody is comfortable with that)
5. Your plan (plan the whole process from the research stage to the evaluation)
6. Steps of the process (set middle deadlines)

Remember to always think of Plan B regarding every aspect of the organisational work, so that when something comes up unexpectedly and ruins your plans, you remain calm and exchange problems into the solution.

I. Creating a team

The first thing that needs to be done is to find people who want to organise the event and create a team, which is going to be the Organising Committee (OC). Choose wisely someone who is going to coordinate all activity regarding the project – the Head of the Organising Committee (HoOC). It can either be you or another ELSA member, who presents high level organisational skills, responsibility and willingness! As a team leader you have several important tasks:

- **Plan carefully.** Plans will always change along the way, but it is important that you have a common road map with the OC.
- **Motivate and inspire the rest of the OC.** Respect their work and trust that they keep the deadlines you have set together.
- **Communicate.** Choose the way of mobile communication that will make your work easier. It can be a Facebook group or conversation or the special programmes like: Trello, ASANA, Evernote or Google Tools.
- **Think about continuity.** It is important that there is always someone who can take over if someone drops out. You can think of creating teams responsible for different areas, for example fundraising or academic team.
- It is important that everyone in the OC **agrees upon and follows the basic ideas of the event.** It is your task, as a team leader, to see that no one goes beyond what the OC has agreed upon.
- **Keep the budget.** The treasurer is in charge of the budget, but as the team leader, you are ultimately responsible. Both of you should see that the budget is not exceeded.

Now that you hopefully are more aware of your role as team leader, we can look at the rest of the structure in the team. The number of necessary team members depends on the event you are going to organise. Here are suggestions on how to share the responsibilities:

- **Team leader:**
Coordination, motivation, “source of ideas”, “information centre”.
- **Responsible for Academic Programme:**
The academic programme, speakers, and workshops.
- **Responsible for Social and Cultural Programme:**
Sightseeing, parties, receptions, visits, cultural programme
- **Treasurer**
Set up a budget, approve payments, receive payments, do the accounts, grants
- **Responsible for Marketing**
Material and prospects for sponsors, posters, fliers, website, application forms, media contact.
- **Responsible for Fundraising**
Contact with all partners and sponsors before, during and after the event
- **Responsible for Logistics:**
Accommodation of participants, meals and drinks, transportation.
- **Responsible for Participants:**
Taking care of the applications, honorary patronages, writing invitation letters for visas, answering participants’ questions before, during and after the event.

Benefit from the experience of the previous organisers. Ask the other S&Cers for advice!

II. Planning meeting

When you have chosen the OC, gather them in a nice place with enough space for everybody and enough time for brainstorming. Go through the different parts in organising the event and explain the aim of it. Split the responsibilities among the OC, having in mind all the stages of organising an event- before, during and after it. Set the first tasks and deadlines.

III. What subject to choose for the event?

Before choosing a topic, make sure you have all the necessary knowledge about the ELSA activity, taking into consideration the internal and external relations. So how do we find the ideal topic? Start with a brainstorming session with the OC where you write down all possible and impossible ideas. Here is a list to make the thinking process easier:

1. Consider whether you want to organise an event within the International Focus Programme (IFP) or Human Rights topic. Look into IFP and Human Rights Handbooks in order to get some help!
2. Find out which are the fields of law the students at your law faculty and local ELSA members are engaged in now. You could use questionnaires distributed at the faculty and have the answers ready for the brainstorming. Make a research of current legal hot topics and look for something that may be unique.
3. List up the fields of law that your university or institutions under it are famous for.
4. List up institutions and foundations that could help you to organise the project. Maybe there is an ELSA alumni who could help?
5. Consider the project's financial potential. Is it likely that potential sponsors would support the project?
6. Consider the participants at the event when choosing the topic. Will they be only law students, so that it can be strictly legal? Or is the event meant for a wider group like students from other areas, non-students etc., so that the topic could concern issues in the society and aim at causing a global social discussion?
7. Has the subject been dealt with before in other S&C events? It is not necessarily a reason to avoid that topic. The subject could be so interesting that you could organise the event as a continuation of earlier events on the same topic or to broaden it..

Probably you will end up with a short list of topics to choose from. Show the list to your lecturers at the university. They will be happy to be asked about their opinion and will get the feeling that they also participate in the organising of the event. It is crucial to have academic support for your event at an early stage, since after all, we are merely law students. Think of asking one of the lecturers to become an academic supervisor of the project.

The final version of a topic should be compact and exact in order to make an interesting title causing discussions, sometimes in the form of a question. Choose one leading problem.

IV. To whom do we address our project?

We assume that we organise the project for students. Still there are some questions we have to clarify:

1. Is the S&C event going to be for beginners, or should it be designed for students who already have knowledge about the subject?
2. Is the event meant for “fresh” students, or for those who have studied for a while?
3. Do we want only law students as participants, or should also other students have the opportunity to participate?
4. Are we opening the event to everyone, even non-students, who wish to participate?

5. How many participants do we accept? Do we accept them on a first come, first serve rule, or do we choose the ones that fulfil the established criteria the most?
6. Is the participation free of charge or is there a participation fee? Please note that ELSA is a non-profit organisation, so the income from the project should be dedicated to cover the organisational costs.
7. Is it a local, national or international project, and which language is used?

The target group affects the topic of the event. If the project is international, remember that a subject of international interest would have more appeal than an event of national interest.

V. The date of the event

Every year we organise a lot of international S&C events in the ELSA Network. That means that the chance of having events that coincide is enormous. Nevertheless, try to avoid organising your event at the same time as another ELSA group. You surely want to have as many applications as possible, and if you don't keep this in mind you risk competing with another group about the same participants. This also can happen if you plan an event with the same or similar topic as another group within the same period. Fortunately, these situations are easy to avoid; Consult the VP S&C of ELSA International or VP S&C in your National Group before deciding the date. Keep in mind that ELSA may not be the only students' organisation at your University. Look into the academic calendar and try to choose the date that is not in conflict with any other event organised at your University.

VI. What is the venue of the event?

The rule of thumb is that the closer the arrangements are to each other, the easier it is to organise! Aim to have the lectures, accommodation and meals at the same or close by place, so that it is a walking distance between them. If there is no possibility to accommodate participants close by the venue of the event, think about the easiest way of transport they can use and provide them with all the necessary information, such as: all the addresses, phone numbers of the OC, taxi numbers, information how and which ticket to buy etc. Try to get some discounts for taxis or public transport. This also applies to the situation when the event lasts more than one day. Be sure to put in the participants' sets maps of the city, with all the places they are going to visit pointed out. Meanwhile, considering using the maps, do not forget about copyrights and all the necessary licenses. If you want to avoid possible troubles, ask the local tourist information office for some materials, you can even get it for free! When it comes to the places where the academic programme is going to take place, the university is an excellent venue. If there is no possibility to use your university, try to find a suitable place nearby. It can be the quarter of the Institutions or a firm, local library or town hall. Regardless which place you choose, make sure it has all the necessary equipment that speakers may request, such as: projector, white-board, markers, sound-system, microphone, extensions, power-supplies. Ask the speakers before the event what

they need in particular. Remember to book all the places with the proper time in advance and always have in mind other option, so that when it is close to the event and you meet some problems, you can easily switch into other venue.

It is also important that you and your OC as the representatives of ELSA, keep in mind the standards the association represents, what applies to the accommodation or food you serve. Check, if the hostel/hotel/dorm remains clean, if it is a safe spot and will satisfy the participants. Think about the diversity of food served. Ask in advance about dietary restrictions and allergies. If you organise the international event, remember that each culture has different habits and traditions and due to that try to provide the participants with some world-wide common meals. The cultural diversity can be also used for getting participants to know with the local specials and letting them to exchange theirs with others.

C. The Planning and Organising Stage

I. The academic part

The academic part is the most significant part of the project since it is, after all, the academic alibi for organising the event! Therefore, it is important to start early to create the programme, invite speakers and plan the workshops. To make the work more efficient, the person responsible for the academic programme could create an academic team so they could share the workload.

a) The academic programme and speakers

The first step of planning an event is doing some research and studying the topic. You need to have an overview of this field of law to be able to work on the academic programme. It is also necessary to be able to initiate the next step: contacting a professor or a specialist in this field. With some background information, you will be able to give feedback to the inputs from the professor and you appear more professional when discussing the academic programme.

It is recommendable to co-operate with a professor or a specialist on the topic. Besides helping in the shaping of the programme, his or her involvement makes our project more valuable and serious. The easiest would be to contact a professor at your university; consequently, it will be simple to reach him or her whenever you need consultation. You can also invite this person to be a patron of the event – a patronage of a well-known professor can help you when you contact potential speakers or sponsors. The academic programme should be included in an event brochure with basic information about the conference and a presentation of the speakers.

While creating the academic programme, have potential speakers in mind for the different parts of the programme. The patron can help you in finding the right speakers and finally help you by inviting them.

Be aware that you will have to make many versions of the academic programme before you have the final version ready. The speakers you want to cover a certain subject might not be able to come, or the speaker wants to speak about another subject than the one in the programme. This is normal when organising seminars, conferences or ELSA Law Schools, so don't panic and try being flexible.

b) Preparing the lectures and workshops

As soon as the speaker has accepted to hold a lecture (or more), you should ask for his or her biographical note, which you can use to promote the event. Keep in touch with the invited speaker, e.g., send an email a few days before the event to remind them about it and give all the final information. Remember to prepare the lecture room – turn on the computer and the slide projector to check if it works, place a glass of water for the speaker at the table, etc. Before the lecture starts, welcome participants and introduce the lecturer. At the end you should give him or her a gift in gratitude for his/her participation – it could be, for example, a certificate and chocolates, flowers or wine.

It is recommended to prepare reading materials and send them out to participants, especially when the event is longer than just a seminar. They should contain the agenda and information about the event, for example information about covered topics, speakers or partners. Reading materials could also include articles on the topics, forms that participants need to fill in and any other information that might be useful to participants.

II. Marketing

The person responsible for marketing should have at least some basic knowledge about it or experience from previous events and be full of creativity and enthusiasm! The VP Marketing of your group is the most natural person to take the responsibility but you should think of finding more people to work within a marketing group. The marketers are responsible for promotion and public relations.

a) Promotion

You are going to promote the project towards sponsors, institutional partners and potential participants. Remember that in this process you promote ELSA in general, too. When you plan the promotion, you must define the possible marketing tools and the visual part of the event. This is what will give the project identity.

In order for the ELSA Network to appear unified all over Europe and in order for the ELSA officers to have professional promotion materials even with little knowledge, ELSA has a special Corporate Identity. This includes certain colours and fonts that should always be used when promoting ELSA events. Remember always to use the ELSA logo in accordance with the regulations of the Decision Book (Marketing part). You can find more information in the ELSA brandbook, and there are templates available on the Officers' Portal.

The most important promotional tools are:

Logo

If you organise a big event or a cycle of events, you should create a specific visual identity for it. The best way is to design a logo for the event that you can use on all marketing materials. It should symbolise the event.

Online promotion

One of the most efficient ways to promote your projects is to create an event on Facebook. Invite your friends, share the link on different Facebook groups and prepare a strategy of promotion (you can publish, for example, notes about speakers, some interesting facts or pictures connected with the topic). It is easy – and free! – way to make your event visible on local, national and international level. There are also other helpful social media, such as YouTube, Twitter, Instagram and different blogs.

Remember that the most popular posts in social media are videos and pictures. Their reach is wider than the reach of regular posts, so it is important to prepare outstanding content. In case of big events you should definitely create short promotional videos – they are great tools to present crucial information about events, show the venue or introduce Organising Committees.

Promotion conducted by ELSA International

Moreover, keep in mind that ELSA International conducts joint online promotion of a few projects of our Network, such as ELSA Law Schools, ELSA Delegations and ELSA Traineeships. This kind of promotion is very efficient but only when the whole Network works together. Therefore, you should remember to comply with certain strategies of promotion and use unified materials provided by the International Board, for example logos, posters and pictures – that makes both, our projects and ELSA itself, more recognisable.

Advertise on the ELSA mailing lists and Facebook groups

Send an e-mail via “ELSA-SC” mailing lists and promote the event, for example, on the “ELSA IB” and “ELSA S&C Team” Facebook groups. This is the quickest and cheapest way of reaching almost all ELSA members to inform them about the project.

Event materials

Prepare folders for the participants with the academic programme, note paper, advertisements, map of the city, a pen, etc. Present the event brochure to the sponsors and offer them to display their logo in it.

Badges

For the participants to remember everybody’s name, badges are indispensable. The badges should be legible and they should contain logos of ELSA and of the event. Use the other side of the badge wisely – you should put important phone numbers (such as phone numbers of the OC, taxi, emergency) and addresses (for example, hostel, lecture hall) on the backside.

Gadgets

You could produce t-shirts, caps, pens, mugs, stickers, etc. with the logo of the event. They are good marketing tools, and if they look nice the participants will gladly have them as souvenirs. Furthermore, it is a good idea to ask the project’s partners to provide participants with their accessories. This way you will easily promote partners without bearing the costs of gadgets.

III. Social programme

The social programme is an important part of an event because during free time the participants can get to know each other and learn new things about your country/city. However, the social programme shouldn’t take the main role, but should always be organised in the terms of the academic programme. The social programme can consist of parties, bowling, concerts, theatre, etc.

When the event is national/international, sightseeing should always be a part of the programme. During an international event the participants get the chance to experience a different culture. Traditional food and drinks are always a must.

IV. Finances

Organising an S&C event is quite a task and therefore you cannot decide on it easily. One of the reasons for this is that an S&C event requires a considerable amount of money, especially in relation to the year-budget of an average Local Group. Still, if organised in the right manner, you can come out with a positive balance. However, as practice and experience has shown, the finances (money) is of vital importance for an event.

Budget

What is needed at first hand is a serious, well-considered and realistic budget. The budget shall reflect an accurate and realistic estimation on the expenditure and income of the event. The first thing to do is to prepare a draft budget and list all the possible items on the income, as well as the expenditure side of the budget. Then you proceed in making an estimation of a minimum and maximum amount of all items. It is very important that the amount that you put on the items is feasible and most of all realistic. Remember that the communication between the VP S&C and the Treasurer has to be flawless for all the information to be reflected in the budget.

The income can consist of the following main items:

- money from Sponsors and Partners (at the beginning maybe undefined);
- grants;
- financial support from the University and other Institutions;
- participation fees;
- In cases of losses: ELSA Development Foundation (EDF)

With regards to the participation fees there are some internal regulations of ELSA that have to be kept in mind and followed. In the Decision Book (Financial Management part and its Annexes) the maximum participation fees for S&C events are regulated as the following:

- The maximum participation fee for participants from favoured countries for the year 2022 is 31 euros.
- The maximum participation fee for participants from non-favoured countries for the year 2022 is 37 euros.

As a last resort, you can always have the general budget of your Local Group as a back-up. Naturally, this has to be consulted with the Local Board/Local Group. On the expenditure side, the number of the participants is of a great influence to the costs of the event. Furthermore, you must calculate costs resulting from the organisation, like fuel for the car transportation, printing, copying, paper costs for the marketing materials, etc.

When making the budget it is very important to keep the inflexible costs (the costs to be paid regardless of the number of participants) as low as possible related to the total expenditure, while the flexible costs (the costs depending on the number of participants) should be related to the total. The same thing goes for income. The best thing to aim at is to have as high of an income as possible in order to secure a safe financial situation for the event. Grants and money from sponsorships are not safe before you have them on the account.

Remember that the better research you have conducted on the budget in advance, the better chances you have to avoid big changes in the budget later on, and thus the organisation will be easier and financially secure.

As another financial resort, it is also possible to apply for support from ELSA Development Foundation (EDF) in case of losses.

Account

As soon as the organising of the event is on its way, it is time to open an account for the event or to cooperate with the Treasurer of the Local Group and use the general account of the Group. Especially in the latter case, it is important to consult the Treasurer on how the bookkeeping should be handled. It is also useful to make arrangements for a starting capital, which will be needed for all sorts of initial costs (e.g. marketing materials) before any money starts coming in.

V. Fundraising

From the first thought of organising an event, it is imperative to bear fundraising in mind. It cannot be expected (especially considering the participation fee limitations) that an event is organised without a sponsorship. When thinking about the topic, speakers, social programmes, or other things, you will have to see it also from the view of a sponsor. Since fundraising covers a huge field of activity and lots of things that have to be considered, when approaching possible sponsors, this manual only insists on discussing on the surface of fundraising and tries to give you some basic ideas. For further information, you should read the Fundraising Regulations of ELSA.

Fundraising as a sales action consists of four steps:

1. Preparation
2. Approaching
3. Negotiation
4. After sales

1. Preparation

After the draft budget has been made and the major parameters of the event have been decided upon (date, title, draft agenda), it is time to think about what you have to offer to potential sponsors. You should create a Fundraising package (including the main information on ELSA and the respective event). There are several items involved when you are organising an event, which you can “sell”, and with some creativity you can surely come up with some other appealing ideas as well.

When setting the prices for the items you intend to sell, you will have to try to assess the value of being connected to ELSA and to the event in particular. When doing this you can try to compare your Group to other associations, asking them what they "charge" sponsors and seeing how good the image of ELSA is compared to those associations. Moreover, it is good to divide the prices for big companies and the grocery shop around the corner.

When you decide to approach some feasible possible sponsors, you should consult the National Board and ELSA International to avoid double-approaches. Then you should conduct some research on the companies picked, "to do your homework" for example on their websites before even contacting them. Finally, practice your presentation and negotiation skills.

2. Approaching the sponsor

The second step is to make contact with the potential sponsor. This should be done in the formal way, ideally in writing, by sending a letter to the company, addressed to the person in charge of sponsoring. And also if you are sending an e-mail make sure that it is strictly formal as well. If your group has a contact person at the company, naturally the approach should be made to him/her. The follow up should be a phone call around one week later. Do not let them shake you off easily, stick around and try another time to get hold of the person in charge.

3. Negotiation

The third step is the presentation and negotiation. This phase starts with the phone call after the first contact (formal letter) has been made. Regarding the company phones, you will have to try to always get the right person on the line and ask for a meeting. If you are lucky (or you have been persistent enough), you will get an appointment with a representative in charge of sponsoring from the company.

When having come so far, the fun part of fundraising is starting. Bear in mind though that you should always be two people when going to meet and negotiate with potential sponsors. Furthermore, it is very important that you are prepared for such a meeting. Always have a Fundraising package with you with all the information of the event and ELSA in general, and business cards. The whole image of your Local Group and ELSA in general is at stake during such a meeting. If you manage to give them a good impression of our association, we will all benefit from it. However, if you leave the office without a deal, this should never be considered as a failure. Even though you made a marvellous performance, they might not find it interesting to invest some money and sponsor this particular event, but this might change the next time and either way you have maintained ELSA's good reputation.

4. After sales

The fourth and last step is – working towards the future relation with the sponsor – one of the most important, sadly often forgotten. Once you have made the deal it is of utmost importance to fulfil your obligations. If you do so and the sponsor is content with the results, there is a chance that you can count on them for your other projects as well. Always list them in the Welcome package, if possible post them on the marketing materials of the event and always send them a nice report with a big thank you after the event has ended. Appoint someone to take good pictures during the event with the partners' logos showing, so that you have good material to put in the report. Take pictures and print screens of all the materials of the event.

VI. Risk management for possible problems

If the organising work has gone smoothly, without any particular difficulties you could not solve, some problems might show up once the event has started. There is only one advice that can be given:

Do not panic, stay calm, and focus on solving the problem.

There are various problems that can pop up during the event. As you are a professional, you must be prepared for the unexpected. It is naturally impossible to cover all problems in advance, but you can always prepare some solutions to potentially rising problems. Below find a list of problems that you might have to face and potential solutions:

- **cancellation of participants in last minute** => make them pay a deposit or do not confirm their participation (certificates) until they have paid/transferred the participation fee;
- **participants not showing up** => if you did not think of the possibility of occurring this problem earlier and it comes, you can go to the professors that currently are holding a lecture and invite them with the students to join the event instead of lecture or make a stand in a hall inviting students to come.
- **lost participants** => always include important phone numbers on the backside of the badge and in the welcome package; always have everyone's phone number with you.
- **last minute cancellation of a lecturer** => try to get a lecturer from your faculty or organise a social event (e.g. visit to one Institution of the country) for the time gap; find a documentary on the topic beforehand and show that to the participants; have a debate with pro&contra sides to raise the discussion.
- **double-booked rooms during your event** => try to arrange another room with the respective unit at the venue or try to get a room at your university.
- **delay of lectures or participants coming late to the meals, changes in the programme** => stick to the schedule yourself from the beginning, so that the participants know to take it seriously.

Whatever happens, there is one rule you have to follow: inform the participants on the changes. The worst thing that happens to participants is the lack of information. To tackle this you should create a facebook/Whatsapp group easily accessible to everyone and where the information can easily be reached. Reading this you might also understand that information (communication) generally, even when there are no problems, is crucial for keeping up the mood of participants and within the OC. Remember that you cannot control everything and that changes always occur. Keep the phone number of your trusted alumni near you; they have probably been in the same situation before and have some valuable contacts to help you.

E. The Evaluation

Even though you might feel tempted to forget about ELSA for a while after the event, you must find energy to finish the event successfully. The evaluation is a part of organising an event, and since a proper knowledge management is the key for the progress of our Association, it should never be neglected.

I. Certificates, thank you letters and reports

Distribute certificates of participation to the participants, preferably already during the event or at the end of the event to reduce the costs. Also it is important to write a report of the event for the partners and sponsors, and remember to send thank you letters to them and to the speakers. Remember that a report provided with pictures of the event will be extremely beneficial for fundraising in the future.

II. Participants Evaluation Form

This form is meant to collect the opinion of participants on the event, in order to carry out a proper evaluation, to be reported to ELSA International. A sample is available in the Officers' Portal.

III. Academic outcome

Especially larger events, such as conferences, should include an academic report after the event. You can publish a post-conference report either in paper or online, with some articles from the speakers and participants, some extracts of the lectures and of course a note from the organisers. Another possibility is to write an article to the members' magazine Synergy. Contact ELSA International for more information on it.

5. International Focus Programme, IFP

A. Introduction

The International Focus Programme (IFP) was established to provide the ELSA Network with an opportunity to work together and raise awareness in a “hot legal topic” chosen by the Council. In the IFP framework Local and National Groups unite with ELSA International and legal institutions to build a concrete knowledge base and to organise events around the same topic.

Implementation of the IFP in all the key areas is just a recommendation to the Network and it cannot be enforced.

B. The topic

The theme reflects a “hot legal topic” in Europe and the world, thereby enabling ELSA as the largest independent law students’ organisation in the world by using the unique ELSA Network to create awareness amongst today’s law students, young lawyers, society and the international community. The aim is to gather all diverse opinions and ideas and execute them through our projects.

The Council at the ICM decides the topic, its duration and the Final IFP result. The topic shall be:

- versatile, thereby representing ELSA’s cultural diversity
- internationally relevant
- with academic discussion potential
- with an impact on everyday life, thereby generating interest towards the topic
- attractive to sponsors at all levels.

The current IFP topic is Law and Technology (duration: 1st January 2020 – 31st July 2022). The next IFP topic for the period of 1st August 2022 - 31st July 2025 is Law & Sustainability.

6. Human Rights

A. Introduction

ELSA’s Vision, “A just world in which there is respect for human dignity and cultural diversity”, holds the idea of raising awareness of Human Rights and contributing to Human Rights education. ELSA shall be continuously committed to Human Rights awareness, Human Rights education, and the respect of the Rule of Law. ELSA shall strive to be recognised for a strictly legal, academic and impartial approach to Human Rights.”

It is recommended to implement Human Rights in all key area activities. This means that Human Rights should firstly be respected in all activities of ELSA, and also, that Human Rights topics should be included in S&C, AA and PD. Since you are a S&C officer, you can organise a seminar and a conference related to Human Rights or even an Institutional Visit to an institution whose work is connected with Human Rights.

B. ELSA Day and the Annual Human Rights Campaign

The most important ELSA's campaign referring to Human Rights is the Annual Human Rights Campaign. It is a huge forum of various human-rights-related events organised by all Local and National Groups of ELSA. Part of it is the ELSA Day which happens on the last Wednesday of November. The aim of the AHRC is to jointly demonstrate our human rights engagement by providing legal education and opportunities that enable law students to be independent and critical members of society. The general topic of the forum is Human Rights, which is relatively broad – for this reason each year we draw attention to a particular topic.

C. Motivation

It can be a good idea to gather people particularly interested in Human Rights and motivated to work for ELSA in this area. You can start a “Human Rights Team” or just get some people to help you on specific tasks. First of all, one of the most fruitful ways to learn about Human Rights is to work with the topics in a practical way as in participating in the organising of an ELSA event on the subject. Also, this is a good way of attracting more people to ELSA, since the Human Rights activities might interest new people that would not otherwise be aware of the magnificent association called ELSA.

7. ELSA Delegations

An important part of the institutional relations of ELSA is represented by the delegations sent to the working sessions of international organisations. They are both a major opportunity for our members in terms of personal and professional growth and a means through which ELSA gains a role in the discussion on the development of international law and valuable and current academic knowledge to be used in our projects.

ELSA has a special status and cooperation with UN Educational, Scientific and Cultural Organisation (UNESCO); UN Economic and Social Council (UN ECOSOC); UN Commission on International Trade Law (UNCITRAL); UN Office on Drugs and Crime (UNODC); Council of Europe; Office of the United Nations High Commissioner for Human Rights (OHCHR); World Intellectual Property Organisation (WIPO); Organisation for Economic Co-operation and Development (OECD); Coalition for the International Criminal Court (CICC).

The appointed delegates will be supported in their preparation by academic coordinators that will provide with the practical and scientific information needed to enjoy the session at the best. They will be able to participate in both the official meeting and the side events usually organised by governments and NGOs to raise awareness on specific issues. Within one month after the event the report of the delegation, written under the advice of the academic coordinator, should be ready in order to be published online by ELSA International.

The chance to play a direct role in multilateral cooperation, being a delegate in an international organisation working session while still a student has an enormous value in terms of experiences, legal knowledge, international mindset, in short what ELSA is there for. And such a chance is easily at your reach if you are an ELSA member.

Also, check regularly www.delegations.elsa.org for the open calls and promotion to our members and potential members, ELSA Delegations, as one of the flagship projects of ELSA, has proven itself to be a great tool for recruitment.

8. Communication

While planning and organising events is the most important part of an S&C-Officers position, no Vice President can work without other officers. This includes both the officers responsible for other areas as well as any other members of the S&C area.

A. Mailing Lists

I. S&C-Mailing List

The S&C list is a mailing list on which all VPs S&C (National and Local) should be subscribed to. This mailing list is only used for S&C related information. You can subscribe to the ELSA-S&C by sending an email to VP S&C ELSA International, seminarsconferences@elsa.org. The list is also open for members within the Network with special interest in the field of S&C.

B. Facebook

Since almost anyone has Facebook nowadays, it is a useful tool to communicate with other ELSA Members. Therefore, ELSA uses several Facebook Groups and sites to share information with members.

I. ELSA Internationals Page

The Facebook page of ELSA provides important information about ELSA's work and current events in the network to members and externals alike. Most importantly, the calls and deadlines for STEP, Delegations and Law Schools are posted here. It is therefore recommended that you

follow this page in order to be always up to date.

II. S&C-Officers' Group

Every National S&C Officer should be a Member of this Group. The VP S&C of the IB will use this group to share information regarding S&C with their Officers and to remind them of deadlines.

It is also likely that your National Board created another S&C-Officers' group for the Officers from your country. If this is the case, you should join this group as well in order to communicate better with your national network.

3. ELSA Study Visits Group

The ELSA Study Visits group can be used to find partners for your Study Visits. Representatives of the organising groups can post if they want to be the hosting or visiting group and which countries or cities they are interested in. This way, many groups are able to find partners they didn't know of before.

We recommend that every Officer who wishes to organise a Study Visit to join this Group!

9. S&C - Team

If you start your term, you will usually already have a plan of what you want to achieve within your position.

In an ideal world, you would be able to organise all your events on your own. However, depending on how active your group is and how much time you need for your studies, you may want to focus on several important projects. Therefore, it can be a good idea to have one or more Directors who take some of your work for you.

What kind of Directors you need in your board depends very much on your plans for the next term. Some VPs focus on large events and give smaller projects (lectures, panel discussions) to their Directors. In other local groups, all events are organised by Directors while the VP acts as the head of the Team who oversees their work.

National S&C Officers are often in contact with a lot of people: partners, internationals and – most importantly - their own local officers asking for help or information. National Directors can take responsibility for certain areas, such as Delegations, IFP, or Human Rights, and can answer all questions regarding these topics. They can also take over certain “long-term” projects, like working groups or handbook revisions.

Finally, the position of Director offers a great opportunity to acquire future officers. New ELSA Members who are interested to participate, are intimidated by the responsibilities of an elected

board position. Therefore, a position of the Director is a good way to introduce them to the work of an S&C officer, both on the national and the local level.

A. Director for S&C

This is the basic choice when picking a Director and useful for officers who do not want a large S&C Team. Rather than being responsible for a certain area, the Director for S&C – as the name implies – can work on all projects in the S&C area.

They can assist you with time-consuming tasks for your projects, such as researching topics or speakers, or they can work on smaller events while you focus on your major projects.

This is also a good position to introduce your successor to the work of a VP S&C, since they have an opportunity to experience the full range of an S&C Officer's work without having to worry about (full) responsibility.

B. ELSA Delegations

A Director for Delegations can promote ELSA delegations in your local group and be the primary contact person for all questions regarding delegations. This will allow you to focus on your larger events.

On the national level, a Director for Delegations may also be responsible for sharing delegations-related marketing material and information with the local officers.

C. International Focus Programme

The Director for IFP can handle all projects regarding the International Focus Programme. If you are planning a larger project with a IFP focus, the Director can help you research partners and sub-topics.

On the national level, the Director for IFP can be the main contact person for all questions regarding IFP and support the local officers in the organisation and promotion of IFP related events, most importantly the IFP week.

D. Study Visits

A Director for Study Visits can be responsible to find Study Visit partners and discuss the details of the Visits with them. If you are unable to attend the Study Visit yourself, they are the ideal person to go to in your stead. On the national level, the Director for Study Visits can help

E. Director for Institutional Visits

The Director for Institutional Visits can help you with the organisation of an Institutional Visit, such as researching institutions and communicating with contact persons. They can also lead the group if you should be unable to attend the Visit yourself.

If the Institutional Visit is not very expensive (e.g. because you do not stay overnight), the Director can also organise and lead the Visit all by themselves.

10. Transition

Positions in ELSA usually change every term. Therefore, a good Knowledge Management is essential in order to maintain and improve the Quality of our work. To make sure that our work continues to be “up to standards”, all officers are expected to give a transition to their successors.

A. Giving a Transition

A good transition will save your successor a lot of time and they do not have to make the same mistakes you made before. They can also learn from the successful events you organised and continue your work. Remember to pass on important contact information of people you worked with, so your successor can contact them again for further cooperation.

The transition should include

- 1) a general transition on ELSA knowledge,
- 2) a specific transition on the S&C area and
- 3) a team building for the new board.

You should take at least one or two hours of time for your transition. It is recommended that you deliver it in person.

To make sure that you have covered all the important topics in your Transition, you can take a look at the S&C **Transition Checklist**.

B. If you did not receive a transition

Ideally, if you are reading this handbook, you should already have had your transition with your predecessor. However, if you did not receive a detailed transition, there are several things you can do.

- **Talk to a previous S&C-Officer from your local group.** Even if they did not hold the position during the last term, they should be able to share their experience in the S&C with you.

- **Contact your National S&C-Officer or the VPSC of ELSA International.** They should be able to give you all important information regarding the VPSC position, and they usually have a lot of experience as a local Officer themselves.
- **Speak to your President or Secretary General.** As they are responsible for board management, they should have an overview over past S&C events and planned projects for the coming term. They should also be able to give you access to your local groups' archive, to see what your predecessors did.
- **Contact other local S&C Officers.** Most of them will be new as well, so they should be able to tell you what sources of information they are using and what was said during their transition.
- **Look into old documents.** Is there any online database that your local group is using? Check if there is any information regarding S&C. If you at least have access to the S&C mail account, check old mails to see what was done in the last term.

11. S&C-related Abbreviations and acronyms in the ELSA Language

DB - Decision Book

EI - ELSA International

HOC - Head of Organising Committee

IV - Institutional Visit

IFP - International Focus Programme

OC - Organising Committee

SELS - Summer ELSA Law Schools

S&C - Seminars & Conferences

SSO - Statutes and Standing Orders

SV - Study Visit

VP S&C - Vice President for Seminars & Conferences

WELS - Winter ELSA Law Schools

WM - Working Materials

WS - Workshop