

SEMINARS & CONFERENCES HANDBOOK

elsa

The European Law Students' Association

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

This handbook is the result of the work of

The Coordinator of the Working Group for the S&C Handbook:

Lennart Thoms, Assistant for Seminars and Conferences, ELSA International 2016/17

And the Members of the Working Group for the S&C Handbook:

Deniz Hatemi, ELSA Turkey

Ezgi Yildiz, ELSA Turkey

Romensha Dharmasena, ELSA Denmark

Anna Wiktorow, ELSA Poland

Laura Straś, ELSA Poland

Aleksandra Zuchowska, ELSA Poland

The authors express their sincere gratitude to **Nigel Micallef**, Vice President Seminars and Conferences of ELSA International 2016/17.

The cover of this Handbook was done by **Ivan Chopyk**, Vice President for Marketing of ELSA International 2016/17.

Useful contacts:

Vice President of Seminars and Conferences at ELSA International: seminarsconferences@elsa.org

Assistant for S&C: assistant.sc@elsa.org

ELSA International

239, Boulevard Général Jacques

B-1050 Brussels

Belgium

E-mail: elsa@elsa.org

Tel: +32 2 646 26 26

Fax: +32 2 646 29

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1. About ELSA

ELSA (The European Law Students' Association) is an international, independent, non-political, non-profit-making organisation run by and for students. It is comprised of students and recent graduates who are interested in academic and personal excellence in addition to their studies at their universities. ELSA offers law students a perfect platform to develop their existing skills, acquire new skills and meet fellow students and legal professionals throughout Europe.

Five law students from Austria, Hungary, Poland and West Germany founded ELSA in 1981. Today ELSA is the world's largest independent law students' association and it is represented at nearly 375 law faculties in 43 countries across Europe with membership in excess of 50.000 students and young lawyers.

ELSA activities comprise a large variety of academic and professional events and projects that are organised to fulfil the vision of ELSA and in order to provide our members opportunities to enhance their skills and to interact with each other. Furthermore, ELSA provides law students opportunities to develop their skills through our traineeship programme as well as through our publications. Finally working in the ELSA Network prepares active members of ELSA for their professional life through international experience gained through the Association.

Vision

“A just world in which there is respect for human dignity and cultural diversity”

Purpose

The purpose is to contribute to legal education, to foster mutual understanding and to promote social responsibility of law students and young lawyers by:

- a) providing opportunities for law students and young lawyers to learn about other cultures and legal systems in a spirit of critical dialogue and scientific co-operation.
- b) assisting law students and young lawyers to be internationally minded and professionally skilled.
- c) encouraging law students and young lawyers to act for the good of society.

To read more about ELSA, please visit our website: www.elsa.org

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 the area 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.

The distinction between Academic Activities and Seminars & Conferences:

a) Academic Activities

The key area Academic Activities aims to contribute to legal education. Academic Activities consists of programmes and events that can be divided into legal writing, studies abroad, legal research and projects that are bridging theory and practice, which means events like moot court competitions, legal debates and lawyers at work events.

b) AA versus S&C:

At times it can be hard to distinguish between AA and S&C events, here are some key points to remember:

- S&C events aim to give participants the opportunity to learn and discuss different topics that are not usually included in the the curricula of universities, thereby contributing to a better legal, cultural and social education.
- S&C events aim to promote intercultural exchange, allowing participants to experience other countries and cultures.
- In comparison to AA events, S&C events focus more on providing knowledge to participants, and less on active participation by the participants
- AA projects focus on an extraordinary practical and interactive learning
- AA projects aim at improving the participants' practical legal skills
- AA projects allow law students and young lawyers to use their legal knowledge in a practical way
- AA projects focus more on topics which are more relevant for curricula of universities.
- AA projects represent an opportunity for law students and young lawyers to receive career information about various professions which are open to law graduates

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 scientific events and Study Visits, Institutional Visits 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 taken into account by the academic staff or university rules. Also, you should always keep in mind that the only limit for your creativity is the sky!

When organising any S&C event, 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 on each university – for the sake of this Handbook, it will be understood as a discourse within 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 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 experts¹ from several fields and opinions in order 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 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. A conference is usually divided into lectures and panel discussions on the basis of sub-themes within the main topic. A conference can take place either locally, nationally or internationally. The conference should aim to have some result, to come to certain conclusions through the event. This is why, 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.

¹ Experts shall include academics, practitioners, NGO representatives and other professionals.

Conferences may also open or end some other event, for instance an ELSA Law School or a Legal Research Group. The participants of the conference should have the possibility to discuss amongst themselves and during the open discussion in the plenary.

V. ELSA Law Schools

An ELSA Law School² is an international event, comprising of a scientific, cultural and social programme, organised by a local or a national ELSA group, which has to follow the requirements regulated in the Council Meetings' Decision Book.³ 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 scientific programme with lectures, workshops and, other academic activities per week and also allocate time for homework to revise the lectures and prepare the next lessons. For that reason, ELSA Law Schools have relatively broad topics which can last for subsequent events, e.g. "Space Law" 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, law-firms 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 7 main periods that are titled "specification, preparation, application, selection, additional application, additional selection, event and lastly after the event evaluation". Never neglect the importance of the evaluation, since the 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 academic, cultural and social exchange of ELSA groups on either national or international level. Moreover, this project can be organised with international organisations such as ALSA⁴, ILSA⁵ or DLSA⁶. Study Visits may be:

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

Every organiser needs to ensure that there will be the an average of no less than **3 hours of academic programme per day** during the study visit. Hence, when organising the programme, you can have a day which incorporates 6 hours of academic programme and then on the next day have no sessions at all.

² Detailed information can be found in ELSA Law Schools Handbook: http://files.elsa.org/SC/ELSA_Law_Schools_Handbook.pdf/.

³ Please go to <http://officers.elsa.org/page/regulations/> for the Council Meetings' Decision Book.

⁴ Asian Law Students' Association

⁵ Israeli Law Students Association

⁶ Dominican Law Students Association

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 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.

A few general tips:

- take care of the communication between participating groups: before, during and after the event, keeping in mind that as you may come from different cultures and experiences, misunderstandings happen – ask the other groups about anything you think is important for the project;
- there is no general scheme for study visits, you can do whatever your imagination gives you;
- study visits are generally a responsibility of VP S&C but it is useful to appoint for example Director for International Relations or Director for Study Visits. The compromise would be also a coordinator for the particular study visit.

Do you want to know more? Check out the short guide “Study visits in 4 minutes”⁷ and the Study Visits Handbook⁸. You will find there more all the important information and a lot of advices on how to organise a study visit and its particular parts.

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 institution act. An Institutional visit can be comprised of visits to institutions related to the same topic of law or to different institutions that are found in the city or country.

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. 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 be solely responsible for the organisation 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 inform VP S&C of ELSA International **before approaching them**.

Institutions

⁷ It can always be found on the officers' portal and http://files.elsa.org/SC/SV_in_4_min_FINAL.pdf).

⁸ It can always be found on the officers' portal and http://files.elsa.org/SC/Study_Visits_Handbook_July_2015.pdf

We provide you the list of potential institutions that you can go to for an institutional visit:

- European Court of Human Rights - <http://www.echr.coe.int/>
- Council of Europe - <http://www.coe.int/en/>
- Court of Justice of the European Union - http://curia.europa.eu/jcms/jcms/Jo2_6999/en/,
https://europa.eu/european-union/about-eu/institutions-bodies/court-justice_en
- European Parliament - <http://www.europarl.europa.eu/>
- European Commission - https://ec.europa.eu/info/contact_en
- [International Trademark Association](#)
- International Criminal Court - <https://www.icc-cpi.int/>
- International Court of Arbitration (by the International Chamber of Commerce)-
<http://www.iccwbo.org/>
- London Court of International Arbitration - <http://www.lcia.org/>
- UN Bodies - <http://www.un.org/> <http://visit.un.org/content/plan-your-visit>
- WTO - <https://www.wto.org/>
- Planck Institutes - <https://www.mpg.de/en>
- European Agencies (in different countries): https://europa.eu/european-union/about-eu/agencies_en
- European NGOs - <http://ec.europa.eu/social/main.jsp?catId=330>
- European Universities and research centres
- National Supreme Courts
- National Constitutional Courts and Tribunals
- National Supreme Administrative Courts
- National Parliaments
- Seats of the National President/Prime Minister
- National Ombudsman's seats
- Influential National NGOs

Local/national/international

For ELSA – the division of S&C events into local, national and international is important when you are reporting your events to ELSA International. It serves to measure what kind of events are organised in the ELSA Network, and what kind of audience the events reach. Nonetheless, you have to remember when organising an event, that the range of the event may have a big importance for the participants (both speakers and students). The participation in the event which has a broader range can be more beneficial for the academic career, scholarships etc.

1. **International events** are attended by participants (both speakers and students) that:

- a. have **different national and legal backgrounds** and

- b. come to the country of venue **primarily for the purpose of attending the international event.**
 - National background is not nationality, but it is determined by the person's subjective opinion.
 - Legal background means the country where a person has received the basic legal education.

2. **National events** are attended by participants (both speakers and students) from two or more different cities in the same country.

- a. Note that in some countries the academic society may define them not on the basis of cities but by research centres. It means that it would be necessary to have on the event the representatives of at least 2 research centres, which may be based in the same city.
- b. Note that the minimum amount of cities or research centres may be vary for the requirements for scholarships or academic achievements.

3. **Local events** are attended by participants (both speakers and students) from the same city.

- a. If there is only one law faculty in the respective country, the event shall be considered as national
- b. Note that, in some countries the participants would have to be from the same research centre, so for example from one faculty.

4. Organising an S&C Event

A. 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 a Plan B regarding every aspect of the organisational work, so that when something unexpected comes up and ruins your plans, you remain calm and turn the problem into a 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 other ELSA member, who possesses a high level of organisational skills, responsibility and commitment! 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 to that the budget is not exceeded.

Now that you hopefully are more aware of your role as HoOC, we can take a 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:

- **Head of Organising Committee:**
Co-ordination, 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. In order to make your activity easier, you can think of using some programmes, such as: Trello, ASANA, Evernote or Google Tools, which will help with managing the tasks and constant update on your work. Remember to explain how the respective programme works to everybody, so that it can be used as a tool. 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 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. Take a 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 at the moment. 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.
3. List up institutions and foundations that could help you to organise the project. Maybe there is an ELSA alumnus who could help?
4. Consider the project's financial potential. Is it likely that potential sponsors would support the project?
5. 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?
6. 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.

You will probably 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 wishes 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 there is a participation fee?
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 for 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. The VP S&C is there for you, and would be more than happy to assist in these matters. Keep in mind that ELSA may not be the only students' organisation at your University. Take a 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 at a closeby place, so that it is a walking distance between them. If there is no possibility to accommodate participants closely to 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. If possible, when organising a bigger event than that try and arrange private transport since it will logistically much easier and in certain situations cheaper.

Be sure to put maps of the city in the participants' welcome pack or in the Facebook Group -, with all the places they are going to visit pointed out. Meanwhile, when using 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!

Moreover, you should give participants the show-around tour, in order to reduce the risk of them getting lost. 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 near by. It can be in the offices of an Institution or a firm, local library or town hall. Regardless which place you choose, make sure it has all the necessary equipment for the event, such as: projector, white-board, markers, sound-system, microphone,

extensions, Wi-Fi, 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 that the association represents, This includes the accommodation and the food that 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. Cultural diversity is an important tool for participants to get familiar with the local culture and to share their culture with others.

C. Specification

Every S&C event shall be specified in and Event Specification Form (ESF), to be sent at least 10 days prior to the event through the online form that can be found in the Officers' Portal officers.elsa.org. The title, date, type, participation number, language, fees of the event and some other information such as description and contact details should be filled in to the respective form. Events specified will be published in the website of ELSA International, with priority for international, IFP and Human Rights events.

D. 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 the organisation of 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 of 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 on 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 professional. 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. When 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 inviting them. If you want to have international speakers, consult the VP S&C of EI and give him or her basic information about the event, the requested topic, and the speaker/institutions you would like to approach. Remember also to state if you are able to cover some of the costs for the speaker.

Be aware of 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 a different 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 with a general reminder and providing 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 the participants and introduce the lecturer. At the end it is recommended to give the speakers a gift of gratitude for their 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.

You are going to promote the project towards sponsors, institutional partners and potential participants. Remember that in this process you need to promote ELSA in general as well. 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 an 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 Corporate Identity Handbook, 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.

Posters

Posters should promote the project, stating the basic information about the event. They are also important tools for fundraising – sponsors can put their logos on the posters and in return we get support. Posters should be “teasers”, catching people’s interest.

Fliers

They have the same function as posters but give even more information about the event. Spread them at universities in your city and send them via email (maybe your university has an official students’ mailing list?). If you organise a national or international event, you can also distribute fliers at NCMs and ICMs to make sure students from different universities in the ELSA Network will hear about it.

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 an 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 reach of regular posts, so it is important to prepare outstanding content. Pictures do not have to be serious – follow the trends and create memes or GIFs. It is not a secret that people love funny, unusual posts and they are more likely to like or share them with their friends.

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. While creating a video you have endless possibilities! You can make it look like a film trailer or a music video; you can use footage

from previous editions of the project or film something completely different and tell an unforgettable story. It depends only on you and your imagination!

Analyse the target of the event, choose tools which are the most suitable and remember that the Internet loves innovations.

Promotion conducted by ELSA International

If the event is international or its topic refers to Human Rights or International Focus Programme, fill in the Event Specification Form (ESF) and send it to ELSA International. The event will then be promoted in all ELSA countries through the website and Synergy.

Moreover, keep in mind that ELSA International conducts joint online promotion of the flagship projects of our Network, such as ELSA Law Schools, ELSA Delegations, STEP and Legal Research Group. This kind of promotion is very efficient but only when the whole Network works together. Therefore, you should remember to comply with certain strategy of promotion and use unified materials provided by 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-INFO” and “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. If you organise a large event, you cannot forget about preparing some useful materials and gadgets for participants.

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. Remember that you don't need to have something extraordinary every day; a theme party at the hostel can be sometimes more fun than the most expensive club in town.

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: in Finland you expect to go to a sauna, in Bavaria you should have a traditional evening and in Turkey you have to go belly dancing. 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 or even make profit with the event. 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 to the items are feasible and most of all realistic. Therefore, some research has to be done beforehand. With regards to information on the two sides, you can ask International or National S&C officer or your predecessor (previous event organisers) to provide you with budgets of previously organised events that could give you an idea what you are facing. 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;
- 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 follows:

- The maximum participation fee for participants from favoured countries for the year 2017 is 29 euros.
- The maximum participation fee for participants from non-favoured countries for the year 2017 is 34 euros.

The fee is considered per person per night and it should include the general administration costs, accommodation, meals academic programme and social programme. These fees refer to ELSA Members. For the other participants (ELSA Alumni, non-ELSA Members, members of partner institutions such as ALSA etc. and non-students) there exist no such restrictions, therefore it lies in the discretion of the Organising Committee to set the fees.

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. When you organise a large event, the expenditures include the prices for the meals, the accommodation, public transport for participants and lecturers and the academic materials. Furthermore, you must calculate costs resulting from the organisation, like phone calls, 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 the 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 secured.

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

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 programme, 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 the contact with the potential sponsor. This should be done in the formal way, ideally in writing, by sending a letter to the company, addressed at 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 get always 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 up 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 the 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. Arrange a notice board in a visible place and tell the participants to follow it actively.

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. Such certificates shall be signed by the academic partner of the event, if possible. If there are more than one academic partner you can either opt for them all to sign or the leading partner to sign. 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. Evaluation Form

In the S&C area, there are some specific evaluation forms for some particular events such as Study Visits, Institutional Visits, and ELSA Law Schools and one general Event Evaluation Form to be used for any other kind of events. Fill in the Event Evaluation Form or the related specific evaluation form and send it to ELSA International after your event. ELSA International needs the information included in the EFs to compile statistics for its Annual Report, for presentations to partners and for grants applications. At the same time, by compiling the Evaluation the OC process the results of the event and evaluate the outcome. Evaluation Form is due for international events and upon request of ELSA International for national or local events.

Also, make sure that the Evaluation Form and other materials also stay in your national and local archive. These forms are very important tools for ELSA International to know what is going on in the Network, and what kind of things the VPs S&C need in order to organise even more successful events. If you don't send in the Evaluation Form, the event has been organised only for you; if you send in the Evaluation Form, you help

others in their events and share important knowledge. You would have wanted to get the advice as well when you started, right?

III. 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.

IV. Academic outcome

Especially when organising larger events, such as conferences, one 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 specific “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.

The International Focus Programme was introduced to the ELSA Network back in 1995. Each specific programme has a life-time of a minimum of 1 year. However, the norm is that the latter lasts for 3 years.

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 **Environmental Law** (duration: 1st of August 2016 – 31st of July 2019).

C. IFP Week

The IFP Week is a new concept in the ELSA Network. The main goal of it is to unite the whole Network in organising different projects referring to the topic of the International Focus Programme. The IFP Week contributes to raising awareness about the importance of the topic and aims at providing students with the knowledge which is necessary to work out legal solutions for the problems. Moreover, thanks to the accumulation of IFP-related events in one week, ELSA’s commitment can have even bigger impact on the world.

The IFP Week is an annual project and the first edition concerning Environmental Law took place between the 2nd – 9th of April 2017.

There is a million things you can do in the ELSA Network either at a local, national or even international level, and the IFP topic can fit in each and every one of them. Because it is a focus of the whole ELSA Network, the

contacts and support needed in organising successful events are already available. Use the experience that the organisers of previous IFP events have, and be part of a larger project – the International Focus Programme. Remember that you should submit the Event Specification Form for every IFP related event to EI at least 1 month before the event and the Event Evaluation Form no later than after 3 weeks after the event.

You can find regulations concerning the International Focus Programme in the Decision Book and learn more about the implementation of the IFP by reading the Handbook for the current IFP.⁹ If you need any help, or if you have further questions, contact your National Board, the Director for IFP of EI or the International Board.

⁹ http://files.elsa.org/SC/ifp_environmental_law_handbook.pdf

6. Human Rights

A. Introduction

ELSA's Vision, "A just world in which there is respect for human dignity and cultural diversity", contains the idea of raising awareness of Human Rights and contributing to Human Rights education. In addition to the Philosophy statement, Human Rights are emphasised in the Decision Book as a commitment of ELSA: Human Rights is the main treasure and value of mankind. Therefore, the implementation of Human Rights is an objective of the Network.

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 STEP. As an S&C officer, you can organise any type of event related to Human Rights or even an Institutional Visit to an institution whose work is connected with Human Rights.

B. ELSA Day

The most important ELSA project referring to Human Rights is ELSA Day. The project allows for a large forum for various human-rights-related events organised by all Local Groups of ELSA on the last Wednesday of November. The aim of ELSA Day is to jointly demonstrate our human



ELSA DAY
"all different, all together"

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.

You can choose any type of event and organise it as a part of ELSA Day under its slogan: "all different, all together".

C. Cooperation with institutions

The implementation of Human Rights includes, for example, cooperation with institutions contributing to Human Rights, especially attending their events and organising common projects. ELSA International is responsible for establishing contacts for the high standard of Human Rights Events and for publishing at least one article on Human Rights in each issue of Synergy. When approaching international institutions dealing with Human Rights, remember to inform ELSA International first. For more information on the procedure, please read the Institutional Relations regulations under BEE in the Decision Book.

The Council of Europe

The Council of Europe has been the Human Rights' Partner of ELSA since 2008. It is very beneficial for the groups to organise events related to the issues that the Council of Europe deals with, because it is possible to get materials, speakers, patronages and other type of support from the organisation, and support the aims of both ELSA and the Council of Europe at the same time. The Secretary General of the Council of Europe, Mr Thorbjørn Jagland, is the patron of ELSA since February 2013. For more information on the Human Rights' partnership, please read the Guidelines for Cooperation with the Council of Europe.¹⁰



D. 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.

Refer to the Human Rights Handbook¹¹ for all the detailed information about Human Rights in ELSA's projects.

¹⁰ http://files.elsa.org/AA/Council_of_Europe_cooperation_guidelines.pdf.

¹¹ http://files.elsa.org/AA/Human_Rights_Handbook2015.pdf

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). ELSA also participates on a yearly basis at the World Forum of Democracy organised by the Council of Europe.

The appointed delegates will be supported in their preparation by academic coordinators, that will provide the delegates with all the practical and scientific information needed to enjoy the session. They will be able to participate to 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 at a session of international organisation while still being a student, is a unique opportunity which provides the latter a great experience, legal knowledge, international mind-set, in short, this is what ELSA stands for. Such an opportunity is only available for ELSA members. ELSA organises a call for ELSA Delegations once every two months on average. Each call has between 8 to 12 sessions which ELSA sends delegates to.

ELSA Delegations are regulated in the Council Meeting Decision Book under the S&C part and in the Guidelines for the selection of ELSA Delegations. Detailed information on different delegations can be found on www.officers.elsa.org/page/seminars-and-conferences/ under the guidelines for delegations section. Also, check regularly www.delegations.elsa.org for the open calls and promote to our members and potential members, delegations are one of the flagship projects of our association and has proven itself to be a great tool for recruitment!

8. Strategic Goals in S&C

During the ICM in Cologne (spring 2013), the Network decided upon a new five-year plan, in which they set certain Strategic Goals to be achieved by the year 2018. All Officers in the Association are expected to work towards achieving these goals.

The complete Strategic Goals for 2018 can be found in the Decision Book from page 7 onwards as well as on the front page of the Officer's Portal. While many of these goals apply to all areas of ELSA, some, such as those regarding ELSA Day and Human Rights, are more specific to S&C. As a result, you as an S&C Officer should pay special attention to them.

You can find the current Strategic Goals on the front page of the Officers Portal¹².

¹² <https://officers.elsa.org/im/>

9. 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 at seminarsconferences@elsa.org.

The list is also open for members within the Network with a special interest in the field of S&C. The National VPs S&C have the right to post messages to the list, whereas the local officers and other subscribers only have the right to receive the messages. Local officers can be subscribed only after the approval of the national officer.

II. National Lists

The IB is not the only board using mailing lists. Many national boards use them as well to communicate with their network efficiently. There might be a single list for all officers, or an area-specific list, or both. Make sure that you are subscribed to all relevant list in your national group, so that you do not miss out on important information.

B. Facebook

Since almost anyone has Facebook nowadays, it is one of the most important and useful tools to communicate with other ELSA Members. ELSA uses several Facebook Groups and pages to share information with its members and active officers

I. ELSA Internationals Page

The Facebook page of ELSA¹³ 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.

¹³ <https://www.facebook.com/elsa.org/>

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.

III. 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 on. This way, many groups are able to find partners they didn't know of before. We recommend for every Officer who wishes to organise a Study Visit to join this Group!

IV. Other Groups

These are not the only Facebook Groups relating to the S&C area however, one there are usually several groups relating to more specific projects. These mainly include the *ELSA Law Schools HoOC* Facebook Group whereby all communication relating to the unification and progress in ELSA Law Schools is directly communicated to all HoOC. On a yearly basis, there will be two other Facebook Groups on dealing with the International Focus Programme and another one dealing with ELSA Day.

10. 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 of 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 as a 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 one of the most basic choices 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.

Such a Director 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 the Director will have an opportunity to experience the full range of an S&C Officers work without having to worry about the (full) responsibility.

B. 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. Human Rights / ELSA Day

A Director for Human Rights in your Team can be responsible for the ELSA Day and other events relating to Human Rights. On the national level, the Director for Human Rights / ELSA Day can coordinate and support all Human Rights events in the local groups. This officer will also be responsible for communication between ELSA International and the National/Local Groups.

D. International Focus Programme

The Director for IFP can handle all projects regarding the International Focus Programme, especially the coordination of IFP Week. 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.

E. 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 in your stead. This officer is also responsible for updating the information that is placed on the Study Visit Portal with regards to the respective Local Group. It is also the task of this officer to promote any Study Visits within the respective Study Visit Facebook Group. It is recommended to have a Director for such position especially when organising study visits which will take place outside of Europe and hence require more hands down work.

F. 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.

11. Transition

Positions in ELSA usually change every term. Therefore, 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 teambuilding for the new board.

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.**
- **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.

Appendix I - S&C-related Abbreviations and acronyms in the ELSA Language

DB - Decision Book

EI - ELSA International

ESF - Event Specification Form

HOC - Head of Organising Committee

IV - Institutional Visit

IFP - International Focus Programme

KAM - Key Area Meeting

OC - Organising Committee

SELS - Summer ELSA Law School

S&C - Seminars & Conferences

SSO - Statutes and Standing Orders

SV - Study Visit

SVG - Study Visit Guide

VP S&C - Vice President for Seminars & Conferences

WELS - Winter ELSA Law School

WM - Working Materials

WS – Workshop

Appendix II - Transition Checklist

1. Knowledge Transition

General ELSA Knowledge	transitioned	discussed
Founding of ELSA		
Purpose of the Association (<i>Philosophy Statement</i>)		
Structure (<i>Board and Network</i>)		
National Meetings (<i>NCMs, etc.</i>)		
International Meetings (<i>KAM, SAM, ICM, IPM</i>)		
Abbreviations (<i>S&C, AA, STEP, BEE, IM, FM, etc.</i>)		
S&C-Specific Information	transitioned	discussed
Types of Events with Definitions from the Decision Book		
ELSA Day		
IFP		

Human Rights		
Grants (national and international)		
Training		
Strategic Goals		
Information Specific to your Group (LG/NG)	transitioned	discussed
Mail-Account/login data		
office/keys		
Recurring events		
Reserving rooms for events		
Exam dates		
Typical problems		

2. Material Transition

Handbooks and Guides	transitioned	discussed
General S&C Handbook		

Study Visit Handbook		
Institutional Visit Handbook		
ELSA Law Schools Handbook		
Human Rights Handbook		
ELSA Delegations Guidelines		
IFP Handbook		
Guideline Cooperation Council of Europe		
Event Organisation Guide		
Publications and Online Forms	transitioned	discussed
Statutes and Standing Orders of the National Board		
Decision Book of ELSA International regarding S&C		
Synergy		
Event Posters		
Posters and Flyers for Delegations		

Event Specification Form		
Event Evaluation Forms		
Study Visit Agreement		
Exemption of Liability Form		
Local Documents	transitioned	discussed
Folder with important documents		
Storage device with relevant data (Google Drive)		
Statutes of the local group		
List of past events in the Local Group		
Reports from Events / filled out Evaluation Forms		
Overview of planned events		

3. Contact Transition

Local Contacts	transitioned	discussed
Faculty / University Administration / Student Bodies		

Partners / Sponsors		
Other contacts / Institutions / Speakers / Externals		
National and international Contacts	Transitioned	Discussed
National and International S&C mailing lists		
National and international Facebook groups		
Contact with the national board		
Cooperation with other local groups		

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

This handbook is the result of the work of

The Coordinator of the Working Group for the S&C Handbook:

Lennart Thoms, Assistant for Seminars and Conferences, ELSA International 2016/17

And the Members of the Working Group for the S&C Handbook:

Deniz Hatemi, ELSA Turkey

Ezgi Yildiz, ELSA Turkey

Romensha Dharmasena, ELSA Denmark

Anna Wiktorow, ELSA Poland

Laura Straś, ELSA Poland

Aleksandra Zuchowska, ELSA Poland

The authors express their sincere gratitude to **Nigel Micallef**, Vice President Seminars and Conferences of ELSA International 2016/17.

The cover of this Handbook was done by **Ivan Chopyk**, Vice President for Marketing of ELSA International 2016/17.

Useful contacts:

Vice President of Seminars and Conferences at ELSA International: seminarsconferences@elsa.org

Assistant for S&C: assistant.sc@elsa.org

ELSA International

239, Boulevard Général Jacques

B-1050 Brussels

Belgium

E-mail: elsa@elsa.org

Tel: +32 2 646 26 26

Fax: +32 2 646 29

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1. About ELSA

ELSA (The European Law Students' Association) is an international, independent, non-political, non-profit-making organisation run by and for students. It is comprised of students and recent graduates who are interested in academic and personal excellence in addition to their studies at their universities. ELSA offers law students a perfect platform to develop their existing skills, acquire new skills and meet fellow students and legal professionals throughout Europe.

Five law students from Austria, Hungary, Poland and West Germany founded ELSA in 1981. Today ELSA is the world's largest independent law students' association and it is represented at nearly 375 law faculties in 43 countries across Europe with membership in excess of 50.000 students and young lawyers.

ELSA activities comprise a large variety of academic and professional events and projects that are organised to fulfil the vision of ELSA and in order to provide our members opportunities to enhance their skills and to interact with each other. Furthermore, ELSA provides law students opportunities to develop their skills through our traineeship programme as well as through our publications. Finally working in the ELSA Network prepares active members of ELSA for their professional life through international experience gained through the Association.

Vision

“A just world in which there is respect for human dignity and cultural diversity”

Purpose

The purpose is to contribute to legal education, to foster mutual understanding and to promote social responsibility of law students and young lawyers by:

- a) providing opportunities for law students and young lawyers to learn about other cultures and legal systems in a spirit of critical dialogue and scientific co-operation.
- b) assisting law students and young lawyers to be internationally minded and professionally skilled.
- c) encouraging law students and young lawyers to act for the good of society.

To read more about ELSA, please visit our website: www.elsa.org

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 the area 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.

The distinction between Academic Activities and Seminars & Conferences:

a) Academic Activities

The key area Academic Activities aims to contribute to legal education. Academic Activities consists of programmes and events that can be divided into legal writing, studies abroad, legal research and projects that are bridging theory and practice, which means events like moot court competitions, legal debates and lawyers at work events.

b) AA versus S&C:

At times it can be hard to distinguish between AA and S&C events, here are some key points to remember:

- S&C events aim to give participants the opportunity to learn and discuss different topics that are not usually included in the the curricula of universities, thereby contributing to a better legal, cultural and social education.
- S&C events aim to promote intercultural exchange, allowing participants to experience other countries and cultures.
- In comparison to AA events, S&C events focus more on providing knowledge to participants, and less on active participation by the participants
- AA projects focus on an extraordinary practical and interactive learning
- AA projects aim at improving the participants' practical legal skills
- AA projects allow law students and young lawyers to use their legal knowledge in a practical way
- AA projects focus more on topics which are more relevant for curricula of universities.
- AA projects represent an opportunity for law students and young lawyers to receive career information about various professions which are open to law graduates

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 scientific events and Study Visits, Institutional Visits 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 taken into account by the academic staff or university rules. Also, you should always keep in mind that the only limit for your creativity is the sky!

When organising any S&C event, 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 on each university – for the sake of this Handbook, it will be understood as a discourse within 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 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 experts¹ from several fields and opinions in order 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 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. A conference is usually divided into lectures and panel discussions on the basis of sub-themes within the main topic. A conference can take place either locally, nationally or internationally. The conference should aim to have some result, to come to certain conclusions through the event. This is why, 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.

¹ Experts shall include academics, practitioners, NGO representatives and other professionals.

Conferences may also open or end some other event, for instance an ELSA Law School or a Legal Research Group. The participants of the conference should have the possibility to discuss amongst themselves and during the open discussion in the plenary.

V. ELSA Law Schools

An ELSA Law School² is an international event, comprising of a scientific, cultural and social programme, organised by a local or a national ELSA group, which has to follow the requirements regulated in the Council Meetings' Decision Book.³ 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 scientific programme with lectures, workshops and, other academic activities per week and also allocate time for homework to revise the lectures and prepare the next lessons. For that reason, ELSA Law Schools have relatively broad topics which can last for subsequent events, e.g. "Space Law" 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, law-firms 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 7 main periods that are titled "specification, preparation, application, selection, additional application, additional selection, event and lastly after the event evaluation". Never neglect the importance of the evaluation, since the 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 academic, cultural and social exchange of ELSA groups on either national or international level. Moreover, this project can be organised with international organisations such as ALSA⁴, ILSA⁵ or DLSA⁶. Study Visits may be:

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

Every organiser needs to ensure that there will be the an average of no less than **3 hours of academic programme per day** during the study visit. Hence, when organising the programme, you can have a day which incorporates 6 hours of academic programme and then on the next day have no sessions at all.

² Detailed information can be found in ELSA Law Schools Handbook: http://files.elsa.org/SC/ELSA_Law_Schools_Handbook.pdf/.

³ Please go to <http://officers.elsa.org/page/regulations/> for the Council Meetings' Decision Book.

⁴ Asian Law Students' Association

⁵ Israeli Law Students Association

⁶ Dominican Law Students Association

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 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.

A few general tips:

- take care of the communication between participating groups: before, during and after the event, keeping in mind that as you may come from different cultures and experiences, misunderstandings happen – ask the other groups about anything you think is important for the project;
- there is no general scheme for study visits, you can do whatever your imagination gives you;
- study visits are generally a responsibility of VP S&C but it is useful to appoint for example Director for International Relations or Director for Study Visits. The compromise would be also a coordinator for the particular study visit.

Do you want to know more? Check out the short guide “Study visits in 4 minutes”⁷ and the Study Visits Handbook⁸. You will find there more all the important information and a lot of advices on how to organise a study visit and its particular parts.

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 institution act. An Institutional visit can be comprised of visits to institutions related to the same topic of law or to different institutions that are found in the city or country.

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. 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 be solely responsible for the organisation 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 inform VP S&C of ELSA International **before approaching them**.

Institutions

⁷ It can always be found on the officers' portal and http://files.elsa.org/SC/SV_in_4_min_FINAL.pdf).

⁸ It can always be found on the officers' portal and http://files.elsa.org/SC/Study_Visits_Handbook_July_2015.pdf

We provide you the list of potential institutions that you can go to for an institutional visit:

- European Court of Human Rights - <http://www.echr.coe.int/>
- Council of Europe - <http://www.coe.int/en/>
- Court of Justice of the European Union - http://curia.europa.eu/jcms/jcms/Jo2_6999/en/,
https://europa.eu/european-union/about-eu/institutions-bodies/court-justice_en
- European Parliament - <http://www.europarl.europa.eu/>
- European Commission - https://ec.europa.eu/info/contact_en
- [International Trademark Association](#)
- International Criminal Court - <https://www.icc-cpi.int/>
- International Court of Arbitration (by the International Chamber of Commerce)-
<http://www.iccwbo.org/>
- London Court of International Arbitration - <http://www.lcia.org/>
- UN Bodies - <http://www.un.org/> <http://visit.un.org/content/plan-your-visit>
- WTO - <https://www.wto.org/>
- Planck Institutes - <https://www.mpg.de/en>
- European Agencies (in different countries): https://europa.eu/european-union/about-eu/agencies_en
- European NGOs - <http://ec.europa.eu/social/main.jsp?catId=330>
- European Universities and research centres
- National Supreme Courts
- National Constitutional Courts and Tribunals
- National Supreme Administrative Courts
- National Parliaments
- Seats of the National President/Prime Minister
- National Ombudsman's seats
- Influential National NGOs

Local/national/international

For ELSA – the division of S&C events into local, national and international is important when you are reporting your events to ELSA International. It serves to measure what kind of events are organised in the ELSA Network, and what kind of audience the events reach. Nonetheless, you have to remember when organising an event, that the range of the event may have a big importance for the participants (both speakers and students). The participation in the event which has a broader range can be more beneficial for the academic career, scholarships etc.

1. **International events** are attended by participants (both speakers and students) that:

- a. have **different national and legal backgrounds** and

- b. come to the country of venue **primarily for the purpose of attending the international event.**
 - National background is not nationality, but it is determined by the person's subjective opinion.
 - Legal background means the country where a person has received the basic legal education.

2. **National events** are attended by participants (both speakers and students) from two or more different cities in the same country.

- a. Note that in some countries the academic society may define them not on the basis of cities but by research centres. It means that it would be necessary to have on the event the representatives of at least 2 research centres, which may be based in the same city.
- b. Note that the minimum amount of cities or research centres may be vary for the requirements for scholarships or academic achievements.

3. **Local events** are attended by participants (both speakers and students) from the same city.

- a. If there is only one law faculty in the respective country, the event shall be considered as national
- b. Note that, in some countries the participants would have to be from the same research centre, so for example from one faculty.

4. Organising an S&C Event

A. 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 a Plan B regarding every aspect of the organisational work, so that when something unexpected comes up and ruins your plans, you remain calm and turn the problem into a 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 other ELSA member, who possesses a high level of organisational skills, responsibility and commitment! 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 to that the budget is not exceeded.

Now that you hopefully are more aware of your role as HoOC, we can take a 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:

- **Head of Organising Committee:**
Co-ordination, 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. In order to make your activity easier, you can think of using some programmes, such as: Trello, ASANA, Evernote or Google Tools, which will help with managing the tasks and constant update on your work. Remember to explain how the respective programme works to everybody, so that it can be used as a tool. 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 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. Take a 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 at the moment. 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.
3. List up institutions and foundations that could help you to organise the project. Maybe there is an ELSA alumnus who could help?
4. Consider the project's financial potential. Is it likely that potential sponsors would support the project?
5. 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?
6. 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.

You will probably 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 wishes 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 there is a participation fee?
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 for 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. The VP S&C is there for you, and would be more than happy to assist in these matters. Keep in mind that ELSA may not be the only students' organisation at your University. Take a 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 at a closeby place, so that it is a walking distance between them. If there is no possibility to accommodate participants closely to 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. If possible, when organising a bigger event than that try and arrange private transport since it will logistically much easier and in certain situations cheaper.

Be sure to put maps of the city in the participants' welcome pack or in the Facebook Group -, with all the places they are going to visit pointed out. Meanwhile, when using 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!

Moreover, you should give participants the show-around tour, in order to reduce the risk of them getting lost. 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 near by. It can be in the offices of an Institution or a firm, local library or town hall. Regardless which place you choose, make sure it has all the necessary equipment for the event, such as: projector, white-board, markers, sound-system, microphone,

extensions, Wi-Fi, 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 that the association represents, This includes the accommodation and the food that 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. Cultural diversity is an important tool for participants to get familiar with the local culture and to share their culture with others.

C. Specification

Every S&C event shall be specified in and Event Specification Form (ESF), to be sent at least 10 days prior to the event through the online form that can be found in the Officers' Portal officers.elsa.org. The title, date, type, participation number, language, fees of the event and some other information such as description and contact details should be filled in to the respective form. Events specified will be published in the website of ELSA International, with priority for international, IFP and Human Rights events.

D. 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 the organisation of 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 of 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 on 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 professional. 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. When 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 inviting them. If you want to have international speakers, consult the VP S&C of EI and give him or her basic information about the event, the requested topic, and the speaker/institutions you would like to approach. Remember also to state if you are able to cover some of the costs for the speaker.

Be aware of 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 a different 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 with a general reminder and providing 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 the participants and introduce the lecturer. At the end it is recommended to give the speakers a gift of gratitude for their 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.

You are going to promote the project towards sponsors, institutional partners and potential participants. Remember that in this process you need to promote ELSA in general as well. 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 an 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 Corporate Identity Handbook, 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.

Posters

Posters should promote the project, stating the basic information about the event. They are also important tools for fundraising – sponsors can put their logos on the posters and in return we get support. Posters should be “teasers”, catching people’s interest.

Fliers

They have the same function as posters but give even more information about the event. Spread them at universities in your city and send them via email (maybe your university has an official students’ mailing list?). If you organise a national or international event, you can also distribute fliers at NCMs and ICMs to make sure students from different universities in the ELSA Network will hear about it.

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 an 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 reach of regular posts, so it is important to prepare outstanding content. Pictures do not have to be serious – follow the trends and create memes or GIFs. It is not a secret that people love funny, unusual posts and they are more likely to like or share them with their friends.

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. While creating a video you have endless possibilities! You can make it look like a film trailer or a music video; you can use footage

from previous editions of the project or film something completely different and tell an unforgettable story. It depends only on you and your imagination!

Analyse the target of the event, choose tools which are the most suitable and remember that the Internet loves innovations.

Promotion conducted by ELSA International

If the event is international or its topic refers to Human Rights or International Focus Programme, fill in the Event Specification Form (ESF) and send it to ELSA International. The event will then be promoted in all ELSA countries through the website and Synergy.

Moreover, keep in mind that ELSA International conducts joint online promotion of the flagship projects of our Network, such as ELSA Law Schools, ELSA Delegations, STEP and Legal Research Group. This kind of promotion is very efficient but only when the whole Network works together. Therefore, you should remember to comply with certain strategy of promotion and use unified materials provided by 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-INFO” and “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. If you organise a large event, you cannot forget about preparing some useful materials and gadgets for participants.

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. Remember that you don't need to have something extraordinary every day; a theme party at the hostel can be sometimes more fun than the most expensive club in town.

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: in Finland you expect to go to a sauna, in Bavaria you should have a traditional evening and in Turkey you have to go belly dancing. 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 or even make profit with the event. 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 to the items are feasible and most of all realistic. Therefore, some research has to be done beforehand. With regards to information on the two sides, you can ask International or National S&C officer or your predecessor (previous event organisers) to provide you with budgets of previously organised events that could give you an idea what you are facing. 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;
- 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 follows:

- The maximum participation fee for participants from favoured countries for the year 2017 is 29 euros.
- The maximum participation fee for participants from non-favoured countries for the year 2017 is 34 euros.

The fee is considered per person per night and it should include the general administration costs, accommodation, meals academic programme and social programme. These fees refer to ELSA Members. For the other participants (ELSA Alumni, non-ELSA Members, members of partner institutions such as ALSA etc. and non-students) there exist no such restrictions, therefore it lies in the discretion of the Organising Committee to set the fees.

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. When you organise a large event, the expenditures include the prices for the meals, the accommodation, public transport for participants and lecturers and the academic materials. Furthermore, you must calculate costs resulting from the organisation, like phone calls, 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 the 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 secured.

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

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 programme, 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 the contact with the potential sponsor. This should be done in the formal way, ideally in writing, by sending a letter to the company, addressed at 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 get always 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 up 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 the 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. Arrange a notice board in a visible place and tell the participants to follow it actively.

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. Such certificates shall be signed by the academic partner of the event, if possible. If there are more than one academic partner you can either opt for them all to sign or the leading partner to sign. 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. Evaluation Form

In the S&C area, there are some specific evaluation forms for some particular events such as Study Visits, Institutional Visits, and ELSA Law Schools and one general Event Evaluation Form to be used for any other kind of events. Fill in the Event Evaluation Form or the related specific evaluation form and send it to ELSA International after your event. ELSA International needs the information included in the EFs to compile statistics for its Annual Report, for presentations to partners and for grants applications. At the same time, by compiling the Evaluation the OC process the results of the event and evaluate the outcome. Evaluation Form is due for international events and upon request of ELSA International for national or local events.

Also, make sure that the Evaluation Form and other materials also stay in your national and local archive. These forms are very important tools for ELSA International to know what is going on in the Network, and what kind of things the VPs S&C need in order to organise even more successful events. If you don't send in the Evaluation Form, the event has been organised only for you; if you send in the Evaluation Form, you help

others in their events and share important knowledge. You would have wanted to get the advice as well when you started, right?

III. 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.

IV. Academic outcome

Especially when organising larger events, such as conferences, one 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 specific “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.

The International Focus Programme was introduced to the ELSA Network back in 1995. Each specific programme has a life-time of a minimum of 1 year. However, the norm is that the latter lasts for 3 years.

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 **Environmental Law** (duration: 1st of August 2016 – 31st of July 2019).

C. IFP Week

The IFP Week is a new concept in the ELSA Network. The main goal of it is to unite the whole Network in organising different projects referring to the topic of the International Focus Programme. The IFP Week contributes to raising awareness about the importance of the topic and aims at providing students with the knowledge which is necessary to work out legal solutions for the problems. Moreover, thanks to the accumulation of IFP-related events in one week, ELSA’s commitment can have even bigger impact on the world.

The IFP Week is an annual project and the first edition concerning Environmental Law took place between the 2nd – 9th of April 2017.

There is a million things you can do in the ELSA Network either at a local, national or even international level, and the IFP topic can fit in each and every one of them. Because it is a focus of the whole ELSA Network, the

contacts and support needed in organising successful events are already available. Use the experience that the organisers of previous IFP events have, and be part of a larger project – the International Focus Programme. Remember that you should submit the Event Specification Form for every IFP related event to EI at least 1 month before the event and the Event Evaluation Form no later than after 3 weeks after the event.

You can find regulations concerning the International Focus Programme in the Decision Book and learn more about the implementation of the IFP by reading the Handbook for the current IFP.⁹ If you need any help, or if you have further questions, contact your National Board, the Director for IFP of EI or the International Board.

⁹ http://files.elsa.org/SC/ifp_environmental_law_handbook.pdf

6. Human Rights

A. Introduction

ELSA's Vision, "A just world in which there is respect for human dignity and cultural diversity", contains the idea of raising awareness of Human Rights and contributing to Human Rights education. In addition to the Philosophy statement, Human Rights are emphasised in the Decision Book as a commitment of ELSA: Human Rights is the main treasure and value of mankind. Therefore, the implementation of Human Rights is an objective of the Network.

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 STEP. As an S&C officer, you can organise any type of event related to Human Rights or even an Institutional Visit to an institution whose work is connected with Human Rights.

B. ELSA Day

The most important ELSA project referring to Human Rights is ELSA Day. The project allows for a large forum for various human-rights-related events organised by all Local Groups of ELSA on the last Wednesday of November. The aim of ELSA Day is to jointly demonstrate our human



ELSA DAY
"all different, all together"

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.

You can choose any type of event and organise it as a part of ELSA Day under its slogan: "all different, all together".

C. Cooperation with institutions

The implementation of Human Rights includes, for example, cooperation with institutions contributing to Human Rights, especially attending their events and organising common projects. ELSA International is responsible for establishing contacts for the high standard of Human Rights Events and for publishing at least one article on Human Rights in each issue of Synergy. When approaching international institutions dealing with Human Rights, remember to inform ELSA International first. For more information on the procedure, please read the Institutional Relations regulations under BEE in the Decision Book.

The Council of Europe

The Council of Europe has been the Human Rights' Partner of ELSA since 2008. It is very beneficial for the groups to organise events related to the issues that the Council of Europe deals with, because it is possible to get materials, speakers, patronages and other type of support from the organisation, and support the aims of both ELSA and the Council of Europe at the same time. The Secretary General of the Council of Europe, Mr Thorbjørn Jagland, is the patron of ELSA since February 2013. For more information on the Human Rights' partnership, please read the Guidelines for Cooperation with the Council of Europe.¹⁰



D. 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.

Refer to the Human Rights Handbook¹¹ for all the detailed information about Human Rights in ELSA's projects.

¹⁰ http://files.elsa.org/AA/Council_of_Europe_cooperation_guidelines.pdf.

¹¹ http://files.elsa.org/AA/Human_Rights_Handbook2015.pdf

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). ELSA also participates on a yearly basis at the World Forum of Democracy organised by the Council of Europe.

The appointed delegates will be supported in their preparation by academic coordinators, that will provide the delegates with all the practical and scientific information needed to enjoy the session. They will be able to participate to 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 at a session of international organisation while still being a student, is a unique opportunity which provides the latter a great experience, legal knowledge, international mind-set, in short, this is what ELSA stands for. Such an opportunity is only available for ELSA members. ELSA organises a call for ELSA Delegations once every two months on average. Each call has between 8 to 12 sessions which ELSA sends delegates to.

ELSA Delegations are regulated in the Council Meeting Decision Book under the S&C part and in the Guidelines for the selection of ELSA Delegations. Detailed information on different delegations can be found on www.officers.elsa.org/page/seminars-and-conferences/ under the guidelines for delegations section. Also, check regularly www.delegations.elsa.org for the open calls and promote to our members and potential members, delegations are one of the flagship projects of our association and has proven itself to be a great tool for recruitment!

8. Strategic Goals in S&C

During the ICM in Cologne (spring 2013), the Network decided upon a new five-year plan, in which they set certain Strategic Goals to be achieved by the year 2018. All Officers in the Association are expected to work towards achieving these goals.

The complete Strategic Goals for 2018 can be found in the Decision Book from page 7 onwards as well as on the front page of the Officer's Portal. While many of these goals apply to all areas of ELSA, some, such as those regarding ELSA Day and Human Rights, are more specific to S&C. As a result, you as an S&C Officer should pay special attention to them.

You can find the current Strategic Goals on the front page of the Officers Portal¹².

¹² <https://officers.elsa.org/im/>

9. 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 at seminarsconferences@elsa.org.

The list is also open for members within the Network with a special interest in the field of S&C. The National VPs S&C have the right to post messages to the list, whereas the local officers and other subscribers only have the right to receive the messages. Local officers can be subscribed only after the approval of the national officer.

II. National Lists

The IB is not the only board using mailing lists. Many national boards use them as well to communicate with their network efficiently. There might be a single list for all officers, or an area-specific list, or both. Make sure that you are subscribed to all relevant list in your national group, so that you do not miss out on important information.

B. Facebook

Since almost anyone has Facebook nowadays, it is one of the most important and useful tools to communicate with other ELSA Members. ELSA uses several Facebook Groups and pages to share information with its members and active officers

I. ELSA Internationals Page

The Facebook page of ELSA¹³ 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.

¹³ <https://www.facebook.com/elsa.org/>

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.

III. 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 on. This way, many groups are able to find partners they didn't know of before. We recommend for every Officer who wishes to organise a Study Visit to join this Group!

IV. Other Groups

These are not the only Facebook Groups relating to the S&C area however, one there are usually several groups relating to more specific projects. These mainly include the *ELSA Law Schools HoOC* Facebook Group whereby all communication relating to the unification and progress in ELSA Law Schools is directly communicated to all HoOC. On a yearly basis, there will be two other Facebook Groups on dealing with the International Focus Programme and another one dealing with ELSA Day.

10. 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 of 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 as a 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 one of the most basic choices 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.

Such a Director 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 the Director will have an opportunity to experience the full range of an S&C Officers work without having to worry about the (full) responsibility.

B. 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. Human Rights / ELSA Day

A Director for Human Rights in your Team can be responsible for the ELSA Day and other events relating to Human Rights. On the national level, the Director for Human Rights / ELSA Day can coordinate and support all Human Rights events in the local groups. This officer will also be responsible for communication between ELSA International and the National/Local Groups.

D. International Focus Programme

The Director for IFP can handle all projects regarding the International Focus Programme, especially the coordination of IFP Week. 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.

E. 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 in your stead. This officer is also responsible for updating the information that is placed on the Study Visit Portal with regards to the respective Local Group. It is also the task of this officer to promote any Study Visits within the respective Study Visit Facebook Group. It is recommended to have a Director for such position especially when organising study visits which will take place outside of Europe and hence require more hands down work.

F. 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.

11. Transition

Positions in ELSA usually change every term. Therefore, 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 teambuilding for the new board.

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.**
- **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.

Appendix I - S&C-related Abbreviations and acronyms in the ELSA Language

DB - Decision Book

EI - ELSA International

ESF - Event Specification Form

HOC - Head of Organising Committee

IV - Institutional Visit

IFP - International Focus Programme

KAM - Key Area Meeting

OC - Organising Committee

SELS - Summer ELSA Law School

S&C - Seminars & Conferences

SSO - Statutes and Standing Orders

SV - Study Visit

SVG - Study Visit Guide

VP S&C - Vice President for Seminars & Conferences

WELS - Winter ELSA Law School

WM - Working Materials

WS – Workshop

Appendix II - Transition Checklist

1. Knowledge Transition

General ELSA Knowledge	transitioned	discussed
Founding of ELSA		
Purpose of the Association (<i>Philosophy Statement</i>)		
Structure (<i>Board and Network</i>)		
National Meetings (<i>NCMs, etc.</i>)		
International Meetings (<i>KAM, SAM, ICM, IPM</i>)		
Abbreviations (<i>S&C, AA, STEP, BEE, IM, FM, etc.</i>)		
S&C-Specific Information	transitioned	discussed
Types of Events with Definitions from the Decision Book		
ELSA Day		
IFP		

Human Rights		
Grants (national and international)		
Training		
Strategic Goals		
Information Specific to your Group (LG/NG)	transitioned	discussed
Mail-Account/login data		
office/keys		
Recurring events		
Reserving rooms for events		
Exam dates		
Typical problems		

2. Material Transition

Handbooks and Guides	transitioned	discussed
General S&C Handbook		

Study Visit Handbook		
Institutional Visit Handbook		
ELSA Law Schools Handbook		
Human Rights Handbook		
ELSA Delegations Guidelines		
IFP Handbook		
Guideline Cooperation Council of Europe		
Event Organisation Guide		
Publications and Online Forms	transitioned	discussed
Statutes and Standing Orders of the National Board		
Decision Book of ELSA International regarding S&C		
Synergy		
Event Posters		
Posters and Flyers for Delegations		

Event Specification Form		
Event Evaluation Forms		
Study Visit Agreement		
Exemption of Liability Form		
Local Documents	transitioned	discussed
Folder with important documents		
Storage device with relevant data (Google Drive)		
Statutes of the local group		
List of past events in the Local Group		
Reports from Events / filled out Evaluation Forms		
Overview of planned events		

3. Contact Transition

Local Contacts	transitioned	discussed
Faculty / University Administration / Student Bodies		

Partners / Sponsors		
Other contacts / Institutions / Speakers / Externals		
National and international Contacts	Transitioned	Discussed
National and International S&C mailing lists		
National and international Facebook groups		
Contact with the national board		
Cooperation with other local groups		