

Amendment to ELSA Partnership Approach

LXXVIII Online International Council Meeting
9th of November 2020

The logo for the European Law Students' Association (ELSA), featuring the word "elsa" in a stylized, lowercase, white serif font.

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Changes create

your path for greatness.

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Preamble

The European Law Students' Association (hereinafter ELSA) acquires:

- three (3) fixed categories of partnership, namely:
 - General, General Legal, General Education Partners
- each agreement centralises on promotional activities
- with additional project partners that has no involvement in other aspect of ELSA



Challenges of our current system

1. All strategy pursued is in the perspective of ELSA International, this has subsequently been detrimental towards National and Local Groups (NG/ LG);
2. The current categorisation fails to convey the precise agreement with partners;
3. Due to the nature of independent departments, this has resulted in independent activities;
4. As mentioned above, promotions is the core agreement with partners.



Time for upgrades!

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Centralised Approach by the department of External Relations

- Central Hub Database consisting of all current and potential partners
 - ensure there are no repetition
 - assist ER in streamlining the process of approach
 - taking on all tasks of pre- and post-negotiation inc:



Organisational Deck



Email Templates



Tailored Strategy

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Flexible Classification of ELSA Partners

Categorised into numerous pillars (marketing, project & initiatives, internal resources),

- this is to present all benefits available to partners than a promotional as fundamental approach;
 - we ensure open doors, and a wider scope of consideration;

Thus enabling offers unlike before, and guaranteeing opportunities for negotiations with agreements finalised only after mutual discussion.

The logo for ELSA, featuring the word "elsa" in a stylized, lowercase, white font with a slight shadow effect.

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New approach

Partnerships

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graph LR; A[Partnerships] --- B[General partners]; A --- C[Project partners];
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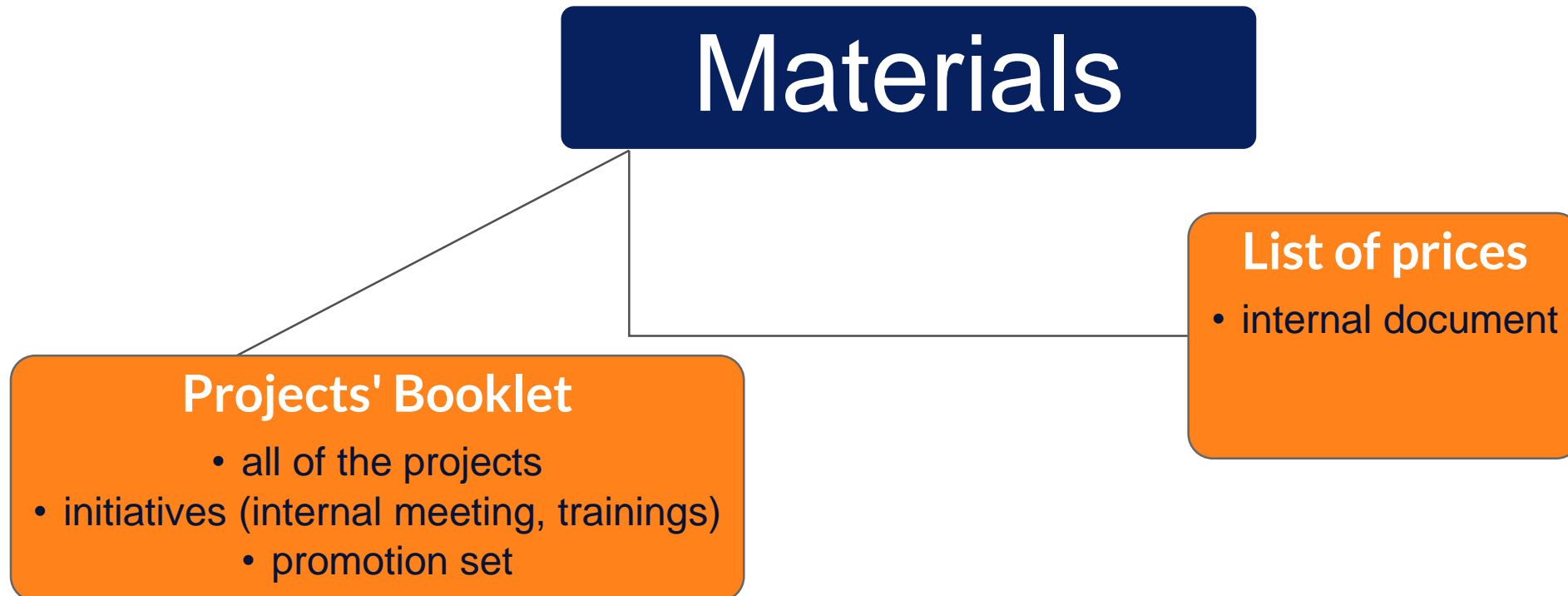
**General
partners**

**Project
partners**

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Materials for Approach



General partners



Promotion



Projects



Initiatives



Support for
partners' initiatives

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General partners

IMPORTANT NOTES:

- No fixed packages
- Personalised offers
- Final framework depending on the needs and expectations
- More meetings
- Importance of negotiations
- Value of the strategy

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General partners

OPPORTUNITIES		
3K	Basic promotion package (mainly LinkedIn and mailing list, reduced Facebook and zero Instagram)	
5K	Extended promotion (All of the channels, bigger visibility)	
	Project engagement - Basic (small projects, 1 or 2, basic engagement)	Projects related promotion
7,5K	Project engagement - Extended (more projects, an opportunity for having sth personalised)	Projects related promotion + basic general one
10K	Project engagement - One-year strategy	Dedicated one-year promotion strategy
15K	Ultra package - projects + initiatives, priority	Mentions everywhere



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Project Partners



Project-related
Promotion



Projects

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Project Partners

IMPORTANT NOTES:

- Packages with benefits
- Different modes of support

TO AVOID:

- Promotion on general channels
- Webinars and other projects as a promotion tool



Details on Approach



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Approach

- Sending the booklet with the partnership offer (we can propose sth based on market research)
- They are interested in:
 - One project → we send a project booklet with the packages.
 - More than one project → we prepare a personalised offer with the specific amount.
- If they want to develop the partnership → multiply projects → never go down with the price!
- Meetings and negotiations
- General partnerships are adjusted to the needs and expectations of the partner.



Collaborative Proposition alongside ELSA NG



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ELSA IB | ELSA NG

1. ELSA NG has the domestic market to offer
2. ELSA IB provides the reputation and exposure to our European network
3. This subsequently advances a mutually beneficial relationship as there will no longer be an inability for either party to obtain the same institutional collaboration



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This fluid approach will also

- accommodate firms unable to afford for the double collaboration
- no fixed terms for ELSA IB to collaborate with all NG.

Should the NG be interested, then the approach will be as such.

In the case that they don't or the aforementioned shortcomings of the firm is present, ELSA IB may easily pass their interest to the individual national or local group whose needs may be met



The current collaboration ELSA IB holds



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Thank You!

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