

How to avoid blind dates with partners?

LXI Online International Presidents' Meeting
10th of September 2020

The logo for the European Law Students' Association (elsa) is displayed in a white, stylized, lowercase serif font.

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Knowledge is the key.

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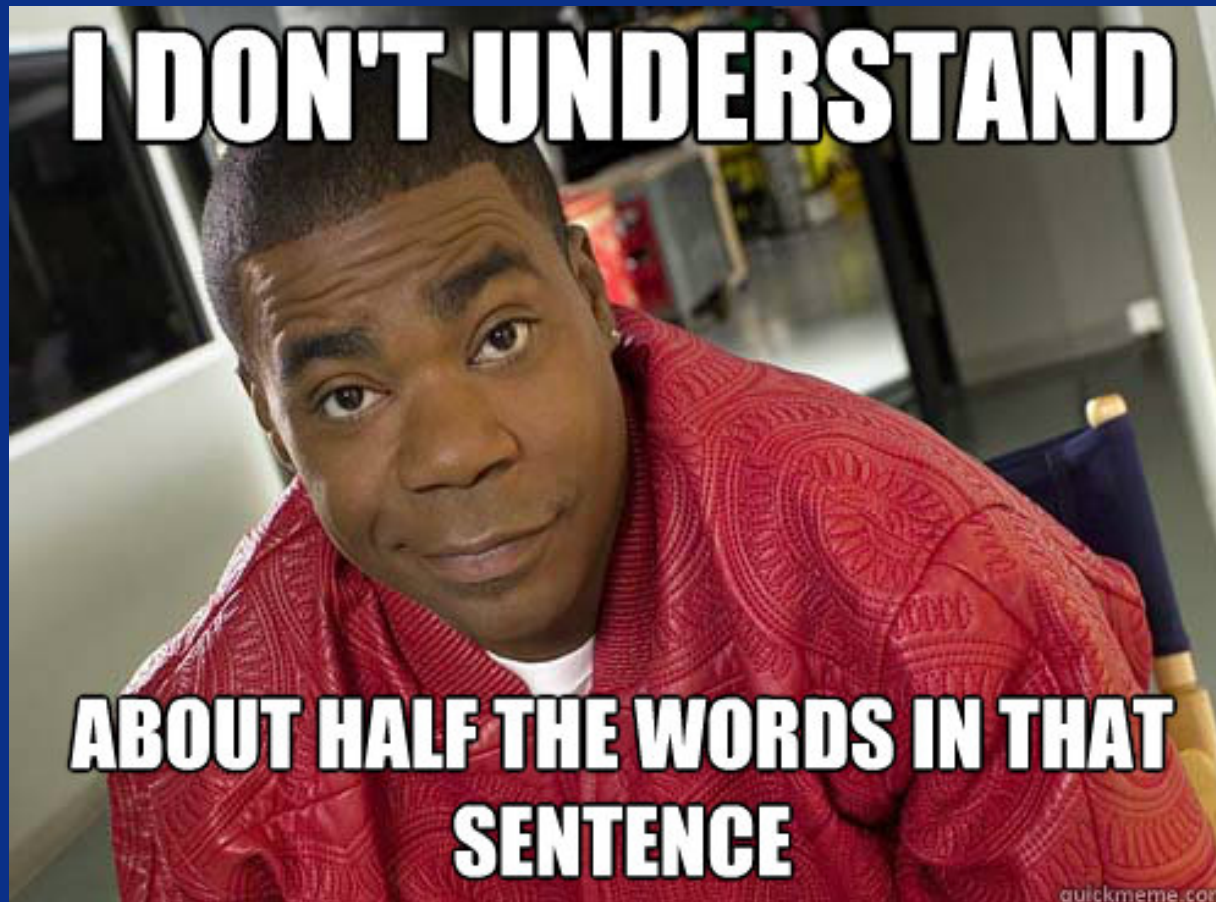
Market research

A set of activities aimed at creating rational premises for making ongoing decisions that concern the service of the market in all dimensions, based on the conducted market research.



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But...



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Why should we do this?

Greater chance of accurate identification of needs / expectations

Rationalisation of marketing activities

Minimising the risk of wrong decisions and losses on this account

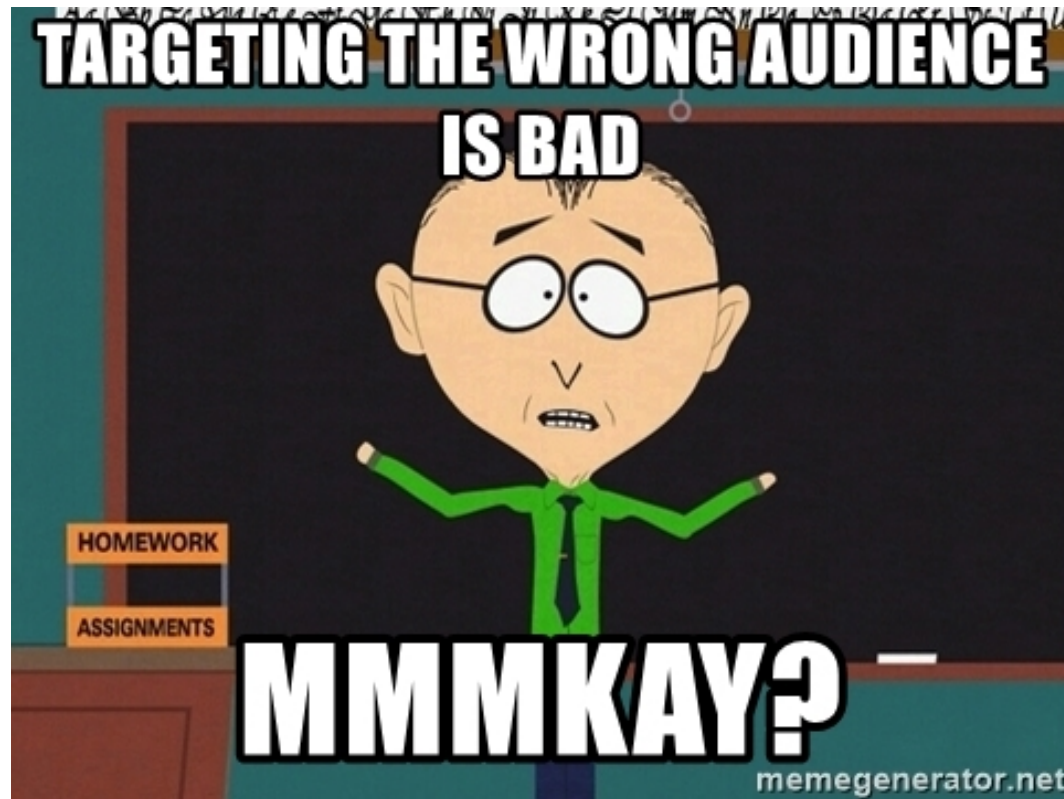
A chance to identify niches

Recognition of opportunities for potential advantages

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Our targets



- Law firms
- Consulting/auditing companies
- Universities and other academic institutions
- Public institutions
- Fly&Stay companies
- Other NGOs

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Tools

LinkedIn

Social media

Other
organisations

Chambers

Legal news portals

Partners' websites

The Legal 500

Other media
e.g. magazines



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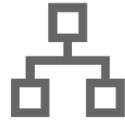
What do we look for?



Vision/mission



Fields of activity



Structure of the
organisation



Partners'
projects



Collaborations



Foci



Potential
cooperation
with other
NGOs



Hot news

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Exercise!

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Tasks

- GROUPS 1 and 2 → Arnold & Porter
- GROUPS 3 and 4 → Phillippe & Partners
- GROUPS 5 and 6 → Jones Day
- GROUPS 7 and 8 → Pricewaterhousecooper
- GROUPS 9 and 10 → Emerald Works



Questions

1. Size of the entity
2. Type
3. Country/City
4. Number of lawyers/employees
5. Potential contact people
6. Current hot topics
7. Main activities
8. Social responsibility actions
9. Cooperation with other entities
10. Cooperation with students
11. Position on the market
12. Message in social media
13. Possible synergies



Tasks

- GROUPS 1 and 3 → GENERATOR Hostels
- GROUPS 2 and 4 → A&O Hotels and Hostels
- GROUPS 5 and 7 → IE Law School
- GROUPS 6 and 9 → BARBRI
- GROUPS 8 and 10 → HCLA

