

New decade, new ideas

LXI Online International Presidents' Meeting

10th of September 2020

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

The European Law Students' Association

Changes create

your path for greatness.

elsa

The European Law Students' Association

Status quo

- Fixed packages
- Partnerships based on promotion
- A lot of project partners
- Fixed categories of the partners



But...



elsa

The European Law Students' Association

Time for upgrades!

elsa

The European Law Students' Association

New approach

Partnerships

General partners

Project partners

elsa

The European Law Students' Association

General partners



Promotion



Projects



Initiatives



Support for
partners' initiatives

elsa

The European Law Students' Association

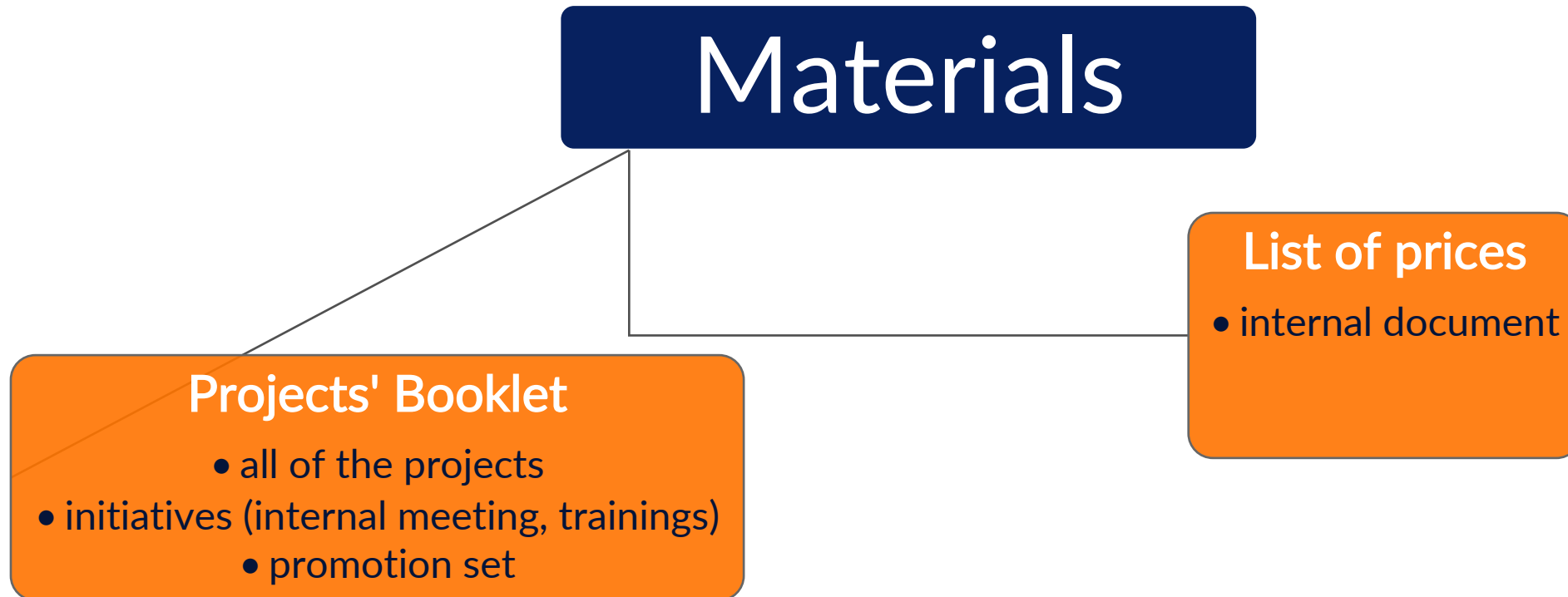
General partners

IMPORTANT NOTES:

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



General partners



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



Project partners



PROJECT



PROJECT RELATED
PROMOTION

elsa

The European Law Students' Association

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

elsa

The European Law Students' Association

Project partners

Materials:

Project's Booklet

Package

elsa

The European Law Students' Association

Approach structure



The European Law Students' Association

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.



Questions?

elsa

The European Law Students' Association