

# How to draw revenues from ELSA Webinars?

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78th International Council Meeting

12.11.2020

14h30 - 16h00

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## Webinars

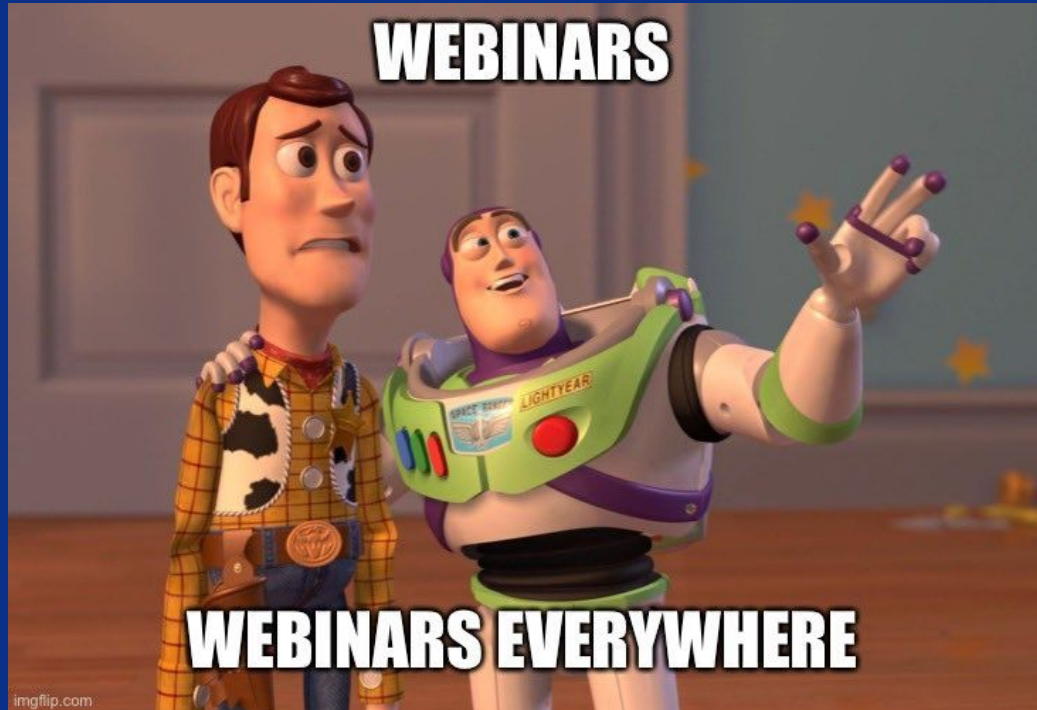
### Internal Webinars

- Mostly for ELSA members/alumni
- E.g. a presentation of S&C projects to the Local Group

### External Webinars



We heard this term quite a lot..



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# Division

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## Online events in ELSA

Webinars

**ELSA Webinars Academy**  
Online legal courses comprising of  
at least 5 ELSA Webinars



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## External Webinars

### ELSA Webinars

- Open to everyone
- Promoted with the ELSA Webinars Marketing Kit

### Non-ELSA Webinars

- Online events not fulfilling the requirements of ELSA Webinars



# Requirements of ELSA Webinars

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- Be open to everyone
- Be promoted by using ELSA Webinars **Marketing Kit**



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# Requirements of ELSA Webinars Academy

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- Open to everyone and conducted in **English**
- At least **5 different ELSA Webinars** → min 5H
- Close cooperation with an Academic/Institutional Partner
- Be promoted using the **ELSA Webinars Academy Marketing Kit**
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# Why organise an ELSA Webinar?

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- **Easy** peasy lemon squeezy
- Takes **little** time
- **No** expenses
- **Broader** audience
- **Wide variety** of speakers

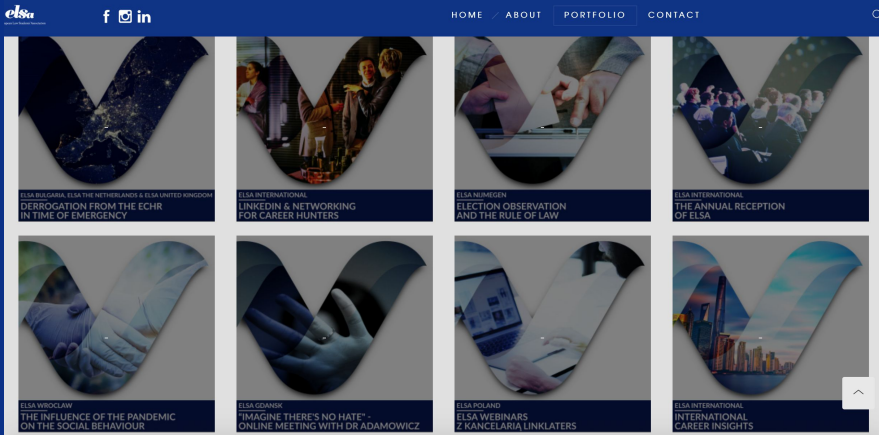


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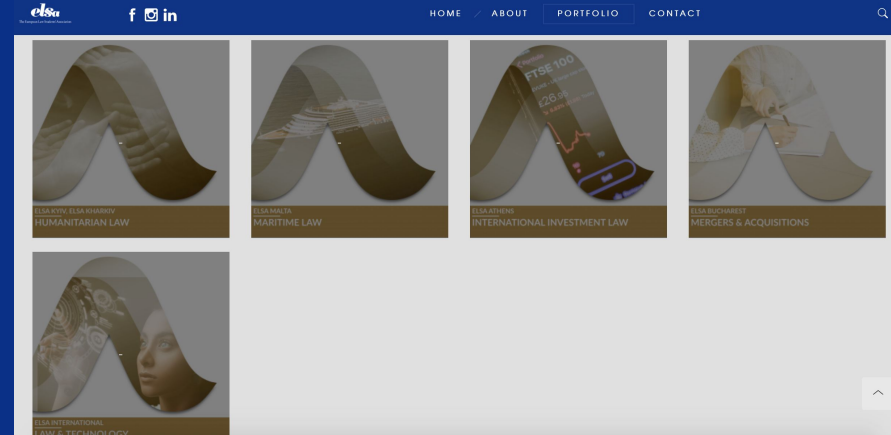
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# webinars.elsa.org



2,812 page views



1,960 page views

webinars.elsa.org → 4,007 page views

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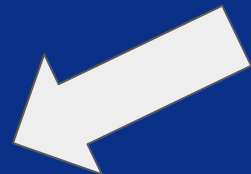
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# The Profitability of Webinars

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## Balances of Projects Budget



Project Income	Total	Revision	Total	Project Expenses	Revision
	€ 192,400.00	€ 229,517.00	€ 199,500.00		€ 213,517.00
Income of ELSA Projects	Subtotal	Revision	Subtotal	Expenses of ELSA Projects	Revision
	€ 182,500.00	€ 223,017.00	€ 188,000.00		€ 206,267.00
Account	Estimated		Estimated	Account	
JHJMCC	€ 101,000.00	€ 133,100.00	€ 101,000.00	JHJMCC	€ 132,100.00
JHJM	€ 76,000.00	€ 133,100.00	€ 76,000.00	JHJMCC administration	€ 132,100.00
UNECA grant	€ 25,000.00	€ -	€ 25,000.00	African Regional Round	€ -
EHRMCC	€ 50,000.00	€ 30,900.00	€ 50,000.00	EHRMCC	€ 28,000.00
EHRMCC income	€ 50,000.00	€ 30,900.00	€ 50,000.00	EHRMCC expenses	€ 28,000.00
Synergy	€ 12,500.00	€ 1,500.00	€ 18,000.00	Synergy	€ 1,500.00
Synergy N°68	€ 5,000.00	€ 750.00	€ 9,000.00	Synergy N°68	€ 750.00
Synergy N°69	€ 7,500.00	€ 750.00	€ 9,000.00	Synergy N°69	€ 750.00
Career Launch	€ -	€ 3,500.00	€ -	Career Launch	€ 1,000.00
Career Launch income	€ -	€ 3,500.00	-	Career Launch expenses	€ 1,000.00
ELSA Law Schools	€ 15,000.00	€ 14,500.00	€ 15,000.00	ELSA Law Schools	€ 7,550.00
ELSA Law Schools income	€ 15,000.00	€ 14,500.00	€ 15,000.00	ELSA Law Schools expenses	€ 7,550.00
Youth Forum	€ -	€ 28,517.00	€ -	Youth Forum	€ 28,517.00
EYF grant	€ -	€ 19,007.00	€ -	Youth Forum expenses	€ 28,517.00
Other income		€ 9,510.00			
Webinars	€ 3,000.00	€ 5,000.00	€ 3,000.00	Webinars	€ 100.00
ELSA Webinars income	€ 3,000.00	€ 5,000.00	€ 3,000.00	ELSA Webinars expenses	€ 100.00
STEP	€ 1,000.00	€ 6,000.00	€ 1,000.00	STEP	€ 7,500.00
STEP income	€ 1,000.00	€ 6,000.00	€ 1,000.00	STEP expenses	€ 7,500.00
Income of House Events	Subtotal	Revision	Subtotal	Expenses of House Events	Revision
	€ 8,200.00	€ 3,500.00	€ 8,000.00		€ 3,500.00
Account	Estimated		Estimated	Account	
Visits to the House income	€ 4,200.00	€ 1,500.00	€ 4,000.00	Visits to the House expenses	€ 1,500.00
Transition BBQ income	€ 2,000.00	€ 2,000.00	€ 2,000.00	Transition BBQ expenses	€ 2,000.00
Christmas Cocktail income	€ 2,000.00	€ 0.00	€ 2,000.00	Christmas Cocktail expenses	€ 0.00
Other Project income	Subtotal	Revision	Subtotal	Other Project expenses	Revision
	€ 1,700.00	€ 3,000.00	€ 3,500.00		€ 3,750.00
Account	Estimated		Estimated	Account	
World Forum of Democracy Grant	€ 1,500.00	€ 2,000.00	€ 1,500.00	Annual Human Rights Campaign expenses	€ 2,000.00
International Team Weekend	€ 200.00	€ -	€ 1,000.00	International Team Weekend	€ -
Train the Trainer's Week	€ -	€ -	€ -	Train the Trainer's Week	€ 750.00
Refreshment Weekend	€ -	€ -	€ -	Refreshment Weekend	€ -
Uncategorised Project income	€ -	€ 1,000.00	€ 1,000.00	Uncategorised Project expenses	€ 1,000.00



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# Financial Opportunities

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## Advantages

- Small or non-existent logistic costs;
- No transportation costs with Panelists;
- Opportunity for balancing your projects budget;
- Chances of costs being lower only with online platforms or panelists.



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## Disadvantages:

- Less networking with partners, sponsors and donors;
- Less motivation for the participants to pay participation fee.
- Some participants don't feel so motivated.



# Crisis Management

Roundtable

# Problem 1

## ELSA Webinars

**ELSA Westeros** has a budget composed by:

Incomes: 5000€

- 1500€ from a partner X;
- 500€ from a partner Y;
- 2000€ from projects;
- 1000€ from a Grant

Expenses: 3000€

- 2000€ Projects
- 1000€ Membership Fee +EDF Contribution

Partner X demanded **ELSA Westeros** to organise an ELSA Webinar in their platform, inviting only 3 panelists from their company in which you had to pay 200€ for each one of them.

# Problem 2

## ELSA Webinars

ELSA Narnia has a budget composed by:

Incomes: 1500€

- 500€ from a Alumni Network;
- 1000€ from projects;

Expenses: 4000€

- 2000€ Projects
- 1000€ Membership Fee +EDF Contribution
- 1000€ External Creditors

Due to Covid 19, ELSA Narnia decided to transmit their academic programme of ELSA Law School to ELSA Webinars Academy.

But they still have to pay 500€ for some accomodation cost and meals, in advance.



# Problem 3

## ELSA Webinars

ELSA Neverland has a budget composed by:

Incomes: 3000€

- 1000€ from a Alumni Network;
- 1000€ from projects;
- 1000€ from a partner

Expenses: 2500€

- 2000€ Projects
- 500€ Membership Fee +EDF  
Contribution

During Covid-19 times, VP S&C of ELSA Neverland decided to organise 8 ELSA Webinars for free, generating less 500€ on the 1000€ projects.

# Working Groups

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The **S&Cer** wants to organise an ELSA Webinar or ELSA Webinars Academy

The **Treasurer** defines a plan without any expenses and generates profit from it.

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