

# Cash Cows

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81st International Council Meeting - Cosenza

Thursday 7th April

10:00 - 11:30

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# Overview of the Workshop

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- How to organise a Competition
- Overall Planning of Competition
  - Calendar
  - Preparations
  - Income
  - Expenses
  - Feasibility Analysis
- Execution of the project
  - Registration/invoicing
  - Management of the project
  - Conclusion of the project
- Group work

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# Overall planning

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# How to organise a competition

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## What defines a Moot Court Competition?

Participants pleading a fictive case in front of a panel composed of experts on the topic in a competition structure (with a winner at the end).

- Participants
- Case/Topic/Rules
- Panel

## Organisation

- Team structure/Defining roles
- Timeline
- Budget
- Rounds
- Prices/Prizes

# Overall planning - Calendar

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3-4 main phases of the competition

1. Preparation
2. Written submissions/Regional Rounds
3. Main Pleading Round
4. Evaluation

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# Overall planning - preparations

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- Team Composition and roles
  - Finances
  - Marketing
  - Logistics
  - Communication
- Deadlines
- Rules/Scoring
- Case
- Guidelines
- Budget planning

# Overall planning - Incomes

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Be creative!

- Teams participation fees
  - Coach participation fees
  - For RR and FR
- Sponsorships
  - Corporates
  - Institutions
  - Universities
- Grants
- Donations

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# Overall planning - expenses

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Dont be creative!

## Physical

- Logistics
  - Venues (rooms, accommodation...)
  - Meals (also coffee breaks)
  - Marketing (photographer, rollups...)
  - Merchandising (name tags, lanyards, whatever you can think of)
- Prizes (you can use your partners)
- Travels
- Contingency

## Online

- Online platforms
- Prizes



# Feasibility analysis

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See the overall budget

Do we need profits to support other areas?

Can we manage having losses?

Can we make investments in the project that overall can help the ELSA Group?

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# Execution

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# Registration/Invoicing

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- Set clear registration deadlines
- Promote the competition
  - Especially towards the end
  - Use your partners/institutions to promote it
  - Use your National ELSA Network
  - Pro-tip: most registrations happen in the last days
  - Pro-tip2: Consider having an extended application period
- Invoice
  - Regularly
  - Set clear payment deadlines
  - Be ready for all kind of questions/requests
  - Platforms that allows for registration/payments in the same moment

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# Management of the project

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- Work with/Check up on your team regularly
- Plan deadlines for deadlines
- Get external support where needed (judges, case authors, venues...)

## For FMers

- Check a bit the work of the team - minimise margin of error (save money!)
- Be ready to say no

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# Conclusion of the project

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## Financial balance

- If losses, where? How can we minimize them? Can we cover them i.e. other project?
- If profit, analyze what we did good
- Where there any unnecessary expenses?
- Grants reporting

## Project evaluation

- External evaluation
  - Participants
  - Partners
  - Panelist
- Internal evaluation
  - Team
  - Board
- Is the project recommendable to transition?

# Now... what about RR Hosts?



# Group work

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You are the Host of one of the RR of ELSA Internationals' Moots, which will take place from the 20th -25th March 2023 in your city, congratulations!

Plan the following:

- Deadlines
- Team
- Draft budget
  - Income + Expenses
- Support
- Logistics

The logo for ELSA, featuring the word "elsa" in a white, lowercase, serif font.

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