

SYNERGY 4 LIFE - Joint Session IM, FM and MKT

X Online Supporting Area Meeting

11.09.2020

14:00-15:00

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

The European Law Students' Association

History of Synergy

- First issue 1987
 - Communication Tool amongs NG and IB
 - Typewriters
 - 4 editions per year
 - Articles sent via mail and fax
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- 2 editions per year
 - CoE & ELSA

The logo for ELSA, featuring the word "elsa" in a white, lowercase, serif font with a stylized, slightly italicized appearance.

The European Law Students' Association

Article Submissions

1. Topic: “Human Rights in Times of Crisis”
2. International event/project or you international ELSA experiences
3. Human rights related event or Human rights related legal issues
4. IFP topic (Law & Technology)



Importance of Synergy

- High number of readers
- External Relations
- Opportunity for members
- ELSA Knowledge
- Development



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Challenges of Synergy

- High expenses
- High number of copies
- Distribution and Covid-19



MKT BUDGET 20/21 (Online ICM)

Synergy		€ 12 500,00	€ 18 000,00	Synergy	
Synergy N°66	€ 5 000,00		€ 9 000,00	Synergy N°66	
Synergy N°67	€ 7 500,00		€ 9 000,00	Synergy N°67	



Synergy Expenses

- **2018 Realisation**

Stock Photos - 0€

Issuu - 0€

- **2019 Realisation**

Stock Photos - 0€

Issuu - 0€

- **2020 Expectation**

Stock Photos - 360€

Issuu - 480€



Stock Photos is used for marketing purposes to improve the image of our websites and enrich the quality of our publications, also in the production of Synergy Magazine.

Issuu will be our digital publishing platform which will help us analyse the statistics of each publication (Synergy Magazines, Annual Reports) and keep track of our impact.

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More Expenses ...

Adobe  . 2019 Realisation
100 €

. 2020 Expectancy
100 €

Main Websites  2000 €

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Marketing Incomes

Council of Europe Grant - 10.000€

Google Ad Grant (Potential financial support) - ?



Your Turn!

QUESTIONS!



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ROUNDTABLE

How do you perceive the future of the Synergy Magazine?

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