## MARKETING NEWSLETTER

December 2020, January 2021





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#### INTRODUCTION



Dear Marketeers,

I would like to start this special New Year's Newsletter in a more personal manner.

2020 has been a challenging year for all of us. Countless of hours in front of the computer screen, staying locked in our homes for months and minimum physical interaction has been our new way of living. Now, in 2021 we know better how to adapt to this new reality and how to make our lives more efficient even during these challenging times.

If you are also an everyday news reader you may probably wonder how 2021 is going to look like. However, this is not the point. The real question is who WE CHOOSE TO BE in 2021, what we want to achieve and how we can help our people.

Whatever 2021 brings to us, I hope you stay positive, creative and kind.

Best regards, Nikos Fifis











### **FOCI OF THE MONTH**



Focus on the month of December was given to the first ever digital version of the Synergy Magazine. More explicitly, the 68th edition of Synergy was officially published on the Issuu platform, featuring also videos and can be read here.

Moreover, one of the most important and ambitious plans for this term was successfully launched. Together with my amazing president Weronika, and my Assistant for Public Relations Defne Polat, we had the opportunity to conduct a market research on the international level after 8 years.

You can download the Market Research Package here.





#### Milestones

# WHAT DECEMBER GAVE US

Moreover, during the first days of December, the first STEP Week was implemented on the international level. Local Groups, National Groups and ELSA International all focused on the promotion of STEP. The final numbers saw over 980 individual applicants, with a total of 2.319 applications for this cycle. I would like to thank every single one of you, who are currently reading this Newsletter for assisting in this initiative. Our Network, even during these times proved once more it can adapt and overcome!

The working group on the Development of the Marketing and Branding of our Association was officially launched. The team consists of our amazing Rita, Ludwig, Arsal and Tomas, whilst the whole project is coordinated by Lena Anna Kuklinska, the Assistant for Marketing Development of the EIT and Tony Marinescu, the Graphic Designer of the EIT.

The first ever video for the promotion of the ILRG was created in cooperation with Maja Rajic, the Vice President in charge of Academic Activities. This video explains what the ILRG is, how can people participate in it and why they should in the first place do it.

# ENC MKT KIT + SELS MKT KIT coming soon...

## BECOMING BETTER

In the following pages, some important short tips will be presented, In order to make your marketing tasks easier!



## COLOR?

Color. Approaching it in your design work can either be intimidating or really, really fun, depending on how you look at it. If you do it right, you can create something really beautiful. Do it wrong, though, well, let's just put it this way: it won't be beautiful. Lucky for you, Greg Gunn, the guy who's going to teach you all about color, loves it.

In this video, Greg will teach you the basics of how color works and provide some easy tips and tricks for using it. Once you understand how to use them your graphic design, your digital art and illustration work will take on a whole new life. Literally.

Want to learn more? Click here.





## New Tutorials available in the Officers' Portal:

IFP Marketing Kit
EWA Marketing Kit
EHRMCC Testimonial
All about colors (coming soon)



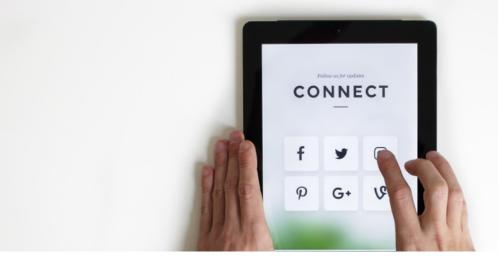
## **SAVE THE DATE\***

It is no doubt that Communication plays a vital role in human life. It can also effect the successful promotion strategy of various projects. Therefore, I invite you all, both Local and National Marketeers to our open call on Sunday, **24 January at 12:00 CET.** We will have the chance to discuss about various important things coming up! I am looking forward to seeing you all then! Access the Call <u>here</u>.









#### Contact

## **Let's Connect**



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