MARKETING NEWSLETTER

February 2021





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INTRODUCTION



Dear Marketeers,

I hope you and your families are all doing great during these challenging times.

The month of February was a really important one for us. More explicitly, we reached a record high in article submissions for the ELSA Law Review, whilst we also conducted the call for articles for the 69th edition of Synergy titled "Privacy and Human rights in the digital era".

We also had the chance to create the new promotion strategies for the second cycle of STEP and Career Launch.

In the following pages, you now have the chance to take a glimpse of all the important things which took place during this month.

Enjoy your read!

Best regards, Nikos Fifis











FOCI OF THE MONTH



Focus of the month of February was definitely the Working Group on the Branding and Marketing development our Association. Together with Tony, Lena Anna, Arsal, Ludwig, Rita and Tomas, we had the opportunity to research the most successful and unsuccessful marketing techniques within the Network, whilst simultaneously focusing on the marketing strategies other NGOs and big companies are implementing.

This way, we can finally decide on the best techniques which can implemented in our marketing strategies, whilst also redesigning some elements which need an update. All these findings will be presented during the upcoming ICM by me and my amazing team!





Milestones

WHAT FEBRUARY GAVE US

February marked the promotion of the ELSA Law Review, where many posts, internal promotion and take-overs were implemented. I am really proud to announce that we received a record high of 62 article submissions! I would therefore like to thank all the marketeers of the network who reshared the posts of ELSA International, helping us reach this number!

Since WELS and SELS fall under the same umbrella of projects, I had the chance to redesign together with my Graphic Designer, Tony, the marketing materials for the Summer ELSA Law Schools, adapting them to the newly introduced marketing materials for WELS. I truly hope that things will be better next year and the whole network will be able to use these materials in 2022.

Close cooperation with ELSA Alumni allowed us to implement new promotion strategies for a series of event which will jointly take place by ELSA and ELSA Alumni. I also had the chance to meet with the president of ELSA Alumni and create a teaser video for the upcoming event which will be celebrating the 40 Year Anniversary of ELSA.

Talking about Branding, one of the most discussed topics was the really low brightness of the ELSA Webinars Academy templates. Unfortunately they were too dark, which made the feed of our social media accounts having mostly the black color. Therefore, we had the chance with Tony to "update" the templates, changing a bit the colors, in order to make the more engaging. Of course, we added some new templates as well for extra promotion opportunities.

The preparations for the 69th edition of Synergy titled "Privacy and human rights in the digital era" are currently ongoing. People from the network had the opportunity to submit their articles and together with my Assistant editor, we have started the compilation. In this edition of Synergy we have received a handful of diverse articles, which will make the reading both educational and interesting. Moreover, for the first time I had the opportunity to create a Handbook, which contains all the important style guides and rules for Synergy. You can find it here.

The first ever International Strategy Meeting helped us discuss and brainstorm on the future of our Association's structure and activities. One of the most important parts for us the Marketeers, was the proposal for a mandatory EIT position, which will be the Public Relations department. This will help us pay special focus on actions which are important for the development of the Marketing within our Association such as the Market Research and others. More things will be discussed during our open call!

SELS MKT KIT + NEW EWA MKT KIT

Please tag and mention
"Clickmeeting" in the
description every time you
have an event, in which
Clickmeeting is used. This is
part of our new partnership
agreement!

BECOMING BETTER

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



DESIGN TIPS

Tip 1: Have a Clear Communication Hierarchy

In the poster design, there are three areas of information that a viewer needs to digest: the event, the location, and what's being featured. There's a hierarchy of information that needs to be shown. This way, the viewer's eyes go straight to the information in the middle of the poster—where the most important information is located.

Tip 2: White Space Is Your Friend

Don't be afraid of white space; it can add clarity to your visuals. Give your design some room to breathe, and it will leave your elements looking less cramped, and more pleasing to the naked eye.

Tip 3: Show The Viewer Where To Look

This might sound simple, but it's easy to forget about when creating any type of visual. We, the viewers, should gravitate our eyes to the subject in the centre.

Tip 4: Use Contrast To Help Direct The Eye

Yes, with contrast! When the contrast is high enough, we can see where the drama and action is taking place.

Tip 5: Look For Visual Balance

Try to eliminate any negative space in your designs, and make sure your visuals are balanced.







New Tutorials available in the Officers' Portal:

Colors and gradients

Marketing Kit

How to create your own logo (coming soon)

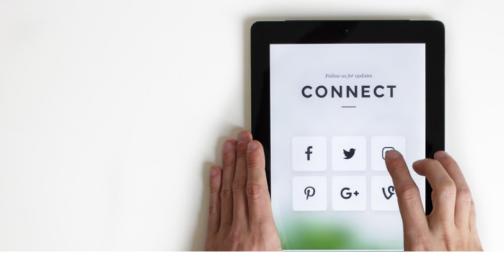


SAVE THE DATE*

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 Friday, **26 February 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>.







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Let's Connect



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