

MARKETING NEWSLETTER

March 2021



elsa

The European Law Students' Association

TABLE OF CONTENTS

01	INTRO	03
02	FOCI OF THE MONTH	04
03	MILESTONES	05
04	EXTRAS	07
05	TIPS	08
06	OPEN CALL	09



INTRODUCTION



Dear Marketeers,

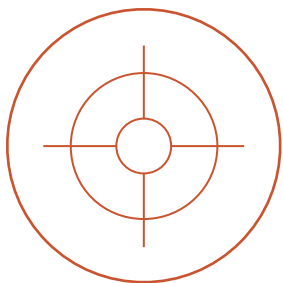
I hope you and your families are all doing great during these challenging times.

Truth is that time has passed so fast. We are currently only two weeks away from the second and for many of us the last International Council Meeting of ELSA. What a journey -a virtual one- this term has been already!

During March, I and my boardies mostly focused on the preparations of the ICM, in order to ensure that it's going to be an interesting and informative one. Therefore, I have decided to mostly focus on discussions points regarding the marketing and branding development of our Association!

I expect to see all of you soon!

Best regards,
Nikos Fifis



FOCI OF THE MONTH



The main point in which we focused during March is the preparations for the 79th International Council Meeting of ELSA. This time, we tried to make the workshops as engaging as possible, and your contribution will be of utmost importance to the success of the event.

We also had the chance to prepare the promotion strategy for the second cycle of STEP, focusing more on the STEP week. More explicitly, we visited two of our partners in Belgium and in the Netherlands, in order to get some footage both for the NTP and the trainee testimonial.

Last but not least, preparations for the 69th edition of the Synergy Magazine took place, and the final product will be launched during the upcoming month!

Milestones

WHAT MARCH GAVE US



Important milestones regarding our social media channels took place during the month of March. More explicitly, the official LinkedIn account of ELSA reached 20.000 followers, which marks an important number, allowing us to achieve even better packages with our partners. Also, the LinkedIn Page of the John H Jackson Moot Court Competition, which was established at the beginning of the term, has finally reached 1.000 followers!



STEP is an immense project, which demands special attention when creating the promotion strategy. Therefore, together with Francesco, and the director for STEP Promotion Conrad Alroe, we had multiple meetings to decide on the key aspects which shall be taken into consideration for the second cycle. A new video is currently on the making, which will be containing subtitles in various languages. Last but not least, the STEP Marketing Kit will be launched soon!



This year, we have started researching the possibility of reinventing our marketing plan and the branding of our association. 7 people have been tirelessly working for the past few months together with Lena Anna and Tony as the co-ordinators of the team. We are currently finalising the findings and results, and we will be sharing them during the upcoming ICM!

Something really important!
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!

PRODUCTIVITY TIPS

Tip 1: Block out time for critical thinking

Most people say they have a hard time focusing on their work and getting stuff done. Time is our most valuable resource, yet we willingly allow people to steal it and let busy work occupy it. Make sure to find and book some time in your daily agenda, when you allow yourself to rethink some of your tasks, and plan ahead.

Tip 2: Work in sprints

The concept is actually really simple. Work distraction free for 90 minutes straight and then have a 20-minute break. If you like this idea, and you believe it could be implemented, you can also try the pomodoro technique. More information [here](#).

Tip 3: Less meetings, more making

This might sound simple, but it's easy to forget about it. Meetings can be a waste of time if done poorly or too often. Make sure you have specific points in the agenda of the meeting, otherwise it's better to communicate in other ways, like slack or via email.

Tip 4: Focus on one thing at a time

First, take a deep breath. Everything will be okay. Have specific priorities at the beginning of the week/day and make sure you stick to them. The more distractions, the more challenging the whole workload becomes.

Tip 5: Don't let your great ideas evaporate

Keep track of everything and make sure you always carry around either a notebook, or you write down your ideas at the notes app of your phone. You never know where your idea will get you!



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 Tuesday, **30 March at 18:00 CEST**. 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 [here](#).



Contact

Let's Connect



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