

# NETWORK GUIDELINES

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CAREER LAUNCH  
2020/2021



*elsa*

The European Law Students' Association

# Career Launch

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Dear Network,

Since 1984 ELSA has connected thousands of law students to the professional legal world through the Student Trainee Exchange Programme. However, this connection has often been cyclical in nature and lacking the necessary professional development phase of the experience. Developing the Educational Cycle of ELSA and following the innovative drive our Association has seen in the previous years, ELSA International is proud to present our new programme - Career Launch, which will focus on a series of Professional Development workshops that seek to remedy this whereby participants will have an opportunity to build upon their existing skills and knowledge of different career paths and the best methods of developing their personal and professional approach towards their career.

Two series of courses are planned for the term 2020/2021. The digital workshops will correspond to two different periods, as follows:

1. *“International Career Paths to Private Organisations”* during the autumn.
2. *“International Career Paths to Public Institutions”* during the spring.

Below you may find all the relevant timelines, and specific details regarding the project.

We hope you see the potential of Career Launch and share our passion for it.

We wish you a pleasant read!

Cordially yours,

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# Professional Development - Career Launch

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## What is Professional Development

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As a general practice, professional development refers to all training, certification and education that an individual would need in order to succeed in their career. The List of Professional Development projects is not exhaustive, hence we are open to all your suggestions.

## How does Professional Development further the Ambitions of ELSA

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The Regulations of ELSA focus specifically on the goal of preparing its members for professional life, as stated in the Preamble of the Statutes and Standing Orders:

*“RECALLING that the aims of ELSA are to develop professional and student relations of an international character in the field of Law, to prepare its members for professional life in an international environment ...”*

A specific project focus is needed in this regard in order to efficiently allow our members the opportunity to develop themselves professionally through various training and educational methods.

Through this project, our members are therefore, allowed the opportunity to develop these professionally oriented skills thus following a clear education format and cycle - theoretically learning through S&C projects, putting this knowledge into practice while participating in Academic Activities events and, finally, using gained knowledge and skills in the professional environment through our traineeships and recruitment programme - STEP.

## Purpose

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The purpose of Career Launch is that of aiding our members in achieving professional excellence by allowing them the opportunity to partake in workshops and thus use the potential of the ELSA Educational Cycle and increase their visibility on the legal job market, while achieving the vision of ELSA.

## Outcome

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The desired outcome of the project will be that of building our members professionally and allowing them the opportunity to take part in it from the comfort of their own home specifically designed to educate them on topics and methods relating to their future career paths.

Participants that complete the entire programme will receive a certificate of completion attesting their professional knowledge and skills of the area and thus be better prepared for their professional future and applications.

## The Content of the Course

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Each of the workshops will follow a specific education structure based on four topical webinars followed by a concluding interactive project.

Initially, the participants will have the chance to learn from professionals and experts in the field and develop their theoretical and practical knowledge of the area concerned. Following the initial four webinars, they will have a chance to put newly gained knowledge into practice by participating in a concluding project - a mock interview with the real professional, in order to gain some experience and get feedback that can be implemented in the real life job interviews.

## Timeline - Autumn Course

The dates below **remain provisional** and as such are subject to change. The finalised dates will be communicated directly to the participants of the Career Launch Course.

CAREER LAUNCH ON INTERNATIONAL CAREER PATHS TO PRIVATE ORGANISATIONS				
Date	Time	Event	Speakers	Notes
7th September	10:00 CEST			Registrations Open
27th September	23:59 CEST			Registrations Close
Between 5th - 11th October		STEP EWA: Webinar 1	Spark Legal Network, Interel,	Panel discussion on International Career Paths to private organisations
Between 5th - 11th October		STEP EWA: Webinar 2	Georgetown, IE Law School, World Trade Institute	The Importance of Education & ELSA Opportunities
Between 12th - 18th October		STEP EWA: Webinar 3	Enhancv	Motivation Letters and CV Tricks; How to ace an Interview
Between 12th - 18th October		STEP EWA: Webinar 4	ELSA International Trainers	Practical Exercise on the Interview Process
Between 19th October - 1st November		Mock Interviews		Every participant will have an opportunity to experience a job interview in a 20 minutes long session, one on one with a professional

## Prices

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Registration Type	Price	Dates
Early Bird	€20	7 September - 18September
Standard	€25	19September - 27September

### The prices include the following elements:

- Access to the entirety of one of the Career Launch preparatory workshop series;
- Access to the final Interview Simulation;
- A final certificate attesting participation in Career Launch And knowledge of the topic covered;
- The best mock interview participant will receive a prize of **€350**, whilst the second place winner will receive a prize of **€150**.

## Marketing Strategy & Timeline

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As for most of our projects for the 2020/2021 term, we are focusing on personal approach. Marketing kit is prepared, and it consists of pictures introducing the project, as well as webinars, their topics and speakers' highlights. In addition, Instagram takeover was filmed and shared with our followers.

As for the timeline, application period for the first Career Launch is closing on 27 September at 23:59 CEST. In the last 10 days of the application period, we will promote our webinars and speakers' highlights, as well as the structure of the mock interviews with participants.

We encourage you to share ELSA International's social media posts and spread the word about this new project.

## Involvement of National/Local Groups

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Considering the fact that Career Launch is organised for the first time, we encourage National and Local groups to share our promotional materials with their members. If you receive any questions regarding the project, you can forward them to [academicactivities@elsa.org](mailto:academicactivities@elsa.org) or [step@elsa.org](mailto:step@elsa.org).

Career Launch is open for the students from all around Europe, hence promotion by National and Local groups is of the utmost importance. Depending on the success of the first cycle, we will prepare additional materials (i.e. presentations for the info sessions) and more detailed guidelines for the Network for the second Career Launch.