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The European Law Students' Association



SPEAKERS AND CONTRIBUTORS BOOKLET

SEMINARS & CONFERENCES 2025/2026



FOREWORD

Dear S&Cers,

Welcome to the Speakers and Contributors Booklet for ICE! This guide is designed to help Organising Committees to engage with speakers and sponsors effectively, ensuring a high-quality conference experience.

Here you can find specific guidance on how to manage the very *Main Characters* of International Conferences of ELSA. At ICE, we recognize that successful conferences rely not only on meticulous planning but also on significant collaborations. Speakers bring knowledge, expertise, and inspiration to participants, while sponsors provide essential resources and visibility that allow the event to thrive.

Through step-by-step instructions, templates, and best practices, this booklet aims to empower you to create professional interactions with speakers and sponsors. Whether you are reaching out for the first time or maintaining long-term relationships, the strategies outlined here will help ensure that ICE delivers a memorable, well-organized, and professional oriented experience for all involved.

Should you have any other questions do not hesitate to contact us at international.conferences@elsa.org and our VP S&C at seminarsconferences@elsa.org.

Best of luck with the organisation of your ICE!

Created by (2026)

Rodrigo Prelhaz

Vice President in charge of Seminars and Conferences
ELSA International 2025/2026

Costanza Calandrino

Director for International Conferences of ELSA
ELSA International Team 2025/2026

Aliki Portosalte and Veronika Březinová

Assistants for International Conferences of ELSA
ELSA International Team 2025/26

A special thank you to:

Maria Hanswijk, Director for International Conferences of ELSA, ELSA International Team 2025/2026

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1. Introduction

1.1 Overview of ICE

International Conferences of ELSA (ICE) are international events organised by the Organising Committees of one or more ELSA Groups that fulfil the requirements regulated in the International Council Meeting Decision Book. International Conferences of ELSA can be defined by their international outlook, a focus on the academic aspects of the law and the intention of having an audience largely comprising international participants.

1.2 Purpose of the Sponsors and Contributors Booklet

This booklet provides a detailed framework for Organising Committees (OCs) to streamline the process of managing speakers, sponsors, and other contributors. By following the guidance within, OCs can enhance their event's quality and professionalism while strengthening relationships with key stakeholders.

1.3 Importance of Strategic Partnerships

Sponsors and contributors are not merely financial supporters, they are integral to the success and sustainability of ICE. Strategic partnerships elevate the event's profile, provide invaluable resources, and create networking opportunities for participants.

2. The Role of ELSA International in ICE Planning

2.1 Support Systems and Coaching

Upon submission of the ICE Specification Form, ELSA International assigns a Director for ICE to guide the Organising Committee (OC). After you have filled in the ICE Specification Form, the Director for ICE on the ELSA International Team will get in touch. At this point, they will assign a Coach to support them through the process of organising an ICE.

This includes:

- Initial Consultation: Establishing goals, timelines, and potential challenges.
- Ongoing Support: Regular meetings to ensure adherence to deadlines and objectives.
- Feedback on Progress: Offering constructive input on academic and logistical plans.

2.2 Communication Protocol

Maintain regular communication with your point of contact at ELSA International, whether that be the Director of ICE or the Coach for ICE, through bi-weekly updates, reports on speaker and sponsor confirmations and requests for assistance with international outreach.

3. Engaging Speakers for ICE

3.1 Identifying Speaker Profiles

Focus on inviting a diverse array of speakers, including:

- **Academics:** Professors and researchers with expertise in the ICE topic. Ask your academic partner(s) for some recommendations. Keep in mind that by its nature, an academic/institutional partner should have many connections and contacts in the respective field. Contact professors for PhD candidates from your university or other universities in your country.
- **Professionals:** Lawyers, judges, and policymakers. If you have sponsors or partners that are active in an area of law that is pertinent to the topic of your conference, ask them if they would like to send a speaker i.e. an ICE focusing on Banking and Finance law partnered with a bank might send an employee to speak at the event. Contact leading law firms or individuals renowned for their activity in the relevant area of law. If your partners or sponsors are international firms that are active in a relevant area of law, kindly ask your contact if they know of someone from another branch of their company that might be interested;
- **Institutional Representatives:** EU or international agency officials. Ask your academic/institutional partner(s), they may recommend someone from their professional/personal network who meets the internationality criteria and would be interested in participating.
- **Previous ELSA Guests:** Approach speakers with whom your Local or National Group has worked in the past and you believe could be interested in participating in your ICE as a speaker. Contact foreign Local and/or National Groups of ELSA, which have organised events on the same topic in the past and could put you in contact with speakers or make recommendations.
- **ELSA Alumni:** Approach ELSA Alumni, particularly those who were previously affiliated with your Local or National Group.

3.2 Categories of Speakers

Clearly define speaker roles, such as keynote addresses, panel discussions, and workshops. Speakers can be Academic, Institutional or Professionals, according to the kind of background they have and the position they hold.

a. Keynote Speakers

Keynote speakers are high-profile individuals who set the academic tone of the conference. They usually have significant expertise within the relevant field of law or have even conducted academic research on a specific topic on a theoretical, doctrinal, or research-based level.

- Deliver longer, lecture-style addresses to all participants.
- Often open or close the conference, highlighting its core objectives and key points.

b. Panel Speakers

Panel speakers participate in moderated discussions focused on specific sub-themes of the conference. Panels allow for multiple viewpoints and encourage critical debate.

- Usually consists of academics, practitioners, judges, policymakers, or NGO representatives.

c. Practitioner Speakers

Practitioner speakers bring real-world experience from legal practice or policy implementation.

- Include lawyers, in-house counsel, regulators, or consultants.

d. Institutional Representatives

Speakers from international organisations, public institutions, or even NGOs can offer a different point of view on a particular topic and focus more on the practical side of things.

- Provide an understanding of the law's impact beyond academia and private practice.

e. Moderators and Chairs

Moderators are important for the organisation and structure of the sessions.

- Introduce speakers and frame discussions.
- Manage time and facilitate audience questions.
- Workshop moderators conduct smaller, interactive sessions aimed at developing practical skills or an in-depth understanding of a specific topic. Sessions are participatory and may include case studies, group work, or simulations.

3.3 Creating a Comprehensive Outreach Plan

Step 1: Compile a database of potential speakers with contact details and affiliations.

Step 2: Prioritise high-profile individuals while ensuring representation across sectors.

Step 3: Personalise all outreach messages to highlight the relevance of their involvement.

Step 4: Update your list regularly and note down who has accepted your invite and who has declined.

3.4 Getting in Touch with Speakers

When compiling your Academic Programme, you will likely be sending out numerous emails and having multiple simultaneous correspondences. Below you will find a step-by-step guide to navigate this process efficiently.

Create an Excel sheet where you can insert and update the following information:

- Name of contact;
- Area expertise/topic of the lecture;
- Their associated institution/firm;
- Their contact details;
- Status in communication (e.g. awaiting response, confirmed);
- Time Schedule in which he's available;
- Responsible Organising Committee member;
- Additional Information (e.g. interested in the social).

If you have sent your first invitation to the speaker, and you do not receive a response within 4-6 working days, send a follow-up email, kindly reminding them of your invitation.

Confirm their attendance as soon as possible and send them a reminder one week before the session.

If a prospective speaker declines, ask if they have any recommendations for speakers who might participate in their stead. They will often know more about the area of law and who is available to speak. Once you have that recommendation, mention the name of the individual who made the recommendation/referral in order to establish a more personal connection.

Have a designated Organising Committee member who keeps in touch with the speakers and guides them during the academic programme.

Help them with their travel and accommodation arrangements.

You will normally be expected to reimburse foreign speakers and speakers not residing in the city where the ICE takes place for their travel expenses. It is advisable that you arrange and book their travel. Where possible, negotiate on how costs will be allocated between the Organising Committee and the speaker.

Discuss the content they will cover and how they will fit into the programme.

Provide them with all the technical support and resources they need during the conference, and water.

After the ICE has ended, provide them with a thank-you gift or memorabilia.

3.5 Effective Invitation Letters

An invitation letter should concisely and clearly outline what your event is, why you're running the event, and why you want that speaker to attend your event. It is good to have a template prepared to maximise efficiency. However, some parts of the template should allow for personalised notes, which increases the chance of receiving a positive response from a prospective speaker. The more personal the email feels, the better. We have included an example template below.

Invitation letter template

To	@speaker
Cc	@other OC's members; @other email contact of the speaker (e.g. assistant, office)
Subject	Request to join International Conference of [National/Local Group] as a Speaker

Dear [Name of speaker],

On behalf of the European Law Students' Association (ELSA) [National/Local Group], we would be delighted to invite you to participate as a speaker at our upcoming International Conference on [topic], which will take place from [start date] to [end date] in [city/venue].

ELSA is the world's largest independent law students' association, bringing together more than 60,000 members across 41 countries. Through our projects, we aim to provide students with opportunities to explore areas of law that go beyond the standard curriculum and to engage with current, real-world challenges.

We have chosen the topic of [topic] because it connects [relevant areas – e.g. law, practice, ethics, policy] and reflects many of the challenges currently shaping this field. Our goal is to introduce students to key issues in this field, such as [examples of concrete issues], and to offer them a broader, practical perspective.

We are approaching you in light of your [position/expertise]. We would be honoured if you would be willing to give a talk of up to [time limit] on a topic related to [specific area], of your own choosing. Your perspective would be a highly valuable contribution to the discussion we aim to cultivate.

Examples of personalised sentences you may wish to include:

- *Experience: Your well-established and long career in this field has set you above others in the field. Your thoughts would be a valuable contribution to the discussion we are looking to cultivate at our conference.*
- *Perspective: The [unique/intersectional/dynamic] position you hold in the field as [role] offers you a nuanced perspective in this area of law, which would not be fully represented without your involvement.*
- *Anecdote: When I was writing my undergraduate thesis last year on [relevant topic] I found your book [book/article title] to be especially compelling.*

The conference will consist of a series of lectures and panel discussions, each lasting approximately [length, e.g. 60 minutes]. Alongside academics, we plan to invite practitioners, representatives of public institutions and other professionals active in this area. The event will be attended by approximately [number] international participants.

In addition to the academic programme, the conference will include a social programme (such as a Gala Ball / Afterwork Party), as networking and informal exchange are an integral part of the event.

Attached to this email, you can find a MediaKit/Booklet of the previous editions of the Conference [if it is a first edition, you can attach a presentation of your NG/LG or even a link to the ICE portfolio if it has already been published].

Our ambition is to create an international and interdisciplinary event that brings together different viewpoints and levels of experience. We believe that your involvement would significantly enrich the conference and inspire our participants.

If you have any questions, please do not hesitate to get in touch with me at this email address.

We look forward to your response.

Kind regards,
[your name] [your title]

3.6 Providing Comprehensive Speaker Support

Assign a dedicated liaison from the member of the OC to assist each speaker. Responsibilities include:

- Arranging travel and accommodation.
- Providing event schedules and technical support.
- Addressing special requests (dietary restrictions, accessibility needs, etc.).
- Post- Event Follow- Up: thanking the speaker personally and on behalf of the OC

4. Securing and Managing Sponsors

4.1 Understanding the Needs of Sponsors

Sponsors invest their resources expecting clear returns, which can include:

- Brand visibility and promotional opportunities.
- Access to a target demographic of law students, professionals, and academics.
- Association with a reputable, international student-led event like ICE.

Before approaching sponsors, research their business goals, prior sponsorship activities, and alignment with the ICE theme. For example:

- A legal technology company might be interested in sponsoring an ICE on AI and Law.
- Law firms may seek access to potential recruits or showcase their thought leadership.

4.2 Creating a Value-Driven Sponsorship Proposal

Your sponsorship proposal should be tailored to highlight the unique benefits for the sponsor. It must include:

- **Event Overview:** Clearly outline the ICE purpose, theme, and scale.
- **Audience Profile:** Provide detailed statistics on attendees (e.g., countries represented, academic levels, professional affiliations).
- **Sponsorship Packages:** Offer tiered options (e.g., Gold, Silver, Bronze), each with escalating benefits.
- **Branding Opportunities:** Describe where and how sponsors will receive visibility (e.g., banners, social media, event materials).
- **Additional Engagements:** Suggest additional roles for sponsors, such as hosting workshops or delivering keynote speeches.

Tip: Include a “custom sponsorship” option to attract sponsors who may have unique ideas or needs.

Sponsorship proposal template

To	@sponsor
Cc	@other OCs’ members; @other sponsor’s contacts
Subject	Sponsorship Opportunity at International Conference of [National/Local Group]

Dear [Name],

On behalf of the European Law Students’ Association (ELSA) [National/Local Group], we would like to invite you to become a partner of our upcoming International Conference on [topic], which will take place from [start date] to [end date] in [city/venue].

ELSA is the world’s largest independent law students’ association, bringing together more than 60,000 members across 41 countries. Through our projects, we aim to provide students with opportunities to explore areas of law that go beyond the standard curriculum and to engage with current, real-world challenges.

The conference will welcome approximately [number] international participants from [number] countries. Our audience consists primarily of law students at bachelor’s, master’s and doctoral levels, as well as young legal professionals with a strong interest in [topic]. The programme will

combine expert lectures and panel discussions with a social programme designed to foster meaningful networking across borders and disciplines.

In addition to the academic programme, the conference will include a rich social programme (such as a Gala Ball / Afterwork Party), as networking and informal exchange are an integral part of the event.

For our partners, the conference is not just a branding space, but a chance to meet students who are already actively shaping their professional path. These are participants who invest their free time into legal education beyond the curriculum, travel internationally for academic events and deliberately seek contact with practice. Partnering with the conference allows you to speak to this group in a natural setting, not through recruitment slogans, but through real presence, conversation and expertise.

We would be honoured to explore a partnership with your organisation. To reflect different needs and levels of involvement, we offer several sponsorship packages (Gold, Silver and Bronze), each providing a tailored combination of benefits, such as:

- visibility on event materials (website, programme, badges, certificates),
- logo placement on-site (banners, presentation slides, registration area),
- promotion through our social media channels and newsletters,
- direct access to motivated and internationally minded law students.

Beyond these standard packages, we are very open to creating a **custom sponsorship** arrangement. This may include, for example:

- hosting a workshop or career session,
- delivering a keynote or expert contribution,
- presenting your organisation as an employer of choice,
- or any other form of engagement that reflects your goals.

Our ambition is to create an international and interdisciplinary event that brings together different viewpoints and levels of experience. We believe that cooperation with your organisation would not only enrich the conference but also offer you meaningful visibility among a highly motivated and future-oriented audience.

Attached to this email, you will find a MediaKit/Booklet from previous editions of the Conference [or: a presentation of our organisation/link to the ICE portfolio].

If you have any questions, please do not hesitate to get in touch with me at this email address.

We very much look forward to your response.

Kind regards,
[your name] [your title]

4.3 Managing Sponsor Relationships: Before, During, and After the ICE

Before: Schedule regular check-ins to discuss deliverables. Share a timeline and ensure sponsors are updated on the event's progress.

During: Assign a dedicated liaison to manage sponsor requests and ensure their visibility is executed per the agreement.

After: Deliver a detailed post-event report, including photos, statistics, and testimonials, to demonstrate the value of their investment.

4.4 Structuring Sponsorship Tiers and Benefits

A typical tier structure might look like this:

Tier	Investment	Benefits
Gold	XXX-XXX	Keynote introduction, logo on all materials, premium booth space, exclusive networking access
Silver	XXX-XXX	Logo on materials, standard booth space, and mention in keynote
Bronze	+XXX	Logo on website and programme, shared booth space

4.5 Maintaining Financial Transparency with Sponsors

Clearly communicate how sponsorship funds are allocated. Provide regular updates during the planning phase and a final financial summary in the post-event report. Transparency builds trust and fosters long-term partnerships.

5. Programme Development

5.1 Designing the Academic Programme: Structure and Content

The academic programme should offer a mix of:

- Keynote Speeches: Delivered by renowned experts to set the tone.
- Panel Discussions: Address diverse perspectives on the ICE theme.
- Workshops: Interactive sessions that offer practical skills or case studies.

Example: For a conference on Intellectual Property (IP) law, include workshops on patent application processes or AI and copyright.

5.2 Integrating Networking Opportunities for Participants

Allocate specific times for networking during coffee breaks and meals.

The Social Programme also enhances the ICE experience by fostering informal connections. Ideas include:

- Formal Gala Ball;
- Afterwork;
- Themed networking events (e.g. “Legal Tech Night”)

5.3 Adapting Programmes for Virtual or Hybrid Events

Offer breakout rooms for networking and small-group discussions.

Use live polls and Q&A sessions to engage online participants.

Record all sessions for on-demand viewing.

6. Sponsor Visibility and Contribution Integration

6.1 Pre-Event Promotions

Feature sponsor logos in marketing materials and announcements.

Use social media to highlight sponsor contributions with dedicated posts.

6.2 On-Site Visibility Strategies

Display banners and signage prominently at the venue.

Welcome packages need to be visible, together with participants’ badges, to be distributed on the first day of the Conference.

ICE Merchandising, such as:

Desk and Work Gadgets. E.g. notebooks, pens, sticky notes, desk calendars, mouse pads, stress balls.

Travel Gadgets. E.g. tote bags, water bottles, power banks, luggage tags.

Tech Gadgets. E.g. laptop stickers, smartphone stands.

Wearable Gadgets. E.g. hoodies/t-shirts / polos with logo, caps or hats, collectable pins.

!! Focus on utility + sustainability. Cheap, impractical items are often discarded immediately; useful or eco-friendly items are kept, increasing brand visibility.

Include sponsor mentions in opening and closing speeches.

6.3 Long-Term Visibility Through Post-Event Reports

Include sponsor acknowledgements in the final report distributed to participants.

Share insights and outcomes from the ICE that reflect positively on the sponsors.

7. Marketing and Participant Outreach

7.1 Developing a Comprehensive Marketing Strategy

A strong marketing strategy ensures high visibility and participant turnout. Use the following multi-channel approach:

- Social Media Campaigns: Leverage platforms like LinkedIn, Instagram, and Facebook for event promotion.
- Post teasers about the ICE theme and updates on speakers.
- Use targeted ads to reach specific demographics, such as law students and young professionals.
- Email Marketing: Create a mailing list of ELSA members, alumni, and potential external participants.
- Send monthly newsletters with updates, registration deadlines, and exclusive sneak peeks.

Pro Tip: Design content with a consistent brand identity, use the ICE logo, and colour schemes.

7.2 Collaborating with Local ELSA Groups and Universities

Leverage ELSA's network to amplify outreach:

- Request ELSA Local and National Groups to promote the ICE within their membership.
- Partner with universities to feature ICE promotions on their websites, newsletters, and campus screens.

7.3 Attracting External Entities and Participants

Industry Professionals: Highlight keynotes and workshops relevant to cutting-edge legal challenges.

Diversity Incentives: Promote scholarships or discounted tickets for underrepresented groups.

7.4 Monitoring Campaign Performance

Track social media engagement metrics, such as likes, shares, and comments.

Use analytics tools like Google Analytics to monitor website traffic and registration trends.

8. Post-Event Follow-Up and Evaluation

8.1 Sending 'Thank-Yous'

Send personalised thank-you notes to speakers, sponsors, and the OC members.

Acknowledge participant contributions through certificates of attendance or social media shoutouts.

8.2 Conducting Surveys for Feedbacks

Distribute post-event surveys to gather insights on:

- Participant satisfaction with the academic and social programmes.

- Effectiveness of logistics, venue, and communication.
- Suggestions for future improvements.

8.3 Evaluating Success Against Objectives

Compare outcomes with initial goals:

- Participation Metrics: Did you meet the expected number of attendees?
- Financial Goals: Was the event budget balanced or profitable?
- Sponsor Retention: Did sponsors express interest in future collaborations?