

Partners and TNPs engagement

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LXXX International Council Meeting

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The European Law Students' Association

ROADMAP

1. External Relations - definitions
2. Basics of ER;
3. How to approach;
4. What to sell;
5. Sample;
6. How to - the meeting;
7. After the meeting;
8. Q/A.

EXTERNAL RELATIONS - WHAT IS IT?

“EXTERNAL RELATIONS IS ONE OF THE FUNDAMENTAL PILLARS OF THE PRESIDENTS’ DUTIES. IT INCLUDES THE ABILITY OF OUR ASSOCIATION TO EXPAND ITS OUTREACH AND ITS VISIBILITY. TO THIS DATE, EXTERNAL RELATIONS HAS ALSO SERVED AS ELSA’S MOST IMPORTANT MEANS OF FUNDING”, BEE HANDBOOK.

WHERE TO START?

1. CHECK THE PREVIOUS PARTNERS/TRAINEESHIP PROVIDERS

WHERE TO START?

2. A CURRENT PARTNER OF MY NG/LG CAN BE TNP?

WHERE TO START?

3. START THE RESEARCH FOR NEW TNPs

- INTEREST IN AN INTERNATIONAL ENVIRONMENT
- INTEREST IN YOUNG HUMAN RESOURCES

WHERE TO START?

4. IDENTIFY THE CONTACT: IS IT AN INTERNATIONAL CONTACT?

LAW FIRMS:

- Five or more countries with 100 or more legal professionals

COMPANIES:

- Five or more countries

WHERE TO START?

4. IDENTIFY THE CONTACT: IS IT AN INTERNATIONAL CONTACT?

INSTITUTIONS (governmental or non-governmental organisations, public administrations, private institutions, and universities or other higher education institutions).

International institutions shall cover institutions that act in more than one country and represent the headquarters or the highest respective office of a certain field of activity of an institution.

HOW TO

Before the approach:

- Strategic Planning;
- Researches

The approach:

- The procedure;
- The contact;
- The meeting

After the approach:

- Follow-up;
- Involvement;
- Maintain the partnership;
- Transition;
- CEF

IS IT AN INTERNATIONAL CONTACT?

IS IT A NATIONAL CONTACT?

THE PROCEDURE

● International contact:

- ❖ CAF: [Contact Approval Form](#)
- ❖ 7 days to respond to the CAF;
- ❖ Need to present concrete reasons for refusal;

→ CEF: [Contact Evaluation Form](#);

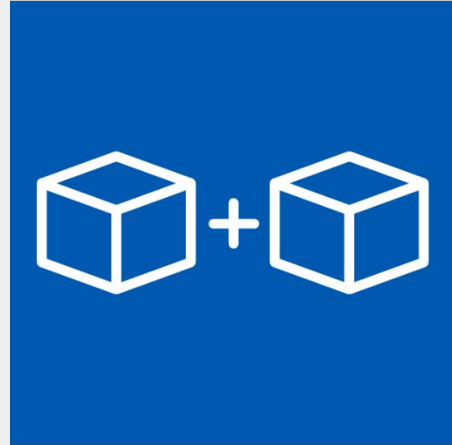
→ International Events.

● National Contact:

- > Email to the person in charge of External Relations of the National Group;
- > ELSA International will contact you via mail in case of approaching a national contact;
- > This request shall include the location, the website URL, and Information regarding the nature and content of the approach of the office intended to be contacted;
- 7 days!
- > Need to present concrete reasons for refusal.

SANCTIONS!

WHAT TO SELL?



IDENTIFY THE PROJECT

PLANNING IS CRUCIAL



Work with packages:

- a) General package;
- b) Project package



Collaborate with
the VP MKT!

HOW TO START THE CONTACT?

- FORMAL EMAIL (NOT TOO LONG)
- ELSA TRAINEESHIPS MEDIA CARD
- ASK FOR A MEETING

PS. YOU CAN ALSO TRY TO USE LINKEDIN!

EMAIL

Collaboration with ELSA - The European Law Students' Association | Professional Development projects

External

Inbox x



Return to Inbox?

2 hours before ▾

Wed, Oct 27, 2PM

Confirm



Add event



Vice President for Professional Development International Board of ELSA <professionaldevelopment@elsa.org>

to info ▾

Tue, 14 Sept, 09:30



Dear Ms [REDACTED]

I hope this email finds you well.

My name is Susanna Mendicino and I am the Vice President in charge of the Professional Development department of **ELSA - the European Law Students' Association**.

EMAIL

I am contacting [name of the organisation] since you actively work with [the area of activity, e.g. *human rights advocacy and medium-length projects in different jurisdictions*]. I am confident that your organisation would substantially benefit from a greater exposure to ELSA members.

ELSA is the world's largest independent association for law students and young lawyers. We are present in 44 countries and reach over 55,000 members at more than 300 universities in Europe. Although non-political, ELSA stands for human rights and cultural diversity, and campaigns internationally for causes such as the rule of law.

MENTION THE PROJECTS THAT COULD INTEREST THEM, ACCORDING TO YOUR RESEARCH!

EMAIL

<i>Body</i>	<p>One of the most popular initiatives of ELSA is ELSA Traineeships whereby we provide organisations like yours for free with a streamlined recruitment method for the best talent in accordance with your needs and preferences. You will view only the applications of the candidates fulfilling your requirements which you specify simply by filling the Traineeship Specification Form.</p> <p>There are two intakes for organisations per year, the next deadline approaching in <u>[amount of time]</u> on <u>[the JH deadline]</u> . <i>[You can explain the time-line more in detail here.]</i></p>
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...AND UNDERLINE THE PROJECT THAT YOU SPECIFICALLY WANT TO PRESENT THEM!

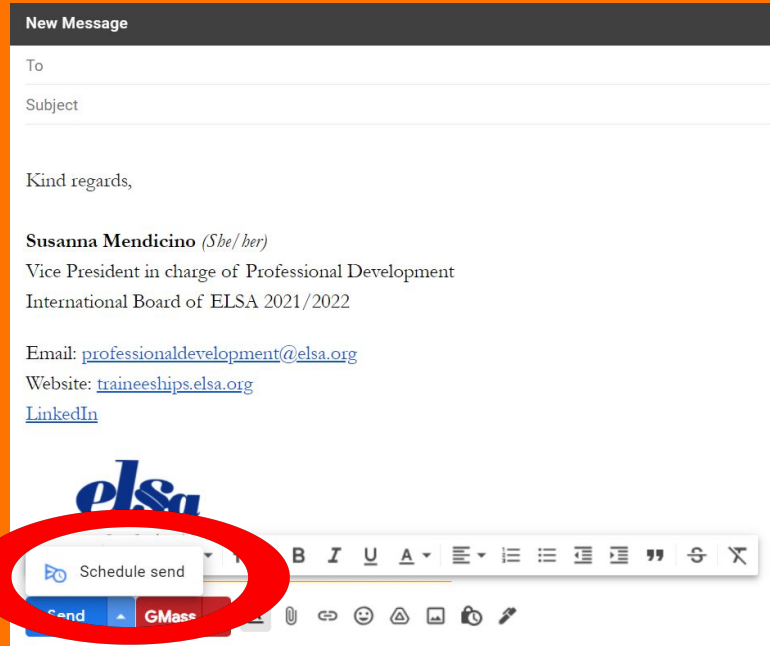
EMAIL

<i>Conclusion</i>	<p>How does this all sound to you? For further information, please do not hesitate to contact me – I am happy to discuss matters further with you. <u>Attached to this email you can find more information about ELSA Traineeships and its benefits.</u> I look forward to hearing from you soon and wish you a great rest of the day!</p>
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ELSA TRAINEESHIPS MEDIA CARD OR GENERAL BOOKLET IF YOU HAVE ONE!

EMAIL



IS THIS A GOOD TIME/DAY TO SEND THE EMAIL?

LinkedIn

- Network;
- Visibility;
- Reputation;
- Informal and personal (it can be both a pro and a cons);
- Easy and fast (but be careful!)

SAMPLE



Federica Paolucci (she/her) • 12:46

Hi

,

I noticed that you are a recruiter of

.

I wanted to reach out to discuss a potential cooperation with ELSA. I'm a Director of External Relations of ELSA International and currently seeking new opportunities for the professional development of our members. I'd be honoured to discuss options of collaborations. Let's connect.



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SAMPLE



Federica Paolucci (she/her) • 19:49

Dear _____,

I hope this message finds you well.

My name is Federica Paolucci and I'm Director of External Relations of ELSA International.

The reason why I am contacting you today is that I see great potential for cooperation between ELSA and _____ as we both care of the future of young professionals.

I would be happy to arrange a meeting with you and discuss opportunities for cooperation. I look forward to hearing back from you.

Let's keep in touch!



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MEETING

STEP 1: PREPARATION

Before the meeting, it is important to prepare yourself carefully!

- Do some research about the Law Firm/Company/Institution
- Check all the information about the project (deadlines, documents, procedures) and be prepared to answer to all the questions!



MEETING

STEP 2: A GOOD PRESENTATION

- Dress formally
- Be on time!!!!!!
- If the meeting is online: choose a good location, wear headphones, check your computer battery and connection!



MEETING

STEP 3: LET'S DO BUSINESS

- Be prepared to delivery a SHORT presentation with a general overview
- Try to be sympathetic and show your interest for the company and for the questions they may have
- It is professional to bring with you a printed version (in a good quality) of the documents and some merchandising if available
- If the meeting is online be ready to present your screen and show the documents (be careful not to share whatsapp chats or weird backgrounds)

MEETING

STEP 4: AFTER THE MEETING

Don't forget to send a FOLLOW- UP EMAIL with:

- A short resume of the topics you discussed;
- The link of the important documents;
- Reminder of the approaching deadlines;
- Greetings

WHAT'S NEXT?

THE OFFER IS REJECTED

- Try to understand the reasons why they are not interested in the collaboration, it will help you with your future negotiations
- If they are not available at the moment but interested in collaborating in the future, save the contact for the second part of the year or the next term
- Create a database (without sensitive data) with those information
- Is an International Contact? Fill the **Contact Evaluation Form**

WHAT'S NEXT?

THE OFFER IS ACCEPTED

- Send them a follow up email with the necessary documents (TSF/partnership agreement)
- Send them regularly updates (at least once a month) about the project in which they are involved or the promotion of the partnership
- Ask them for feedback at the middle of the term via email or with an evaluation meeting
- **Introduce your successor** before ending your term, via email or (better if possible) in a meeting
- Is an International Contact? Fill the **Contact Evaluation Form**

Q&A



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