

# Trainees engagement

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Communication Team  
LXXX International Council Meeting  
4th November 2021

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# ELSA Traineeships - Promotion

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# AIMS OF THE PRESENTATION

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- To increase **awareness** about the Marketing Kit for the ELSA Traineeships
- To train in the creation of **personalized** content
- To develop all the possible means of communication
- To make you **confident** communicators overall



# WHY IS THIS A PD WORKSHOP?

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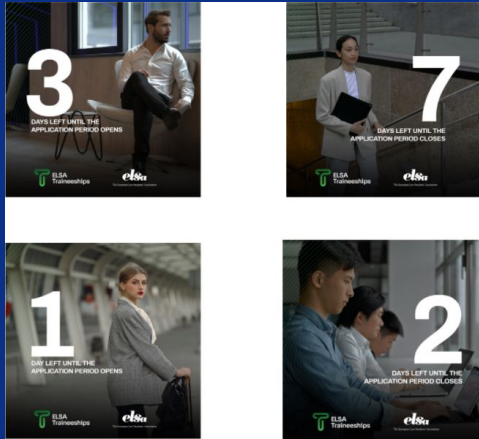
- It will help you with your job as National and Local promoters of the PD initiatives
- Useful also in general ELSA promotion
- It is one of the opportunities to learn new skills
- It is a workshop suitable to everybody
- You will interact better with the Marketing area

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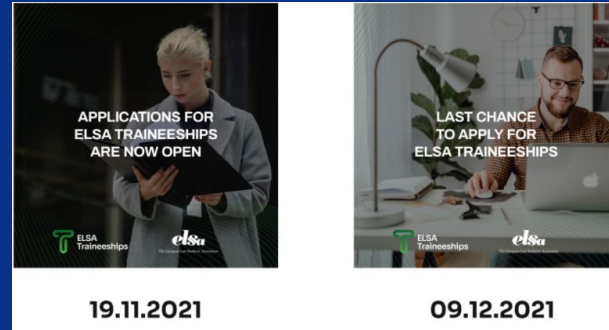
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# LET'S TAKE A LOOK AT THE PACKAGE.

## TIME RELATED FORMATS



The countdowns.



The announcements.

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# LET'S TAKE A LOOK AT THE PACKAGE.

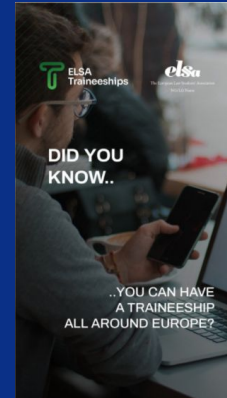
## THE EDITABLES



Job opportunities.  
(No law firms logos here)



Testimonials.



Generic stories.

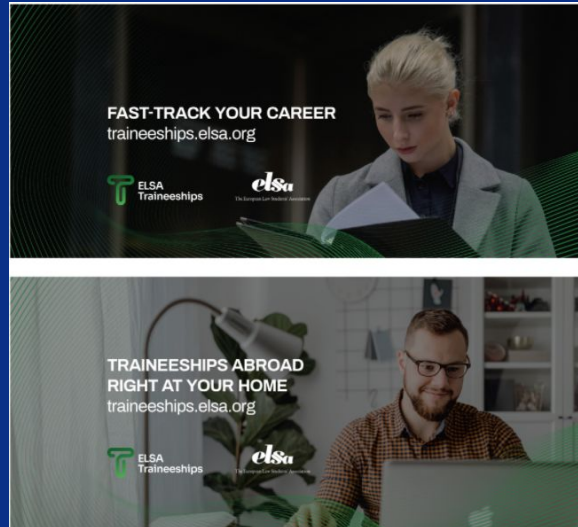
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# LET'S TAKE A LOOK AT THE PACKAGE.

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COVERS (ALSO FOR PROFILE)



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# KEYWORD: COPYWRITING

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- Avoid passive tenses
- Eliminate every adjective that starts with “very”
- Use short formulas and abbreviations
- Keep a neutral Tone of Voice in public spaces
- Do not ask yourself if you have written a nice copy. Ask yourself if you would want to apply by reading it. **Don't think at people in the mass. Think of a generic person who might be interested in what you proposed.**

*“One must be able to express himself briefly, clearly and convincingly, just as a salesman must. Fine writing is a distinct disadvantage. So is unique literary style. They take attention from the subject. They reveal the hook.”*

*Claude C. Hopkins, Scientific Advertising*

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# PROMOTING CONSCIOUSLY (1)

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CONTENT IS ALWAYS KING.

Examples in a generic ELSA Traineeships campaign

- The first post should always present the program.
- The invite to apply should always arrive before the third post.
- Testimonials and Portfolios should get the maximum visibility

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# PROMOTING CONSCIOUSLY (2)

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## PICTURE AN IMAGE OF THE IDEAL BUYER

You must admit that your product won't interest everyone. Get an idea of the numbers you can reach and where do these people will see your content

Examples in a generic ELSA Traineeships campaign

- People who want to get out of university fast will likely be interested in niche work opportunities
- People who talk just the native language are not interested in ELSA Traineeships
- Remember to point out who is this program open to
- **Do not waste time for groups of people that will never apply. The generic promotion is enough for them.**

The logo for ELSA, featuring the word "elsa" in a lowercase, white, serif font.

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# A LIST OF POSSIBILITIES: WHERE TO PROMOTE

<u>Place of promotion</u>	<u>Effects</u>
Your personal Facebook profile	Depends on the usage of Facebook in your country.
Your personal LinkedIn profile	Increase of awareness of the program between both work oriented students and other stakeholders interested in ELSA.
Direct email marketing in your LG mailing list / your university mailing list	Good chances of inform someone new about the program and to discover new interested people.
Third party promotion (NG Partners social media profiles, Law Firms websites...)	Best option. Students that usually look there are already interested in such opportunities.
Link spam	Might be dangerous. Used wisely and with permissions, might open some new opportunities
Promotional events	Depends on how the event has been promoted. Make sure to give CONTENT in these events.

Do not forget the physical part of the promotion!

# KICK THE BAD ELSA HABITS

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- **Avoid acronyms.** Always. In particular if you have to explain them later. **No exceptions.**
- **Remember to give just the relevant information.** You don't have to show how much you know about ELSA Traineeships. No one will care in this phase about the Post Traineeship Form.
- **Differentiate the length of texts.** In Social Media, the copy must be short. In mail marketing and websites, you can increase the information (keep true to the previous point).
- **Always put a way to contact the right person.** (LG / NG Officer's mail)
- **Use CTA.** The simpler, the better.
- You can always copy-paste and translate in your native language the descriptions posted on the international page of ELSA.




# **ELSA TRAINEESHIPS PROMOTIONAL EVENTS**



ELSA  
Traineeships

Time 

Date 

Location 

# ELSA TRAINEESHIPS

## Event Title



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NG/LG Name

# ELSA TRAINEESHIPS EVENTS

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1. Presentation of the Programme
2. Video - presentations
3. Video - testimonials
4. Instagram LIVE/ Facebook Live
5. Workshops (CV, Motivation Letter, Job Interview, Soft skills)



# **HOW TO ASSIST MEMBERS DURING THE APPLICATION PROCESS**



# HOW TO APPLY FOR ELSA TRAINEESHIPS

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## HELP DESK

1. Online or physical
2. Individually or in group

## CONSTANT COMMUNICATION

## SENDING THEM REMINDERS OF THE DEADLINE



# STEP BY STEP

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STEP 1: Membership

STEP 2: Help them choosing the traineeships

- a. EDUCATIONAL LEVEL
- b. LEGAL SKILLS\*
- c. FIELD OF ACTIVITY
- d. ONLINE/ON SITE
- e. CHECK THE LIST OF TRAINEESHIPS THAT HAVE LESS APPLICATIONS

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# STEP BY STEP

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STEP 3: Start working on the CV (check the document with them in advance)

STEP 4\*: If possible check the Legal Skills during the process (ask them for the proof of legal skills)

STEP 5: Motivation Letters (customized for every single traineeship)

STEP 6: Send the application

STEP 7: Don't wait until the internal deadline to check the applications

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# Q&A

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