

STEP WEEK GUIDELINES

STUDENT TRAINEE
EXCHANGE PROGRAMME
2020/2021



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The European Law Students' Association

Network Guidelines on the STEP Week

Dear STEP Officers and Marketeers,

Following a successful first edition of the International STEP Week, we are happy to present to you the renewed guidelines for the Cycle 2 STEP Week.

Once again, the main goal of the STEP week is closely related to promotional and engagement purposes in attempting to create a network wide specific promotion campaign in order to better the understanding of our project and its benefits.

Myself and Nikos have also had several discussions, based on your feedback from the first STEP Week and possible areas of improvement that we have identified.

Lastly, you will find below, also some examples of successful STEP Weeks that we have noticed.

Below you will find further in-depth information regarding the specifics of the STEP Week and your engagement as a National/Local STEP and/or marketing officer.

As always please do not hesitate to contact us should you have any questions.

We wish you a pleasant and informative read.

Cordially yours,

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What is the STEP Week?

The STEP Week is a week-long promotion campaign held during each of the Student Hunting periods of the year. The intended goal of the campaign is to showcase the different aspects of STEP throughout the network.

It is of utmost importance that all the National Groups contribute during this week in order to achieve the greatest outreach to people possible and inform them regarding the opportunities that STEP has to offer.

Marketing Strategy & Timeline

Cycle 2 Dates: 26th April- 30th April

During STEP Week, ELSA International is going to be posting different promotional materials on all the social media platforms. In general, the goal is that both National and Local Groups will be sharing them in their social media platforms, in order to reach out to the maximum potential number of people.

Building on the work done during the 1st STEP Cycle:

As you may see below, the timeline and strategy remain to a large extent the same as the first cycle. What we should focus on, in order to improve the effectiveness of this promotion, is the involvement of National and Local groups and officers. In order to reach a higher potential and engagement, we ask officers on all levels to prepare their own material in line with the international timeline and share these with us by tagging @ElsaInternational, organising events and including your partners and trainees.

Monday 26th April

More explicitly, on Day 1 ELSA International will be posting on IG and FB stories, in which members of the ELSA International Team will present the basic information about STEP eg. what is STEP, how can someone apply and what the general timeline of the applications period is. During day 1, we would strongly encourage you to post similar videos as stories on FB and IG both on your National and Local Group social media accounts, in which STEPpers will be presenting STEP in their own language. Feel free to organise something within your National Group. Please everytime you share something, tag @ELSAInternational.

Tuesday 27th April

On Day 2, ELSA International will be posting on Facebook and on IGTV a testimonial video of a TNP. We would kindly ask you to share this in your social media both of the National and the Local Groups.

Wednesday 28th April

On Day 3, ELSA International will be posting again on Facebook and on IGTV a testimonial video of a Trainee. We would kindly ask you to share in your social media both of the National and the Local Group.

Thursday 29th April

Day 4 is dedicated to STEP Mythbusters. ELSA International will be posting stories on IG and FB of National STEPpers, who will be explaining some misconceptions about STEP. We would kindly ask you to film similar videos and post them in your social media explaining these misconceptions in your language. Feel free to use filters like quizzes and polls to make the content more engaging.

Friday 30th April

Day 5 refers to the STEP Day and is the most important one. After 4 days of sharing information about STEP, ELSA members would like to learn more about it and potentially apply. Therefore, we would strongly encourage you to organize your STEP event during this STEP Day- where you will be explaining all the important information of the STEP project. Remember to take pictures and share them in your social media stories tagging @ELSAInternational. ELSA International will be reposting all the stories, increasing the visibility of your social media accounts. During the STEP week, our goal is to inform more people about the possibilities STEP has to offer, whilst at the same time show how ELSA is a united Network. Our ultimate vision for this day is ELSA International to be posting all the events about STEP from various different countries.

National/ Local Group Involvement - Successful Examples

Promotion

The reality is that STEP has not been properly promoted in the past. More explicitly, promotion has mostly taken part from the side of ELSA International, not giving the chance to the national and local groups to get involved in the promotion and marketing strategy. This is the reason why we decided to set up a specific timeframe, in which ELSA International, alongside National and Local Groups can focus on the promotion of STEP reaching a higher number of people who are potentially interested in applying for STEP. COVID-19 has caused many implications on the effective promotion of projects throughout the network. Therefore, we kindly ask you to take the initiative and create promotional events, posting on your social media platforms and reaching out

to your target audience. Focusing on the STEP Day, on Friday 4th of December, please, tag @ELSAInternational, so that we retag you and display a united image to the Association.

Events

Furthermore, we encourage Local and National groups to partake in STEP Week by organising events of their own throughout the week focusing on different aspects and similar topics of STEP with the goal of informing our members of the project, it's benefits and general topics related to Professional Development.

Successful Examples

ELSA Austria, Germany & Greece organised an event everyday for a week online, focusing on different topics, aspects of the projects, and inviting different representatives of TNPs to discuss their organisations and their participation in STEP.

Topics and events included:

- A general overview of the STEP Programme
- The correlation between STEP & Human Rights
- CV drafting workshops
- Topics of communication and workplace specific advice



STEP Week
A week to learn about the Traineeships offered by ELSA

STEP
TRAINEESHIPS
STEP.ELSA.ORG

Mo. 30.11.2020 18:00 Uhr	Infoveranstaltung: Das Praktikumsprogramm STEP (ELSA Germany)
Di. 01.12.2020 18:00 Uhr	STEP x Human Rights: Making a Connection (in coop. with ELSA Greece) Together with: TheHomeProject, ARSIS, SolidarityNow
Mi. 02.12.2020 14:00 Uhr	How to: CV Together with: MLP Finanzberatung SE
Do. 03.12.2020 17:00 Uhr	Kommunikation am Arbeitsplatz (in coop. with ELSA Hamburg) Together with: Watson Farley & Williams
Fr. 04.12.2020 19:00 Uhr	STEP Online Infoabend (ELSA Austria)

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ELSA Italy, as per tradition, organised several STEP Day events throughout their network in order to bring the topic and programme of STEP closer to their members. The events, organised in several different Local Groups focused on topics related to the specifics of STEP, CV & ML workshops, professional development focused events and more.

ELSA Ukraine, United Kingdom both created engaging elements of promotion, including video testimonials from their officers providing an insight into the project as well as describing the aspects of it and how to get involved.