

# STEP Marketing

---

Joint Workshop: MKT + STEP

ICM Constanta

Tuesday, 22 October 2019

10:00 – 11:30



The European Law Students' Association

# STEP brand

“Legal work experience” + the STEP website = key selling points

“Too depressing”

The complexity of STEP as a brand versus the other projects

“It looks suicidal”

“We never mention the friendships”

“B&W is not catchy”

“Looks like a pop-up window”

“Change to more colours”

“We need some catch phrases for STEP”



# The ABC of STEP promotion

## JOB HUNTING (JH)

- To attract **prospective STEP Traineeship Providers**
- **Streamlined** recruitment
- **Free**, no hidden costs
- **Visibility** to ELSA Network
  - Twice a year
  - STEP Partnership offer

\*\*\* **All year-long**

\*\*\* Two deadlines:

- **8 Nov 2019**
- **3 Apr 2020**

## STUDENT HUNTING (SH)

- To attract law students, i.e. prospective STEP Trainees
- Legal work experience (CV)
- Cultural exchange, travel
- Credible, professional

\*\*\* Two “SH” periods:

- 18 Nov – 9 Dec 2019
- 13 Apr – 4 May 2020

# STEP Marketing

---

## STEP - The Guinea Pig Project of ELSA

- Inconsistency in the marketing
- Lack of branding
- Logo
- Different styles of posters even in the same cycle



The European Law Students' Association

# STEP Marketing

---

Let's take a walk down memory lane

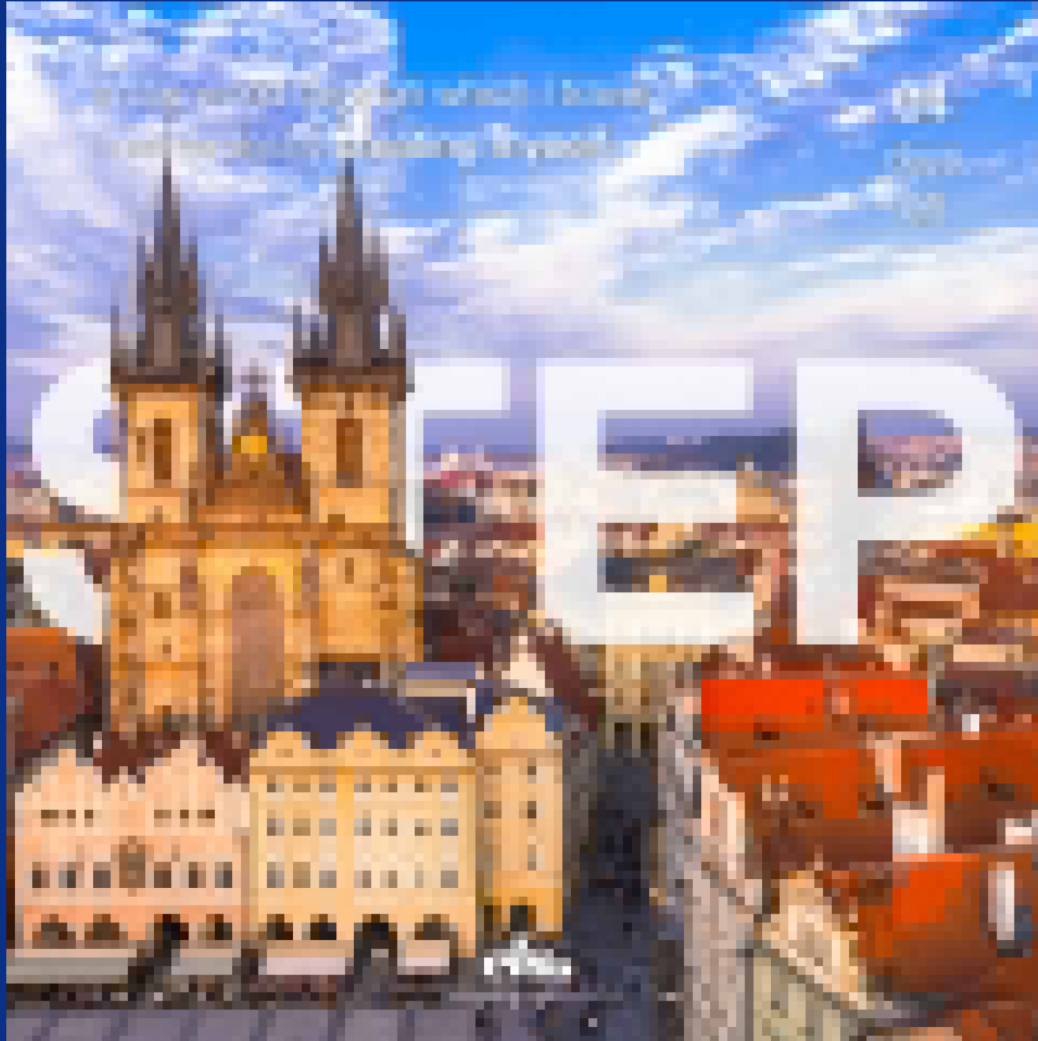


*elsa*

The European Law Students' Association

# General STEP Promo in 2015/2016

---



# General STEP Promo in 2016/2017

**STEP**  
TRAINEESHIPS  
STEP.ELSA.ORG

195 traineeships  
in 25 countries

**START YOUR  
ADVENTURE**

**elsa**  
The European Law Students' Association

**STEP**  
TRAINEESHIPS  
STEP.ELSA.ORG

travel and change  
of place impart  
new vigor to the mind

days  
left

**elsa**  
The European Law Students' Association

# General STEP Promo in 2017/2018



**STEP**  
TRAINEESHIPS  
**STEP.ELSA.ORG**

Meet **new people** from all  
around the world and learn  
about a **different legal system**.

Deadline: **18.12 23:59 CET**

*elsa*  
The European Law Students' Association

This graphic features a white background with a perspective view of a metal grid floor and railing leading towards the right. The ELSA logo is in the top right corner.



**STEP**  
TRAINEESHIPS  
**STEP.ELSA.ORG**

**3**

*elsa*  
The European Law Students' Association

This graphic features a background image of a city skyline with a large body of water. A large, stylized number '3' is overlaid on the left side. The ELSA logo is in the top right corner.

# STEP

TRAINEESHIPS  
STEP.ELSA.ORG

202 traineeships  
in 36 countries

**elsa**

The European Law Students' Association

# STEP

TRAINEESHIPS  
STEP.ELSA.ORG

Applica  
th

**elsa**

The European Law Students' Association

# STEP

TRAINEESHIPS  
STEP.ELSA.ORG

Participate in local  
cultural and social life  
through activities  
organized by ELSA

**elsa**

The European Law Students' Association







# But what happened last year?

2 different STEP Cycles

2 different trials

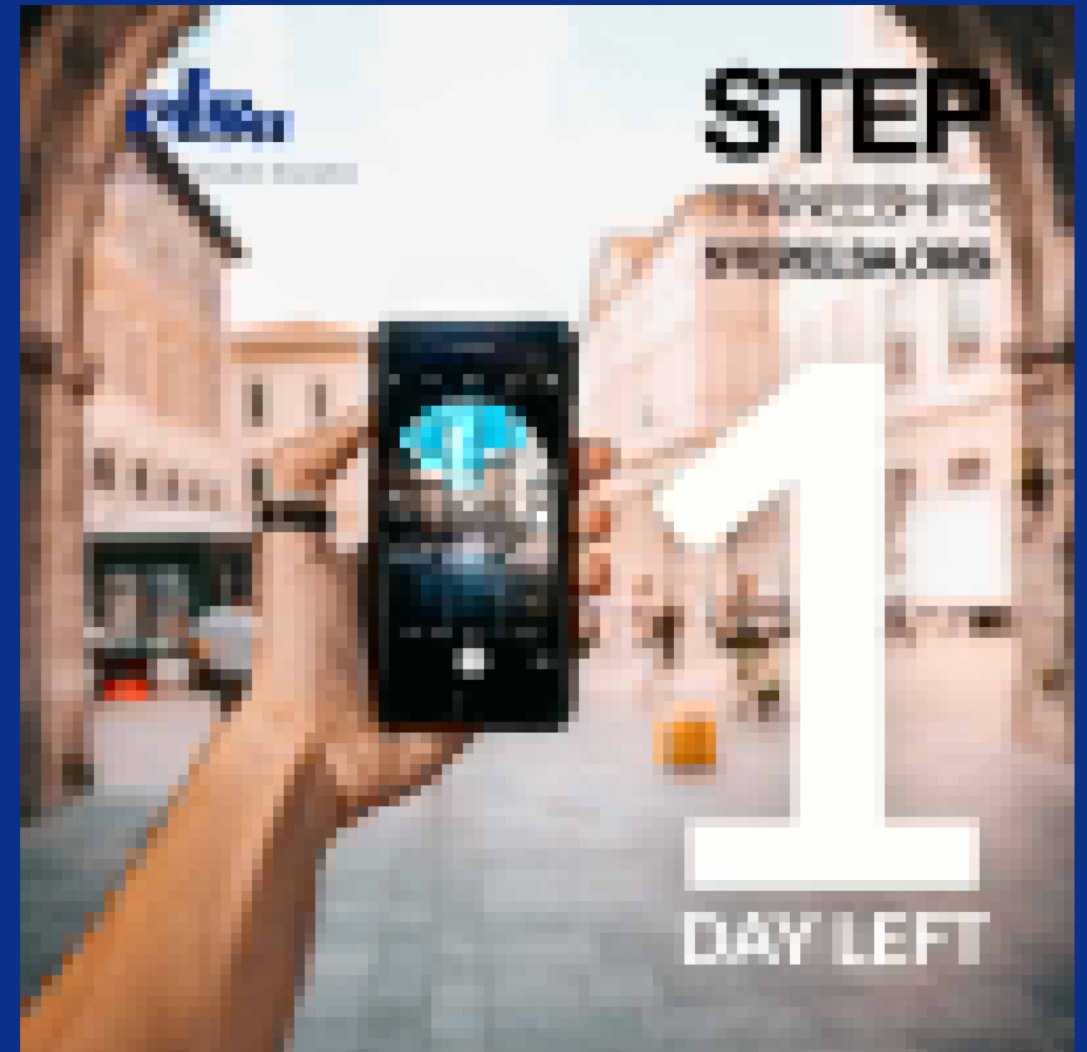
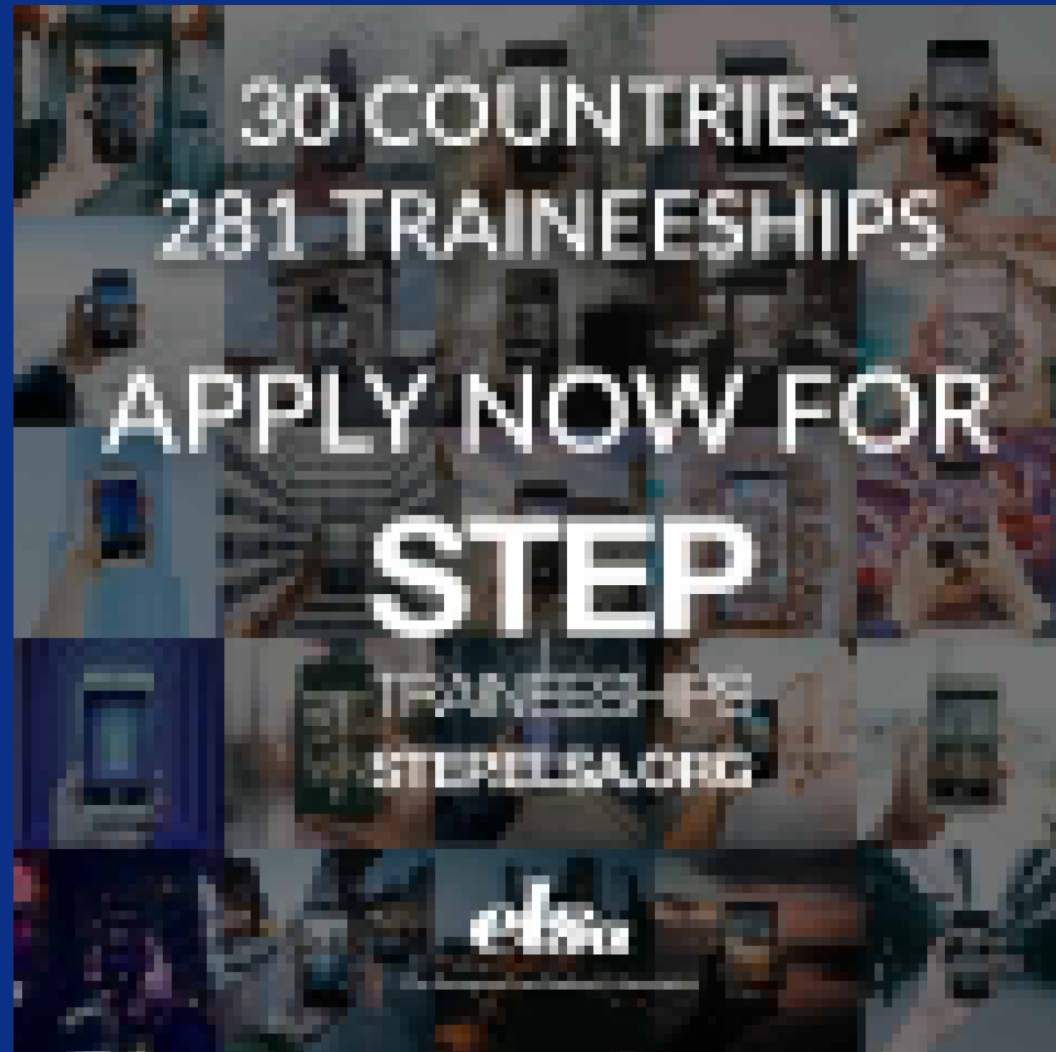
Trying to leave behind the black/white brand



The European Law Students' Association

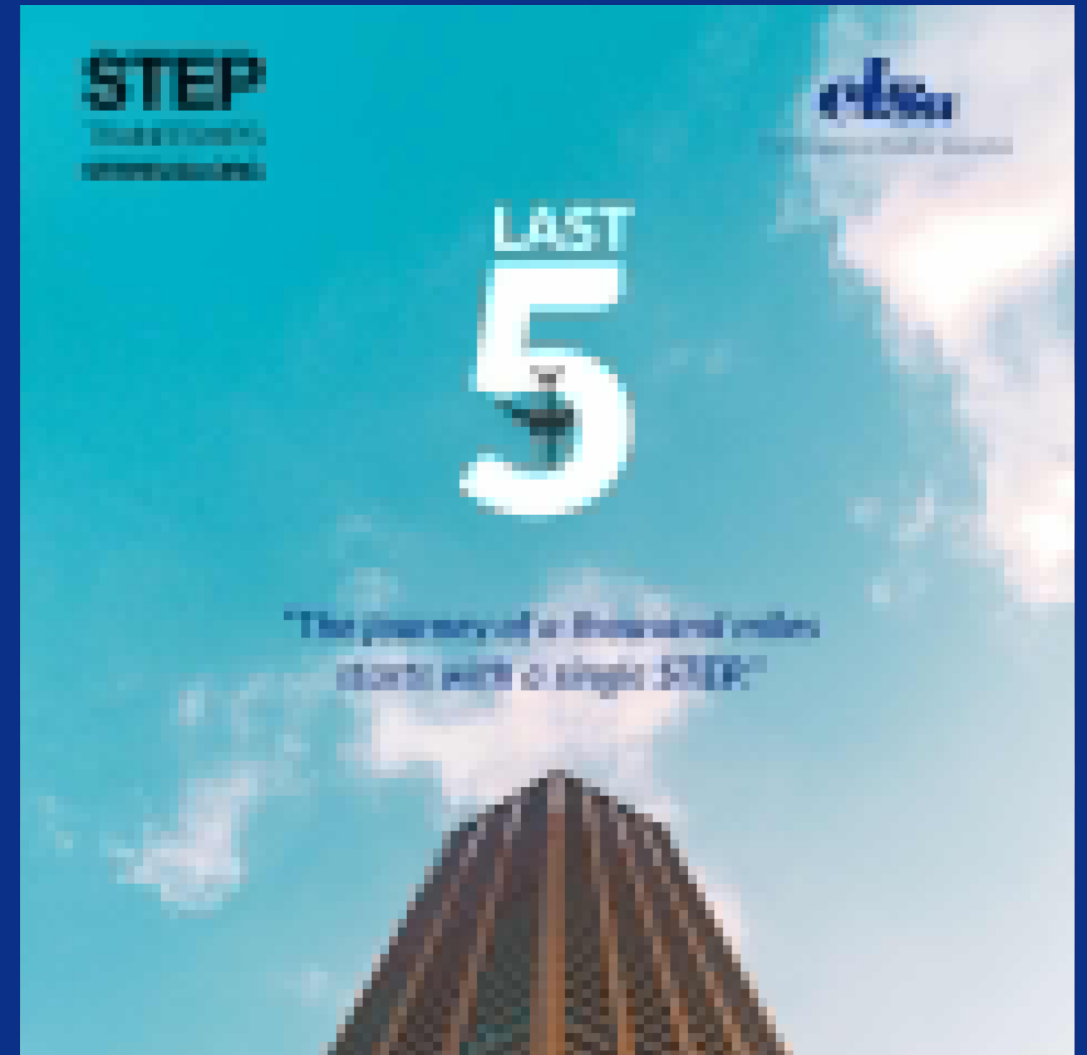
# First Cycle

---



# Second Cycle

---



# Feedback from the Network

---

ICM Baku and KAM Istanbul - Positive feedback for the changes in the second cycle

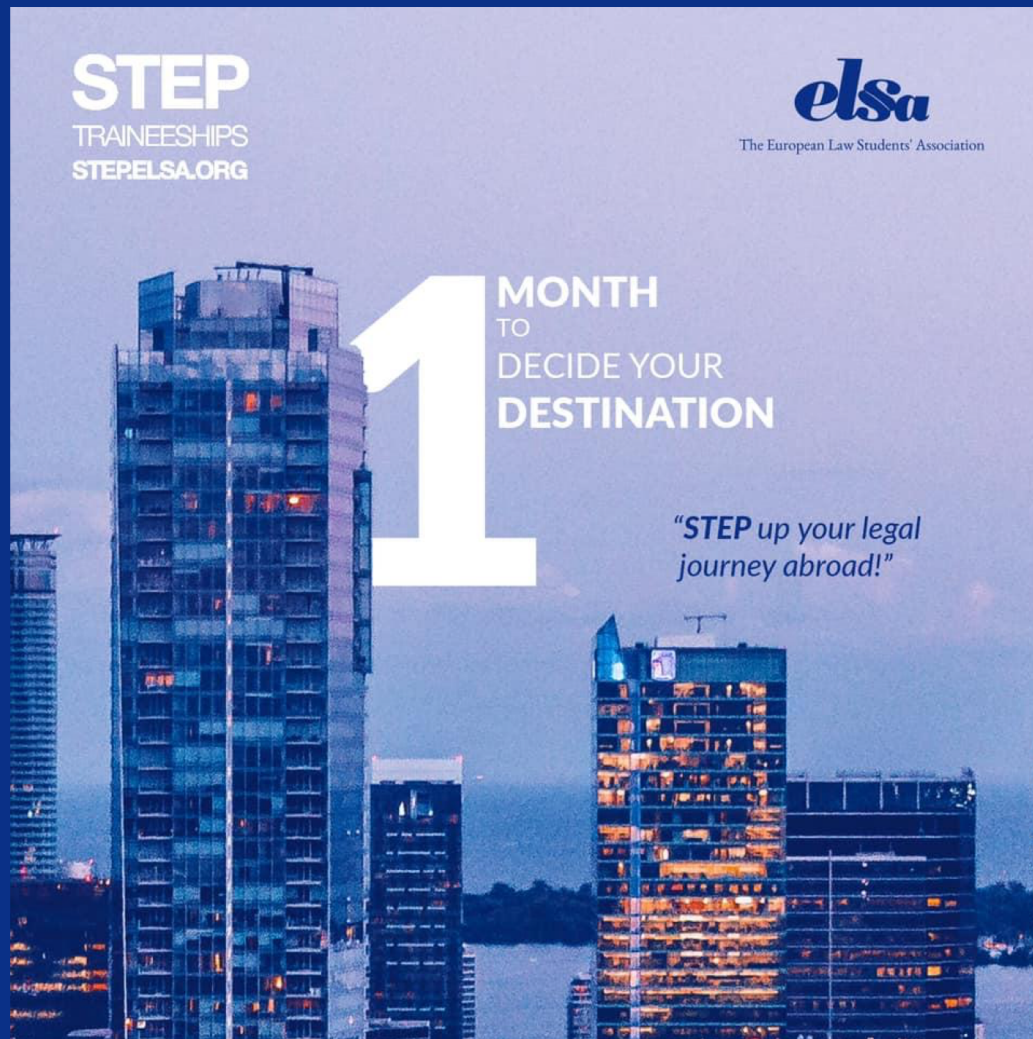
Need for a consistent branding



The European Law Students' Association

# This Year

---

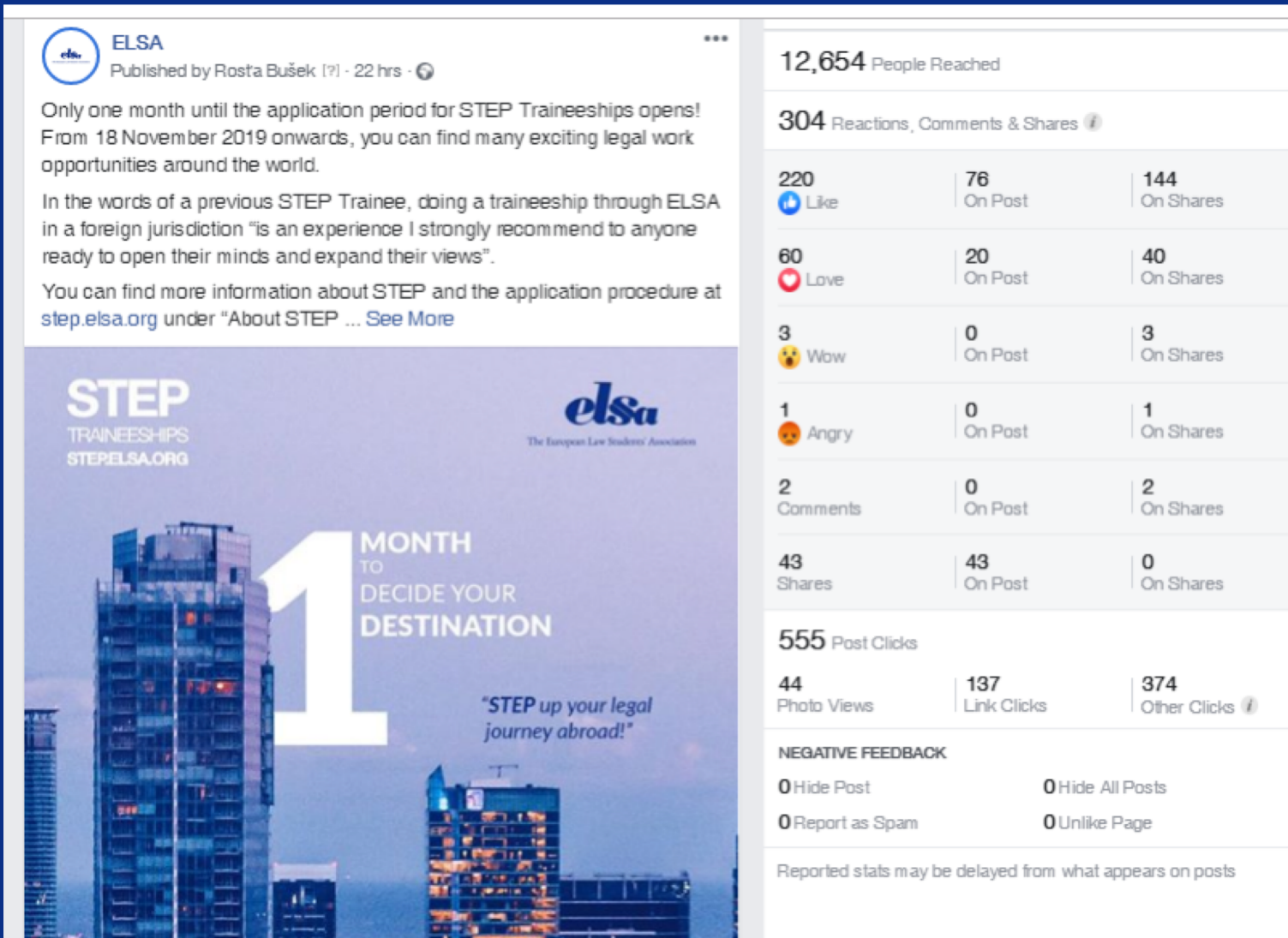


Corporate look  
Colorful  
Up to the point

**elsa**

The European Law Students' Association

# Statistics



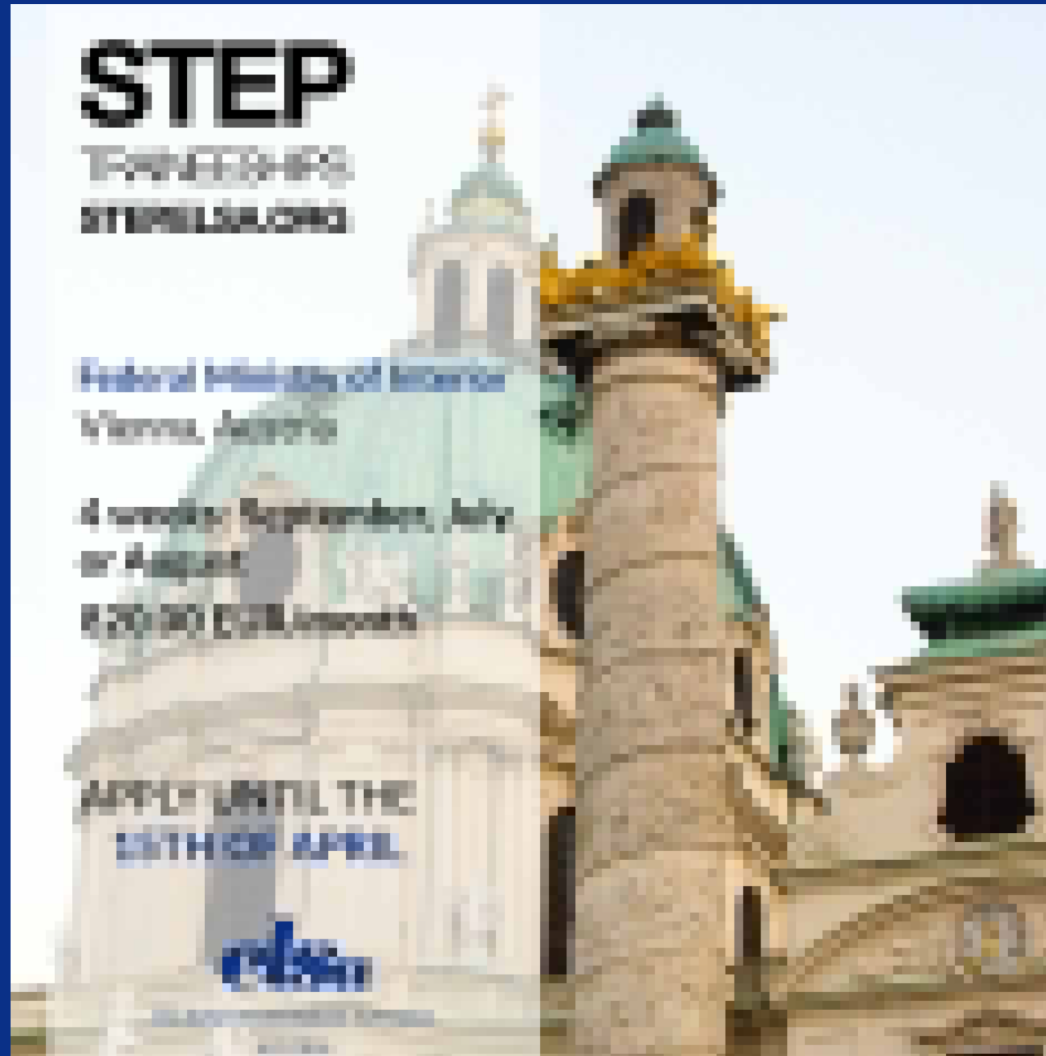
The European Law Students' Association



What else do we have?



# Portfolio Posters for NG/LGs





# Downsides of Portfolio Poster Template

- Corporate Identity Breaches
- Copyright Infringement
- Time Consuming



The European Law Students' Association

# Reminder for NG/LGs

**10 days to complete creating the posters for the portfolio**

Package will be released on 8th of November

Deadline is 17th of November (1 Day before the opening of the application period)



The European Law Students' Association

# STEP Media Card

---

STEP Media Card 2018/2019

[https://files.elsa.org/STEP/STEP\\_Media\\_Card\\_18\\_19.pdf](https://files.elsa.org/STEP/STEP_Media_Card_18_19.pdf)

STEP Media Card 2019/2020

[https://files.elsa.org/STEP/STEP\\_Media\\_Card\\_2019\\_2020.pdf](https://files.elsa.org/STEP/STEP_Media_Card_2019_2020.pdf)



The European Law Students' Association

# STEP Calendar

---

## Pre Promo

30 days left reminder

Countdown (7-5-3-1 days left)

Last Day

## General Promo

3 weeks



The European Law Students' Association

# STEP logo

---

**STEP**  
TRAINEESHIPS  
**STEP.ELSA.ORG**

## STEP LOGO COMPETITION

- KAM Istanbul recommendation
- ICM Malta
- Deadline: **9 Feb 2020**

*elsa*

The European Law Students' Association



Applications are closed.

The application period for the next STEP cycle opens on the **18th of November 2019**.

27 10 07 44  
DAYS HOURS MINUTES SECONDS





## How do I know if I have been selected for a STEP Traineeship?

In case you are selected for a STEP Traineeship, you will be informed via email by ELSA.

**Do not contact the STEP Traineeship Provider before the selection results are published/communicated!**



## Can I cancel my application?

When the application period is open, you may withdraw your application by simply informing ELSA.

After the applications have closed, you may cancel your participation in the programme only with valid reasons as stated in the general terms and conditions of participation elaborated in the Student Application Form.



## When are new STEP Traineeships published?

STEP Traineeships are published **twice per year on the STEP website**, usually in November/December and April/May.

# Team up!

---

1. **STEP website: JH**
2. **STEP website: SH**
3. **Social media: JH**
4. **Social media: SH**
5. **Testimonials: JH**
6. **Testimonials: SH**

- What is your **target group**?
- What are the **key selling points**?
- What is the **core message**?
- How do you see the **STEP brand** fitting for the purpose / evolving with this regard?

