

STEP BRAND I

STEP Workshops

KAM Istanbul

6 September 2019

12:00-13:30



The European Law Students' Association

TEAM UP!

- Four groups
- Everyone in the group, answer the following question:

**HOW WOULD YOU
DESCRIBE STEP IN
ONE WORD ONLY?**



MERGE & ACQUIRE

- Group 1 + Group 3
- Group 2 + Group 4

CHOOSE **TWO** OF THE WORDS
TO DESCRIBE STEP :---)

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STEP BRAND II

STEP Workshops

KAM Istanbul

6 September 2019

15:00-18:00



The European Law Students' Association

WHAT IS STEP?

ICM DECISION BOOK: “One of the **Key Areas** of ELSA that provides **legal traineeships** to **law students** and **young lawyers**”

ELSA BRANDBOOK:

1. Cultural and legal **exchange**
2. **Language skills** improvement
3. Enhancing **your CV** internationally
4. **Support** on the national and local level

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

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STEP

TRAINEESHIPS

STEP.ELSA.ORG

#STEPitUP

ELEMENTS

1. Bridge
2. Globe
3. Staircase
4. Travelling by air connotations
5. Corporate buildings

STEP
TRAINEESHIPS
STEP.ELSA.ORG

STEP
TRAINEESHIPS
STEP.ELSA.ORG

SEIZE YOUR
OPPORTUNITY TO
ACQUIRE A **WORKING**
EXPERIENCE IN A
LEGAL FIELD IN A
FOREIGN COUNTRY

*“The journey
starts here.”*



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STEP
v.”



TEAM UP!

I am no Marketeer, but...

What improvements would you like for the STEP brand?

- STEP promotion/marketing
- STEP Website
- Colours
- Pictures

The logo for the European Law Students' Association (ELSA) features the word "elsa" in a white, lowercase, serif font. The letters are closely spaced and have a classic, elegant appearance.

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STEP 2.0

Exploring ways to strengthen STEP's relevance to ELSA (and *vice versa*)



INTERNATIONAL FOCUS PROGRAMME

IFP is a **Network-wide campaign** around a **common area of law**, engaging all Key Areas over a fixed period of time.

HOW?

- Information about IFP on the STEP Website
- Special category of TNPs



Additional visibility = JH tool

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STUDY VISITS

Study Visits are **academic, cultural and social exchanges** of one or more ELSA Groups on the national/international level.

WHAT?

- **Hosting by an ELSA Group**
 - Academic programme = min. 3 hours per day
 - Social/cultural programme
 - Accommodation and meals *unless otherwise agreed by the Parties*
- **Study Visits Portal**

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LL.M. PARTNERS

ELSA's LL.M. Partners provide ELSA members **scholarships** to pursue **further legal education** whilst expanding their **cultural horizons**.

HOW?

- Review of applications → Unified LL.M: profiles (cf. TNPs)
- University profiles → Unified application forms (cf. SAF)

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LL.M. PARTNERS



**BARBRI
INTERNATIONAL**

10% discount



**COLLEGE OF
EUROPE**

Discounts



**QUEEN MARY UNIVERSITY
OF LONDON**

50% scholarship

**CATOLICA GLOBAL
SCHOOL OF LAW**

Full scholarship



S

T

E

P

STUDENT

=

Studies

=

LL.M.

TRAINEE

=

Traineeships

=

STEP *status quo*

EXCHANGE

=

Culture, visits

=

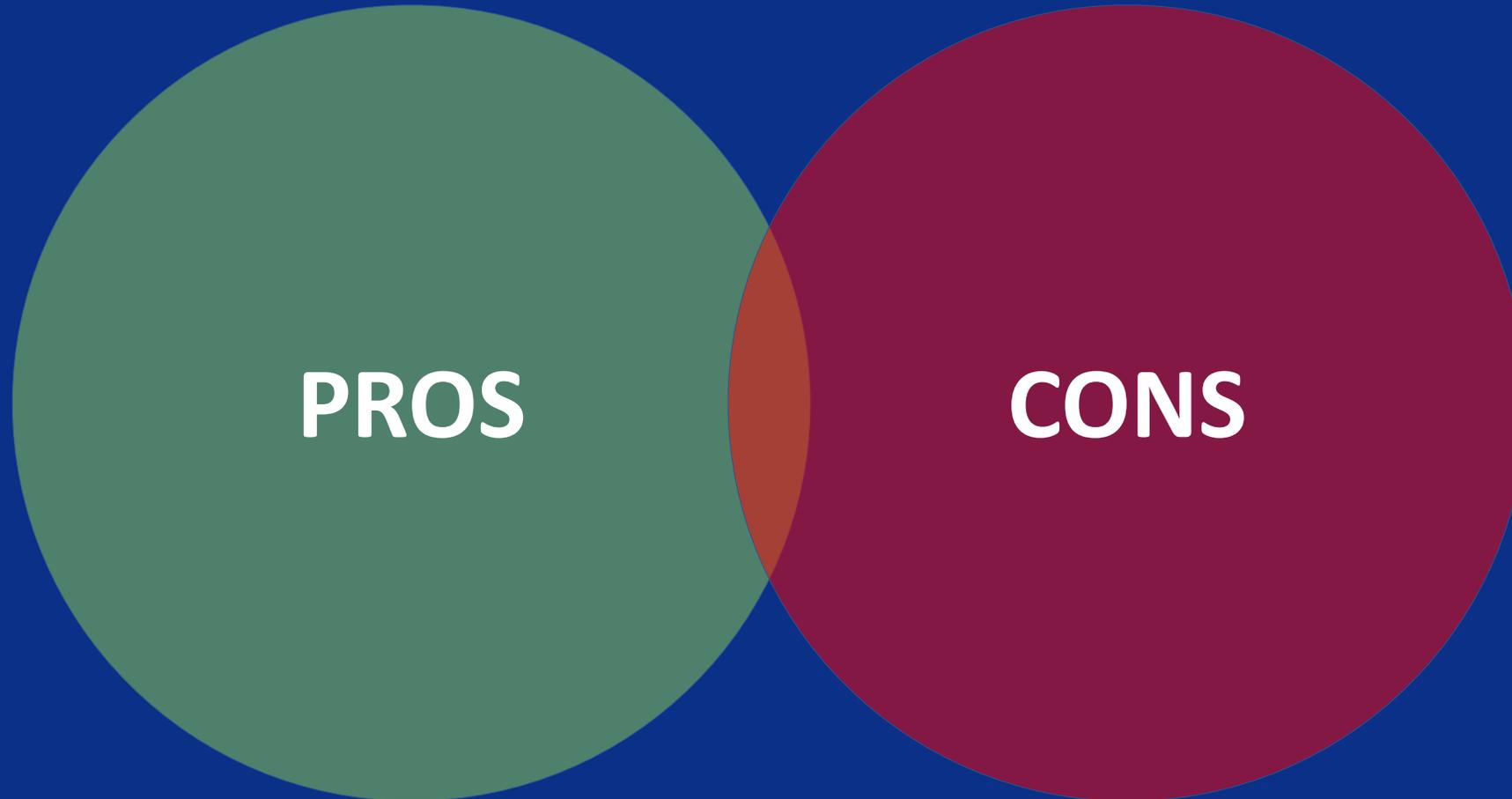
Study Visits

PROGRAMME

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DO LL.M. PARTNERS BELONG UNDER STEP?



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