

Partnerships are not islands

81st International Council Meeting - Cosenza
Joint Workshop MCC/PD
Thursday 7th April - 11:30 - 13:00



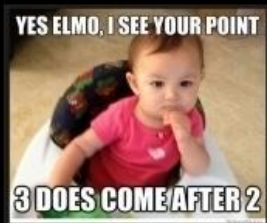
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EXTERNAL RELATIONS STRATEGY

Strategy



What my friends think I do.



What my family thinks I do.



What I think I do.



What the rest of the agency thinks I do.



What clients think I do.



What I really do.

EXTERNAL RELATIONS STRATEGY

1. DATABASE OF ALL THE CURRENT PARTNERSHIPS/CONTACTS OF THE BOARD
2. EVALUATION OF THE CURRENT PARTNERSHIPS
3. CONSOLIDATION AND EXPANSION



SHARED DATABASE

- The most efficient tool for your External Relations strategy is a shared database, with all the current partnerships and contacts.
- In every moment, you will be able to know which area in your Board is in contact with which entities.



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EVALUATION

In order to prepare the External Relations Strategy for the term it is important to start from the **evaluation of the previous external relations**.

- ORGANIZE EVALUATION MEETINGS
- COLLECT THE FEEDBACK IN ORDER TO IMPROVE THE OFFER AND ENSURE THAT THE PARTNER WILL CONFIRM THEIR SUPPORT



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CONSOLIDATION

Starting from the feedback you received from the Externals, try to improve the points in which they were not satisfied.

This will show how much you care about the collaboration with them.

Take into consideration their suggestions when you will create your OYOP, the external support is fundamental in all the projects you aim to organise.

Have a constant communication, do not wait for the projects to start in order to contact them (Send them an email at least once a month)



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EXPANSION

Most of the time the way we expand the ER is quite random. We base everything on personal contacts or on a quantity approach (sending millions emails until someone will answer and accept to have a meeting).

This approach can be very time-consuming and it does not ensure any sort of efficiency!



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EXPANSION

Expansion in terms of **quantity** (aka new partnerships).

1. External Relations Procedure (be aware that for some type of contacts you need to ask the authorisation from ELSA International or another National Group!)
2. Use a strategic approach: what kind of externals you need to pursue the goals of your Board?

For example: If your aim is to increase the prize of your academic competition you need financial contributions, if you want to improve in JH you need law firms internationally minded and so on



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EXPANSION

Expansion in terms of **quality** (aka new offers to the current partners).

1. Starting from the evaluation of the partnership and the partner itself, try to understand if there are other projects and areas in which the partner can be involved
2. **IMPORTANT:** you need to be well prepared on how to communicate this correctly to the partner!

The previous person of contact in the board should be the **LINK**.

Be careful because a mistake could impact other areas as well!



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PRACTICAL SUGGESTIONS

*While approaching a
new potential Partner*



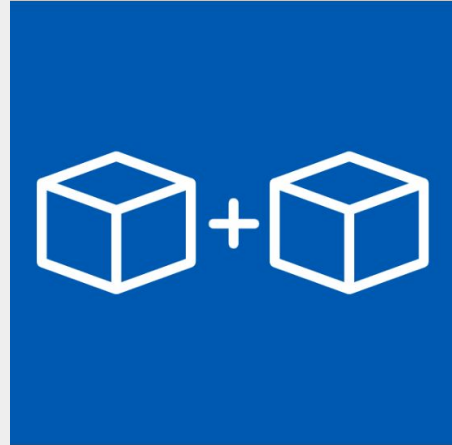
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HOW TO START THE CONTACT?

- FORMAL EMAIL (NOT TOO LONG)
- BOOKLET OF PROJECTS
- ASK FOR A MEETING

PS. YOU CAN ALSO TRY TO USE LINKEDIN!

WHAT TO SELL?



IDENTIFY THE PROJECT

PLANNING IS CRUCIAL



Work with packages:

- a) General package;
- b) Project package



Collaborate with
the VP MKT!

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!

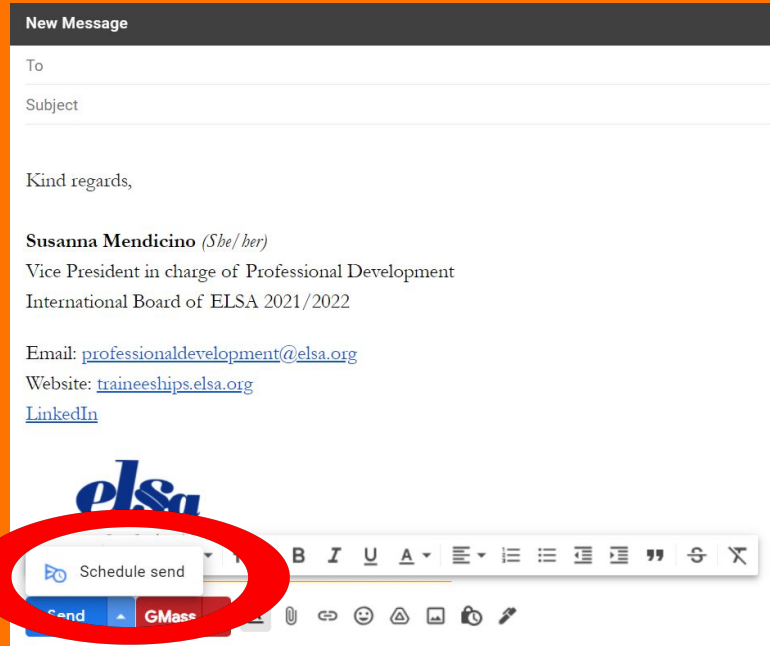
EMAIL

<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!)

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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