

How to get away with a Professional Development event

81st International Council Meeting - Cosenza
Tuesday 5th April
10:00 - 13:00

elsa

The European Law Students' Association

PROJECT MANAGEMENT



elsa

The European Law Students' Association

PROJECT PLANNING

1. SCOPE
2. STRUCTURE
3. TIMELINE
4. ORGANIZING COMMITTEE
5. EXTERNALS
6. PROMOTION
7. EXECUTION
8. EVALUATION



1. SCOPE

What is the main **goal** of the event?

- Reaching new members (?)
- Providing members with professional skills (?)
- Providing members with networking opportunities (?)
- Make members discovering classic legal careers/ new legal careers (?)
- Informing members about our activities (?)

elsa

The European Law Students' Association

1. SCOPE

- The scope you aim to pursue, will allow you to find your target audience and to define the perfect structure of the event
- Did you think about checking your OYOP?*

2. STRUCTURE

- According to the scope that you aim to pursue, now it is time to define the **structure** of the Event, finding the **format** that will suit the best!

Example: if your scope is to give the members network opportunities, the best format could be a Career Fair; if the scope is to provide information the ideal format could be an online event!

elsa

The European Law Students' Association

3. TIMELINE

This is the **most crucial** part of the project planning.

It is fundamental to plan the timeline of the organization and of the event itself in accordance with the other projects of the board, the workload, the necessary time for a structured promotion finding the time frame more appealing for the **target audience**.

For example: if the event is made for last year-students, it is important to avoid exam sessions and graduation sessions.



3. TIMELINE

- a. BOOKLET OF THE EVENT (structure and timeline)
- b. RESEARCH OF PARTNERS AND SPEAKERS
- c. PROMOTION
- d. REGISTRATION PERIOD
- e. EVENT
- f. EVALUATION

4. ORGANIZING COMMITTEE

The Human Resources are your most valuable asset in the organization of an event but it is of crucial importance to create and to organize a coordinated team with defined tasks that will help you from the beginning of the organisation until the end of the event.

elsa

The European Law Students' Association

4. ORGANIZING COMMITTEE

The essential pieces of the puzzles are:

- EXTERNALS TEAM: Officers in charge of the research of and the communication with partners and speakers
- MARKETING TEAM: Officers in charge of the production of the marketing kit and the promotional strategy
- PARTICIPANTS TEAM: Officers in charge of the application process, informing the participants and answering their questions, sending out certificates of participation and evaluation forms after the event



5. EXTERNALS

The research of Partners and Speakers cannot be done randomly but it needs to follow a precise **strategy**.

All the people in charge of the external relations for the event need to have a clear communication concerning who they will contact and how to present the event.

TOOLS:

- SHARED DATABASE
- BOOKLET OF THE EVENT
- REGULAR MEETING/UPDATES



6. PROMOTION

Even the most appealing event in the world cannot be successful without a **strong promotional strategy**.

The promotion should cover at least the following areas:

- BOOKLET FOR PARTNERSHIPS AND SPEAKERS (for the most consolidated projects can be an amazing asset for the future of the Local/National Group)
- WEBSITE
- MARKETING KIT (Announcement post, Speakers presentation post, Partners presentation post, timeline and conditions for registration, facebook event)
- MERCHANDISING
- PICTURES OF THE EVENT



7. EXECUTION

It is finally time to shine!

The event that you planned for weeks it is finally happening!

During the execution is important that the **Team in charge of Externals** regularly checks on Partners and Speakers in order to ensure that they are aware of time and date of the event.

The **Team in charge of Participants** will make sure that the participants have all the information they need.

MAKE A CHECK-LIST OF ALL THE PRACTICALITIES!

elsa

The European Law Students' Association

7. EVALUATION

The event is concluded! Finally time to rest...

Or maybe not!

Do not forget to collect **feedback** both from participants and speakers!

An idea that it is always very much appreciated is to have a **Certificate of Participation**

elsa

The European Law Students' Association

Q&A



The European Law Students' Association

**LET'S GO DO SOME
PRACTICE!**

elsa

The European Law Students' Association