

PIVOT | Joint PD x MKT

II International Training Meeting Online
1st-4th September 2022



The European Law Students' Association



HBOMAX

PIVOT!



Let's work together

Why is it important for PD and MKT to have good communication?

<https://www.wooclap.com/ZJLJUY>

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What is ELSA Traineeships ?

- Oldest project of ELSA
- Traineeships abroad
- For students and young lawyers
- ELSA is taking care of everything
- Free
- Experience internationally minded

→ easy to promote to applicants and Traineeship Providers



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The Brand of ELSA Traineeships

The logo:



The font:

Archivo
(all weights)

The colours:



#000000 #67ac5f #306033



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The Brand of ELSA Traineeships

Key selling points:

Cultural and legal exchange
Language skills improvement
Enhancing your CV internationally
Internationality
Networking

Elements:

Corporate buildings
Young professionals
Office environment
Business
Traineeships destination pictures



The Brand of ELSA Traineeships

Timeline:

Job Hunting | Promotion Period

Student Hunting

Countdown | 1 week

General promotion | 6 weeks

Cycles:

Launch on the 16th of November

Launch on the 11th of April



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Let's work together

<https://www.wooclap.com/AIISXR>

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What is Career Launch

- Newest project of ELSA
- Online project (for now hihi)
- Two parts
 - Career Fair
 - Theoretical and practical sessions
- International topics
- Speakers from all over the world

→ Less easy to promote since it's new and unknown

→ WE NEED YOU ❤️



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Career Launch

The logo:



The font:

Montserrat
(all weights)

The colours:



#fca311 #14213d #ff220c



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Career Launch

Key selling points:

Professional development fast track
Knowledge about a career in institutions
High level speakers
Improve your soft skills and CV
Career Fair

Elements:

Circle shapes
Small lines

Video example



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Why is it important to promote Career Launch ?

- International project
 - International speakers
 - International topics
- Interesting for all the countries in ELSA
- + It looks very professional and we will try this year to involve the National Groups more



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But, how to make the promotion ?



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MARKETING KITS !!!!!!!



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TO KEEP IN MIND ON THE MKT SIDE

- Plan things ahead
- Provide the marketer with the content and necessary information in time
- Discuss the best promotion strategy
- Create short and fast paced videos that are appealing

To keep in mind on the PD side

- Brainstorm about promotion with your VP MKT
- Be creative → little Q&A on Instagram, Webinar on Traineeships
- Don't think only about promotion → Materials for Trainee when they come in your country
- BUT : ALWAYS respect the MKT kit for the promotion that requires it

**TELL US WHAT YOU NEED FROM US AND WE
WILL TRY DESIGN YOUR DREAM
PROMOTION**

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Question ?

