

STEP Brand

STEP Workshops
X Online KAM
3 September 2020
16:30-18:30



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Past & Ongoing Discussions

- Step Logo
- Review Of The Step Part Of The Brandbook
- Better Synergies With Marketing
- Modernisation Of Marketing Material
- Better Engagement & Understanding



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Last call!
Apply today before 23:59 CEST

Deadline: **7 May, 23:59 CEST**

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#STEPitUP

ELEMENTS

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

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**PLAN YOUR CAREER PATH
WITH STEP**

Where are we now?

- Director For Step Promotion
- Step Logo Competition
- Renewed Marketing Approach
- Step Week
- Step Marketing In Times Of Covid
- Partner Engagement
- Trainee Engagement & Reward System



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The Renewed Marketing Strategy

- Step Week
- Social Responsibility
 - Review Of The Step Selling Points
- Modern Marketing Tools
 - Videos
 - Targeted Descriptions
 - Engagement Strategy



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STEP Week

- Involvement Of National Groups
- Content:
 - Welcome Message
 - TNP Testimonials
 - Trainee Testimonials
 - Myth Busters
 - Local/National Event Highlights
- Dates:
 - Cycle 1: 30th November – 6th October
 - Cycle 2: TBC



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STEP Marketing in Times of COVID

- Social Responsibility
- Renewed Selling Points
 - Legal Experience In Different Jurisdictions;
 - Understanding New Cultures;
 - Professional Development.



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Brainstorm

1. What is the **message** that we want to send with STEP marketing?
2. What is the **sentiment** we wish to share?
3. How can we be **socially responsible** in promoting STEP?
4. What are the weaknesses in the **branding, Promotion and general marketing** of STEP?
5. What are the **strengths**?

