# **STEP Brand**

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

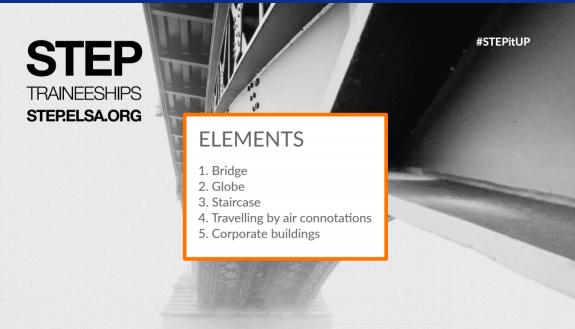


### Past & Ongoing Discussions

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











#### 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



## The Renewed Marketing Strategy

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



#### STEP Week

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



## STEP Marketing in Times of COVID

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



#### 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?

