

elsa

The European Law Students' Association

S&C Handbook

Preface

In this S&C Handbook that you are now reading I have tried to give you an idea of how to carry out your tasks as the responsible person for the Key Area Seminars & Conferences (S&C). There are many ways of doing this job, and hopefully this handbook can give you some useful input.

As an S&C responsible there are many possible projects to work on. Define the capacity in you and in the Local Group, and work from there. S&C is what you make out of it, only the imagination can put limits to what you can do!

There are several ways of carrying out your task as S&C responsible within the frame of the S&C Policies; this is not the only one. But it can maybe help you on the way, so use it as you feel appropriate and make the best out of it.

Good luck!

Yours
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I. Introduction

1. ELSA's Philosophy Statement

Vision

A just world in which there is respect for human dignity and cultural diversity.

Purpose

To contribute to legal education, to foster mutual understanding and to promote social responsibility of law students and young lawyers.

Means

To provide opportunities for law students and young lawyers to learn about other cultures and legal systems in a spirit of critical dialogue and scientific co-operation.

To assist law students and young lawyers to be internationally minded and professionally skilled.

To encourage law students and young lawyers to act for the good of society

2. The role of Seminars & Conferences in ELSA

Seminars & Conferences has been a key area in the ELSA family since the start 1981. The first two years it was called Scientific Seminars, but to broaden the scope of the area, the name was changed to Seminars & Conferences.

Seminars & Conferences gives law students and young lawyers from different countries and legal systems the opportunity to discuss and learn about different legal topics that are not usually dealt with in the curricula of the Universities. As a mean of supplementing the study and training of lawyers, ELSA groups all over Europe organise a wide variety of educational events, thereby encouraging the promotion of a better cultural, social and legal understanding of other countries.

An S&C event is a seminar, a conference, a law school, a lecture, a panel discussion or a study visit. Due to a flexible structure the events are usually organised on very current topics, they are organised for students by students and aim to contribute to the legal education in Europe.

3. What is a Seminar?

Seminars are relatively short events usually lasting three to seven days. A seminar is an event, which consists of several lectures about a legal topic or field of law. The topic is discussed in a plenary. Their main task is to provide students with a possibility of learning something, which they cannot learn at University. The speakers give lectures on topics that are often up to date and interesting at the very moment. International seminars cover topics of high international interest. Seminars also have a social side, giving the participants a chance to make friends and new contacts.

4. What is a Conference?

Conferences are more individual meetings than seminars and entail more individual participation than a seminar. In addition to lectures, the topic is discussed in smaller workshops. The workshop finally reports back to the plenary session, in which all the participants and speakers take part. Except for this difference, there is a similarity between Seminars and Conferences.

5. What is an ELSA Law School?

An ELSA Law School is a bigger event, with a scientific programme including lectures and workshops. To be able to organise such an event there are certain criteria that have to be followed. It must be an event that aims to be annual and the law school must have a scientific programme with a legal topic. For that reason the ELSA Law Schools have relatively broad topics which can last for subsequent events, e.g. "International Criminal Law". Moreover, the scientific programme must include a minimum of 20 hours of lectures and workshop time per week, and also allocate time for homework to revise the lectures and prepare the next lessons. As an ELSA Law School is an ambitious project requiring speakers and logistics for a long period, they are mostly organised in close co-operation with academic or institutional partners, e.g. the law faculty, law institutes, etc. The working language is optional, but normally English is used and that is also recommended.

6. What is a Lecture?

A lecture is a discourse within a certain area of law given by a professional speaker. The topic is discussed in a plenary.

7. What is a Panel Discussion?

A Panel Discussion is an event when experts discuss issues of a specific legal topic in front of an audience

8. What is a Study Visit?

Study Visits are exchanges of Local Groups on a National or International level. Study visits are organised by at least one Local Group and may be bilateral, multilateral or unilateral. Contrary to the other five above-mentioned events, the prime objective of such an event is not so much academic, but cultural interaction. Nevertheless, the visits usually consist of a series of lectures covering for example the basic of the national legal system. The main part, though, is concentrated on cultural and social activities.

Institutional Study Visits are study visits to international governmental or non-governmental organisations, public administrations or private institutions.

Communication between the organising groups before and during the study visit is important for a successful event. The only thing that restricts the content of a Study Visit is the imagination and the willingness of the participants as long as all agree.

Study visits are coordinated by the Vice President for Seminars & Conferences (VP S&C). Therefore it is recommended to appoint a Director for Study Visits.

Institutional Study Visits are coordinated by the VP S&C of ELSA International.

7. What does it mean that an S&C event is International?

S&C events are international when aimed at participants from more than one country or held in English in countries where English is not an official language. All participants of an International S&C event except from Study Visits shall receive a certificate or diploma.

Remember that the S&C Policies¹ apply when you organise an International event. Read them and follow them!

¹ The S&C Policies can be downloaded from the ELSA ONLINE Archive on www.elsa.org.

II. The S&C Officer

1. Entering Office

The S&C responsible is normally called Vice President for Seminars & Conferences. When the S&C officer is not elected, but appointed by the Local/National/International Board, he/she is called Director for Seminars & Conferences. Even though the name can differ, the job to be done is still the same. Once you are elected as the S&C responsible for your Board, whether it is Local or National, you need transition to be able to do your work. Normally the previous Board is organising a transition. The ideal is that you first get a general transition where your predecessors give you an introduction to the different tasks in the Board and also teach how to act as a Board Member. Then you and your predecessor should go through the task description for the S&C responsible, and you should be given an update on projects to follow up. This is very important for the continuity of the work within S&C and for you to be able to follow up the projects that your predecessor started. It should not be neglected. So...this is the time to go through all the files, ask questions and to discuss ideas for the following year, as well as to follow up the work that was done the last year!

If you are in the situation that transition means just to receiving a file, do not panic! First of all, continue reading this Training Manual. It will give you an overview of what S&C is all about. Then you should go through all the files. By doing so, you will get at least a rough idea about what has been going on during the last year(s). At this point you will probably have a lot of questions, so if possible try to get in touch with your predecessor to get an update. Also contact the National and /or International S&C officer. Both of them should be able to assist you to make you familiar with the work required and help you to prepare for the next twelve months as S&C officer.

2. Create a team

When you feel that you have got a good theoretical base to rely on, it is time to start preparing for your work.

To be able to accomplish your plans and projects, and to manage to get through the year without failing too many exams, you should create an S&C team. How many you need and what you will call them is up to you. Take into consideration how big and active your group is, and your plans for the year.

Here are some ideas on how to divide the workload:

A Director for Study Visits plans and organises Study Visits².

² For more information about organising study visits, see the Study Visits Training Manual in the ELSA ONLINE Archive, on www.elsa.org.

A Director for Human Rights should help you with the academic part of the Seminars & Conferences with a topic related to Human Rights.

An S&C advertiser takes care of the promotion of seminars organised by other ELSA Groups, whether they are National or International. He or she could for example translate the S&C Brochure of International Events³ and distribute it at your university. This is also the task of the VP Marketing in your Group.

A "Sending students abroad" deputy takes care of Application Forms from students who want to attend S&C events all around Europe.

An S&C fundraiser takes care of the fundraising to organise your S&C events.

Within each of the above-mentioned posts, you might as well constitute teams. Shared fun is double fun!

3. Working as an S&C Officer

a) General ELSA Work

Remember that as an S&C Officer you are Member of a Group, the Local or National ELSA Group. In addition to your responsibilities as an S&C officer, there are some tasks you have to take care of as member of the group. These don't necessarily fall under S&C, but are essential to run your ELSA Group in general. This could be having duty in the ELSA office during office hours, information sessions, or general presentations of ELSA. If you are a member of the Local or National Board, you will also have to attend board meetings.

b) Communication / Information Flow

It is important that you keep the ELSA Network informed about your work. Every ELSA officer is responsible that the communication runs efficiently. Bear in mind that the communication in ELSA has three levels: Local, National and International.

On the **Local Level** (or horizontal level) you must make sure that your colleagues are updated on your work and future plans. Communication is one of the key elements for your ELSA Group to function successfully. It is also necessary for your colleagues to secure long-term planning. Make it a habit to write monthly newsletters aimed at your colleagues in the ELSA Group and the members, and to the National/Local S&C officer. The most common communication channels in

³ The S&C Brochure of International Events can be downloaded from the ELSA ONLINE Archive, on www.elsa.org.

addition to telephone and email are the mailing lists of the Local/National Group and meetings.

The **National Level** needs to know what is going on in the Local Groups. If you are S&C officer at the Local Level you must make sure that the National Board is informed about the S&C activities in the Local Group. On the other hand, the Local Group needs updates from the National Level. This could for example be decisions regarding S&C, activities in the other Local Groups, etc. The National Council Meetings are essential in this regard. So, remember that communication goes two ways. The Local S&C officer should expect newsletters, phone calls, emails, etc. from his/her National officer, and the National S&C officer should expect the same from his/hers Local officers.

ELSA International should be regarded as the “communication junction”. It does not help that the communication works perfectly within one ELSA Group, if the information does not reach the VP S&C of ELSA International. To be able to communicate what is going on to Local and National Groups of ELSA, ELSA International is depending on getting information from them. For example whenever you are going to organise an International S&C event, you must fill in and send the S&C Forms to ELSA International, which you can find in the ELSA ONLINE Archive.

Whenever you should need assistance, wether you are on a local or national level, you can contact the VP S&C of ELSA International.

The VP S&C of ELSA International is there for you! 😊

c) Promotion of S&C events

You are responsible for promoting all S&C events organised in the Network – national and international. If you are a national officer, you are supposed to promote the events to the officers of the Local Groups, whilst the S&C officer on the local level promotes towards the members and the university in general.

How do I promote S&C events?

National officer:

Use the mailing list and send out an updated list of events regularly. Hand out material like posters and leaflets at the National Council Meetings to the local S&C officers. Make sure that everyone downloads the S&C Brochure from the ELSA ONLINE Archive and distributes it at their university. If they don't have access to Internet, give them a copy of the Brochure.

Twice a year ELSA International distributes the S&C Poster at the International Council Meetings (ICM). You will get at least one for each Local Group, and if

desired you can order more from ELSA International. Distribute them to your Local Groups when you get back from the ICM.

Local officer:

Put up the S&C Poster at the ELSA board.

The organisers of Seminars, Conferences or Law Schools often produce posters and leaflets. Put the posters at the ELSA board and other free spaces at the university. Make copies of the information leaflets and put them next to the posters. Also make sure that you have some copies in the ELSA office.

Remember to put the contact details of your group on the posters, with the opening hours of the ELSA office.

Copy and distribute the S&C Brochure. Print out the middle page of the S&C Brochure on an A3 paper and put it on the ELSA board.

Some Local Groups have translated the Brochure into their own language, and got a rush of applicants to S&C events. You should do that as well!

Organise information meetings. Invite people at the university to come to the ELSA office and tell them about some S&C events that in your opinion could be interesting for them. Have all accessible information about the event ready, and distribute information leaflets. Make sure that you also give them some general information about ELSA. You might also recruit some new members...

Use your creativity!

d) Sending Students Abroad

As the local S&C officer you should take an active role in sending students from your university to S&C events organised in the ELSA world. After having promoted the S&C events, students from your Local Group/university will probably come and see you in the ELSA office to know how to proceed to apply for the event. Remember that your ELSA Group is considered the "sending group" according to the S&C Policies⁴ when you send students to International Events. This means that you have some obligations you must follow. Look it up in the policies!

Give the students detailed information about the event they are interested in. Then show them how to use ELSA ONLINE and to fill in the Student Application Form (SAF)⁵.

Furthermore, you should organise information meetings for those going, to teach them about ELSA. They should get an introduction to what is ELSA and learn

⁴ The S&C Policies can be downloaded from the ELSA ONLINE Archive, on www.elsa.org

⁵ The SAF can be downloaded from the ELSA ONLINE Archive, on www.elsa.org.

about the structure and aims of the Association. Hand out leaflets with basic ELSA information. They are going to be ambassadors for ELSA, therefore it is important that they know it, and act like it!

You should also assist them in acquiring necessary documents like visa, insurance, etc.

If several from your group are going to the same event, give them a chance to meet each other before going so that they can plan the trip and travel together if they want.

e) Organising Events

This is what S&C really is about, and is the most demanding task within S&C, regardless if you are going to organise a Study Visit, Seminar, Conference, Law School, Lecture or a Panel Discussion. Even though it is a lot of hard work, you will have an experience for life. You will learn skills like project management, teamwork, negotiation and planning. It will most certainly face you with a challenge and test your ability to co-operate with other people. At the same time there will be a lot of fun! And you learn all this by creating something useful and meaningful!

The stages of organising an S&C event are described under point III, with emphasis on Seminars and Conferences. If you are going to organise a Study Visit, you should use the Study Visit Training Manual that can be downloaded from the ELSA International homepage.

4. Responsibilities towards ELSA International

As mentioned earlier, ELSA International is depending on getting information from you to be able to spread the news about S&C events all around in the ELSA world, but also to be able to assist the different groups.

ELSA International has therefore made some standardised forms for you to fill in:

- The National officers have to submit an *Activity Report on S&C activities* to ELSA International twice a year, at the ICMs the latest. The Reports should contain the S&C events taking place in their term in office.
- When you are going to organise an International S&C event you must fill in *the S&C Specification Form (SSF)*. This ensures that your event will get promotion in the ELSA Network, as it will be included in the S&C Brochure and Poster.
- After the seminar you should fill in *the S&C Evaluation Form (SEF)*. This way you make it possible for the rest of the ELSA Network to learn from your experience of organising an S&C event.
- If you organised a S&C event, you should fill in *the S&C Speakers Form and the S&C Speakers Consent Form*. The information about the Speakers will be used for the ELSA International Speakers' Database, to facilitate the search for speakers for future organisers.

All the Forms should be sent to ELSA International, at elsa@brutele.be

5. S&C at Council Meetings

International Council Meetings (ICM) are organised twice a year, and gathers representatives of the ELSA Groups and Observers of ELSA to discuss the running of the organisation. New decisions are being voted upon in the plenary session after first have been discussed through in the respective workshops. The valid decisions regarding S&C are the S&C Policies.

In the S&C Workshop, you will start the session by voting a chairperson, a vice-chair and two secretaries. Then you will go through the agenda and eventually amend issues that need to be brought up. You have to complete and submit to ELSA International an S&C Inquiry, which contains information concerning S&C within your National Group. An S&C Workshop normally includes training sessions and discussions about how to improve S&C that in the end can result in a decision to bring a proposal to plenary to amend the S&C Policies. Furthermore, you will learn more about the International Focus Programme IFP and our Commitment to Human Rights and how to implement them in S&C.

A National Council Meeting (NCM) is in principle the same thing, but smaller and on a national level. NCMs are also normally organised twice a year. You will thus decide the running of your National Group, and eventually vote upon decisions. In the Workshop, the national and local S&C officers have a chance to update each other on the activities in the past period.

III. Organising an S&C event

A. Research Stage (preferably 1-2 years before the event)

Which one of those events you decide to organise, will of course depend on what your intentions are with the event, which your target group is, resources available, how much work you are prepared to put in and how experienced your Group is and so on.

1. Create a team

The first thing that needs to be done is to find people who want to organise the event and create a team, the Organising Committee (OC). It is normal that you as the S&C responsible are the leader of the team as you are the one, who easiest can spread the information about the development to the rest of the organisation.

As the team leader you have several important tasks:

- Motivate and inspire the rest of the OC. Respect their work and trust that they keep the deadlines you have set together.
- Think about continuity. It takes time to organise a big seminar, and therefore it is important that there is always someone who can take over if someone should drop out.
- It is important that everyone in the OC agrees upon and follows the basic ideas of the event. It is your task as a team leader to see to that no one goes beyond what the OC has agreed upon.
- Keep the deadlines. It is necessary to have someone in the OC to make sure that the deadlines are respected. This applies to the final deadline as well as the deadlines on the way.
- Keep the budget. The treasurer is in charge of the budget, but as the team leader you are ultimately responsible. Both of you should see to that the budget is not exceeded.

Now that you hopefully are more aware of your role as team leader, we can take a look at the rest of the structure in the team. The number of necessary team members depends on the event you are going to organise and how big it is going to be.

Here is a suggestion on how to share the responsibilities:

- **Team leader:** Co-ordination, motivation, “source of ideas”, “information centre”.
- **Scientific responsible:** The scientific programme, speakers and workshops.
- **Marketing responsible:** Material and prospects for sponsors, posters, fliers, web site, application forms, media contact.
- **Fundraising responsible:** All contact with sponsors before, during and after the seminar.

- *Responsible of logistics:* Rooms for scientific programme, food and drinks, accommodation, transportation.
- *Responsible for the social programme:* Sightseeing, parties, receptions, visits.
- *Treasurer:* set up a budget, approve payments, receive payments and do the accounts.

Often it is possible to profit from the experience of the other (previous) members of your Local Group by recruiting them for the team. Consequently they will use their experience for the benefit of the S&C event!

2. Planning meeting

When you have chosen the OC, gather them in a nice place with enough space for everybody. It should be a quiet room where you can work undisturbed. Mobile phones are forbidden!

This is what you will need for the session:

- ☞ Flip chart
- ☞ Markers in at least 5 different colours
- ☞ Personal Computer

Appoint a chairman to lead the discussion and a person to take minutes on the computer.

Go through the different part in organising the event, and start with...

3. What subject to choose for the event?

Before choosing a topic, there are a few things you have to be aware of. ELSA is a non-political Association, which means that we do not support any political parties or movements. So, if organising an event dealing with political issues, you have to present all sides of the issue without identifying ELSA with any of them. This does not limit your choice of topics; you just have to be impartial.

Moreover, be aware of that our activities will (hopefully) be noticed outside of ELSA. Provoking opinions can give negative publicity and hit back not only on our Local Group, but also at the ELSA Network as a whole.

So how do we find the ideal topic? Start with a brainstorming with the OC where you write down all possible and impossible ideas. Here is a list to make the thinking process easier:

- 1) ELSA has a Commitment to Human Rights, why not organise an event dealing with these topics?

- 2) ELSA is a Non Governmental Organisation with Consultative Status within UNESCO, ECOSOC and UNCITRAL, Participatory Status with the Council of Europe and has a Co-operation Agreement with the United Nations High Commissioner for Refugees and a co-operation with the United Nations High Commission on Human Rights, furthermore, we are in co-operation with UNICEF, Our relations and work with the above mentioned organisations oblige us to investigate different topics that we can apply to our S&C events. We could for example choose a topic for our next seminar like “The Implementation of the Child Convention in the Eastern Countries”.
- 3) In the past years ELSA has been actively involved in the UN Preparatory Committees and all session of the Assembly of States Parties of the International Criminal Court. Seminars and Conferences and even Law Schools could be organised with various issues to choose from. Numerous events have already been organised about the ICC with great success!
- 4) Find out which are the fields of law the students at your law faculty are interested and engaged in at the moment. Is there a current legal issue for instance dealt with in the news that could be a good topic for an S&C event? You could use questionnaires distributed at the faculty and have the answers ready for the brainstorm.
- 5) List up the fields of law that your university is famous for.
- 6) List up institutions and foundations that could help you realising the project.
- 7) Consider the project’s financial potential. Is it likely that potential sponsors would support the project?
- 8) Consider the participants at the event when choosing the topic. Will they be only law students, so that it can be strictly legal? Or is the event meant for a wider group like students from other areas, non-students, etc. so that the topic could concern issues in the society and aim at causing a global social discussion?
- 9) Has the subject been dealt with before in other S&C events? It is not necessarily a reason to avoid that topic. The subject could be so interesting that you could organise the event as a continuation of earlier events on the same topic or to broaden it. Contact ELSA International⁶ to get information about these earlier events so that the scientific programme can be adapted to these events. Also you should ask for the list of speakers, maybe they want to come to your seminar as well talking about the same subject on a higher level?

⁶ See the contacts of ELSA International on page 21.

If you are organising a Law School remember that the topic should be relatively broad, since Law Schools are aimed at being annual events. Furthermore it must be dealing with a legal issue⁷.

Probably you will end up with a short list of topics to choose from. Show the list to your lecturers at the university. They will be happy to be asked about their opinion and will get the feeling that they also participate in the organising of the event. Their opinion is important not only from a legal point of view, some of them will probably be asked to speak at the S&C event, and could also for that reason have useful inputs.

Use also the VP S&C of ELSA International. He or she will give you an overview of all events organised and being organised around your proposed date, and guide you choosing the topic.

The final version of a topic should be compact and exact in order to make a controversial title causing discussions, sometimes in the form of a question. Choose one leading problem.

4. To whom do we address our project?

We assume that we organise the project for students. Still there are some questions we have to clarify:

- Is the S&C event going to be for beginners, or should it be designed for students who already have knowledge about the subject?
- Is the event meant for “fresh” students, or for those who have studied for a while?
- Do we want only law students as participants, or should also other students have the opportunity to participate?
- The target group affects the topic of the event. If the seminar or conference is international, remember that a subject of international interest would have more appeal than an event of national interest.

5. The date of the event

Every year we organise approximately 50 International S&C events in the ELSA world. That means that the chance of having events that coincide is enormous. Nevertheless, try to avoid organising your event at the same time as another ELSA Group. You want to have as many applicants as possible, and if you don't keep this in mind you risk competing with another group about the same participants. This also can happen if you plan an event with the same or similar topic as another group within the same period. Fortunately, these situations are easy to avoid; consult the VP S&C of ELSA International⁸ before deciding the

⁷ See the S&C Policies.

⁸ See the contacts of ELSA International on page 21

date. The VP S&C is there for you, and would be more than happy to assist in these matters.

Also, remember to avoid choosing a date within exam periods. See Annex on page 23.

6. The Place

The rule of thumb is that the closer the arrangements are to each other, the easier it is to organise! Aim at having the lectures, accommodation, and meals at the same place. The university is an excellent venue...

7. Other logistics

We are still at the planning stage; at this point you must sit down with your team and figure out what materials are needed for the event.

B. The Planning and Organising Stage

Planning is one of the most important stages of the event. Very often, this stage is being underestimated, and that is a big mistake! The time you spend on the planning is not a waste of time. You will discover that the more time you spend on the planning, the more you will save later. One hour of good planning can save you hours of work later.

1. The Academic part

This is the most significant part of the project since it is, after all, the academic alibi for organising the event! Therefore it is important to start early to create the programme, invite speakers and plan the workshops.

The person responsible of the scientific part could gather some persons who constitute the scientific team to share the workload.

a) The Academic programme and Speakers

Begin one year before the event with doing some research, and study the topic. You need to have an overview of this field of law to be able to work on the academic programme. It is also necessary to be able to initiate the next step: contacting a professor or a specialist on this field. With some background information, we will be able to give feedback to the inputs from the professor and we appear more professional when discussing the scientific programme.

Since we are students and are not specialists (yet?), it is recommendable to cooperate with a professor or a specialist on the topic. Besides giving valuable help in the shaping of the programme, his or hers involvement makes our project more valuable and serious. The easiest would be to contact a professor at your university; consequently, it will be simple to reach him or her whenever you need to consult him about the programme. Sometimes the organisers invite this person to be the patron of the event. It will probably be accepted as a great honour, and it gives us a good image when we for example present our project to sponsors.

The scientific programme should be included in an event brochure with basic information about the conference and a presentation of the speakers.

While creating the scientific programme, have potential speakers in mind for the different parts of the programme. The patron can help us finding the right speakers and finally help us inviting them.

Be aware of that you will have to make many versions of the scientific programme before you have the final version ready. The speakers you want to lecture over a certain subject might not be able to come, or the speaker wants to speak about another subject than the one in the programme.

This is normal when organising an S&C event, so do not panic!

b) The lectures and workshops

As soon as the Speakers have accepted to hold a lecture (or more), you should ask for their resume or Curriculum Vitae. Use this to present the Speaker at the beginning of the lecture. At the end you should give him or her a present. Flowers and wine are typical gifts, but why not use one of the excellent ELSA marketing items as a gift?

As you probably know by now, only Conferences and Law Schools require workshops in addition to the lectures. The workshops are smaller and entail more individual participation. The group reports back to plenary, where everybody takes part.

2. Marketing

The marketing is not only one of the most important tasks; it is also one of the most difficult. The person responsible for marketing should have at least some basic knowledge about it or experience from previous events, and be full of creativity and enthusiasm!

This task demands a lot of work, and therefore you should think of finding more people to work within a marketing group. You are the ones responsible for promotion, public relations and fundraising.

a) Promotion

You are going to promote the project towards sponsors, institutional partners and potential participants. Remember that in this process you promote ELSA in general too. When you plan the promotion, you must define the possible marketing tools and the visual part of the event. This is what will give the project identity.

At this time an Application Form must be prepared. This should include all the information that you require from the participants. It should also include all the information that the participants need to know, such as the price of the seminar. The maximum participation fee for S&C events for participants from non favoured countries is 27 EURO/night and for favoured countries 24 EURO/night.

The most important promotional tools are:

☞ *The logo*

Use the ELSA Logo on the promotional materials to ensure the uniformity within the Network. This way you also assist in branding the ELSA Logo.

☞ *The poster*

The poster shall promote the project, stating the basic information about the event. It is also an important tool for the fundraising. Let sponsors buy space on

the poster, they put on their logo and in return we get support. The poster should be a “teaser”, catching people’s interest.

📌 ***Fliers***

They have the same function as the poster, but give even more information about the event. Spread them via email and at council meetings and make sure that they are being distributed at the different universities in the ELSA Network.

📌 ***The Brochure and Poster of International Events***

Fill in the S&C Specification Form (SSF) and send it to ELSA International. The event will then be promoted in all ELSA countries through the S&C Brochure and Poster. In addition, it is free!

📌 ***Advertise on the “ELSA-INFO” and “ELSA-SC” Mailing lists***

This is the quickest and cheapest way of reaching almost all ELSA members to inform them about the project.

📌 ***The Event Package***

Prepare folders for the participants with the Academic and the Social programme, note paper, advertisements, map of the city, a pen, survival kit etc.

📌 ***Badges***

Prepare badges for the participants, then it is indispensable for them to remember everybody’s name. On the badge you can indicate the Title of the event, the date, the venue, the organizing ELSA Group and remember to put the ELSA Logo on it!

📌 ***Gadgets***

You could produce t-shirts, caps, pens, mugs, stickers, etc. with the ELSA Logo. They are good marketing tools, and if they look nice the participants will most certainly buy them as souvenirs.

📌 ***Thank you letters***

Remember to send out thank you letters to the sponsors and the speakers!

b) Fundraising

See at Point 6. below.

3. Logistics

- Food
- Accommodation
- Venue

4. Social programme

- Parties, concerts, theatre, opera, sightseeing, meeting with different authorities, contests, etc.

5. Participation fee

The maximum participation fee for S&C events for favoured countries is 24 EURO/night and for non favoured countries is 27 EURO/night⁹.

(The favoured countries are the following: Bosnia and Herzegovina, Serbia and Montenegro, Georgia, Ukraine, Kazakhstan, Turkey, Republic of Macedonia, Romania, Bulgaria, Russian Federation, Latvia, Croatia, Lithuania, Poland, Estonia, Slovak Republic, Hungary, Czech Republic and Malta)

This fee includes Academic and Social programme, accommodation, meals, and administration costs.

It is recommended, but remains at the discretion of the organising group to charge different prices for the following groups:

- a. Non-members
- b. Non-students

This fee does not apply to study visits. The maximum participation fee for the ELSA Moot Court Competition on WTO Law shall not exceed 100 EURO per person per day and leave an option of changing the structure of the fees¹⁰.

6. Fundraising

In order to organise a successful S&C event you need a good financial basis and therefore you have to make sure that you get sponsors. You can offer them promotion during your S&C event by putting out their Banner or by including their Logo in the promotional materials of the event. Remember to start looking for sponsors at an early stage of organisation, preferably as soon as possible.

You can also apply for Grants. In the ELSA ONLINE Archive you can find the Grants Handbook, which provides you with important information where to apply and gives you valuable tips on how to apply.

7. Finance

From the beginning, you should work on drafting a budget where the outcome and income is described.

⁹ The maximum participation fee for S&C events in the year 2005

¹⁰ See the regulations in the Financial Management Part of the Decision Book

It is recommended that the Treasurer of the Local Group is responsible of all the finances since he is already familiar with this kind of work. Attached you will find a draft budget of an S&C event.

Contact information

ELSA International:

Address: 239, Boulevard Général Jacques
1050 Brussels
BELGIUM

Tel: + 32 2 646 26 26

Fax: + 32 2 646 29 23

Email: elsa@brutele.be

Homepage: www.elsa.org

ELSA- INFO Mailing List:

ELSA-INFO@LISTSERV.ELSA.ORG

S&C Mailing List:

ELSA-SC@LISTSERV.ELSA.ORG

To subscribe, send your request to:

elsa@brutele.be

To unsubscribe, send your request to:

elsa@brutele.be

The subscribers are National and Local S&C officers. If a National Board does not have an S&C officer, one of its members or the National Board subscribes to the list.

Deadlines

The *S&C Events Brochure* of International Events is distributed 4 times a year, at the International Council Meetings and International Presidents' Meetings. The VP S&C of ELSA International will announce in due time the deadline for submitting information to be included in the Brochure on the S&C or INFO Mailing List.

The *S&C Events Poster* is distributed twice a year at the ICMs. The deadline for submitting information to be included in the poster is normally a little earlier than for the brochure. The VP S&C of ELSA International will notify you about the deadline in due time on the S&C or INFO Mailing List.

The distribution of these two publications is connected to the Council - and Presidents' Meetings. Since they are not organised on fixed dates, the deadlines for submitting information cannot be fixed either.

The *Activity Report on S&C activities* should be submitted to ELSA International twice a year, at the ICMs the latest.

Exams and Holidays in ELSA

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
AUS T	Exams	Holidays	Exams			Exams	Holidays	Holidays	Holidays	Exams		
BELA	Exams					Exams	Holidays	Holidays				
BEL	Exams	Exams			Exams	Exams	Holidays	Holidays				
BUL		Exams				Exams	Holidays	Holidays	Exams			
CRO		Holidays				Exams	Exams	Holidays	Exams			
CZE	Exams	Exams				Exams	Holidays	Holidays	Exams			
DEN	Exams				Exams	Exams	Holidays	Holidays				Exams
FIN						Holidays	Holidays	Holidays				
FRA N						Exams	Holidays	Holidays	Holidays		Exams	
GER		Holidays	Holidays				Holidays	Holidays	Holidays			
GRE	Exams	Exams				Exams	Holidays	Holidays	Exams			
HUN	Exams				Exams	Exams	Holidays	Holidays				Exams
ICE					Exams	Holidays	Holidays	Exams	Holidays			Exams
IRE			Holidays		Exams	Exams	Holidays	Holidays	Holidays			
ITAL	Holidays	Exams	Exams	Holidays	Exams	Exams	Exams	Holidays	Exams	Exams	Exams	Holidays
MAL					Exams	Exams	Holidays	Holidays				
NL				Exams		Exams		Holidays				
NOR					Exams	Exams	Holidays	Holidays			Holidays	Exams
POL	Exams					Exams	Holidays	Holidays	Exams			
POR T		Exams				Exams	Exams	Holidays	Exams			
SCO T	Exams				Exams	Exams	Holidays	Holidays				
SLK	Exams	Exams				Exams	Holidays	Holidays	Exams			
SLV	Exams	Exams			Exams	Exams	Holidays	Holidays	Exams			
SPA		Exams				Exams	Holidays	Holidays	Holidays			Exams
SWE			Exams			Exams	Holidays	Holidays		Exams		Exams
SWI		Exams				Exams	Exams	Holidays	Holidays	Exams		
TUR					Exams	Exams	Holidays	Holidays	Exams	Holidays		
UK	Exams			Holidays			Exams	Holidays			Exams	
FRY	Holidays					Exams	Holidays	Holidays	Exams			

 Holidays
 Exams

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+1 2 646 2923

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*Premium Corporate
Partner*
Bill Gates

*STEP Development
Partner*
Uncle Scrooge

Sponsor
King of Brunei
Rupert Maxwell
Joseph Fiennes
Ben Afleck

*Member Countries
And Observers*
Austria
Belgium
Bosnia and Herzegovina
Bulgaria
Croatia
Czech Republic
Denmark
Finland
France
Georgia
Germany
Greece
Hungary
Iceland
Ireland
Italy
Kazakhstan
Latvia
Lithuania
Malta
The Netherlands
Norway
Poland
Portugal
Republic of Macedonia
Romania
Russia
Slovak Republic
Slovenia

Sample letter For Speakers

CALIFORNIA

Att. Name
Street, no.
Postal code, city

City, date

Re. Speaking at ELSA seminar

Dear Ms. Madonna

I am writing to you on behalf of the **European Law Students' Association (ELSA) California** regarding delivering a lecture during our seminar.

ELSA is the largest law students association in the world spanning over 37 countries in Europe, in over 200 universities, having 25.000 members. We develop youth by providing a series of learning experiences linked to a diversity of activities in the legal field.

ELSA California is the newest member of the association and we are proud to announce our first seminar on International Babe Searching. We are expecting around 70 students and professionals, both local as well as international, to take part in our seminar. The title that Prof. Frankenstein and I have come up with is intended to start a series of annual seminars in the related topic. We have also come up with a tentative programme for the three-day seminar, which will be held, between the 22nd and the 24th of March 2000. We have pinpointed three main topics, which will be dealt with separately one on each of the three days. These are:

1. Babe searching in the supermarket
2. Babe searching at the post office
3. Babe searching in the Marketing and S&C workshop

In this seminar I am trying to interest European law students and young lawyers in the Babe Searching, as well as interest local students in the Never-ending Search for Hunks, which I feel has a prosperous future in our country. Therefore, knowing of your experience and knowledge, I would like to invite you to deliver a lecture at our seminar, under the general heading "Babe searching in the Marketing and S&C Workshop". As such, the specific topic will be of your choice.

This will occur on the Thursday the 23rd of March 2000 at 10:30 and should be approximately 1 hour.

I would be extremely grateful if you could confirm at your earliest whether you will be able to address the seminar, but in any case I will contact within a couple of days. Should you need any further information, please do not hesitate to contact me on 123456789 or Ms. Brenda Walsh on 987654321. Our email address is babyLightmyfire@nic.inbe.net.

Sincerely,

Brandon Walsh
VP Marketing
ELSA California

Brenda Walsh
VP Seminars & Conferences
ELSA California

Draft Budget for S&C event

“International Babe Searching” Conference

Expenditure	€
Purchase	
Accommodation & Food	
Accommodation	196,000
Food	229,000
Accommodation & Food Total	425,000
Academic Programme	
Trainers	34,000
Working Materials	2,000
Rooms	6,000
Equipment	1,200
Academic Programme Total	43,200
ELSA Programme	
Trainers	26,000
Working Materials	5,000
Rooms	3,000
Equipment	1,200
ELSA Programme Total	35,200
Social Programme	
Rent, disco	10,000
Entertainment	22,000
Entrance fee	9,500
Transport	6,500
Social Programme Total	48,000
Purchase Total	551,400
Overheads	
Copies	18,000
Mail	12,000
Phone	1,500
Office Materials	20,000
Transportation	4,000
Insurance	2,800
Unforeseen Expenditure	15,000
Overheads Total	73,300
Expenditure Total	624,700
Income	
Participation Fee	423,500
Income Total	423,500
Sponsorship required	- 20, 1200