



madC Ambassador GUIDE



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WELCOME NOTE

Dear ambassadors, a warm welcome to all of you on behalf of IEEEEmadC team ☺

"IEEE madc is an open challenge and a global opportunity for any student, who has passion to change people lives and shape up their career by utilizing the mobile app development platform.

Each year, hundreds of ideas are submitted and dozens of them get executed. To make its impact broader, help us by arranging educational seminars, promotional campaigns, giving madc sessions and recommending or suggesting your friends to apply and participate.

Be mad, because being normal is too mainstream."

Sarang Shaikh, Chair, IEEEEmadC

"The goal of IEEEEmadC is to increase awareness of possibilities in mobile application development among students by motivating them to start thinking about and developing mobile applications which are in sync with the main IEEE tagline - Advancing Technology for Humanity. Please help us to fulfill our goal by organizing lectures, workshops, webinars from MAD field, printing posters, motivating your friends and colleagues to apply to our contest, etc. And off-course don't forget to have fun along the way."

Josip Balen, IEEEEmadC Father

"IEEEEmadC is the best platform to learn app development with team or solo. This will not only make your friendship bond stronger but also will make memories for life. When I first participated in this I had no idea about Android Development but my hard work paid off well. This could be your opportunity to launch your app startup! This contest will help you gain a recognition that will take your startup to next level. So what are you thinking?"

Sangram Chavan, Public Relations Lead

"On behalf of the IEEE madC team, welcome and congratulations on your appointment. We are living in a connected era and smart phones have revolutionized the lives in last two decades. It has changed perspective of people on how to think, how to communicate, how to gain knowledge, and more importantly, how to interact. The applications development plays a key role in this advancement. IEEE madC aims to get students involved in this race to innovation and provides them a platform to play their part in the ongoing development to benefit humanity. Looking forward to work with all of you and add amazing apps to the madC ! Stay MAD and Happy Coding!"

Muhammad Ahsan Farooqui
Ambassadors Program Coordinator, IEEEEmadC
Email: ahsan.farooqui@ieee.org

ROLES & RESPONSIBILITIES

As an IEEEEmadC ambassador your primary roles & responsibilities includes,

- **Spreading madC awareness in your respective Student Branch / Section.**
Regularly following the Facebook page of IEEEEmadC and inviting students to like the page
- **Organize workshops and lectures** about mobile app development and madC.
If you don't know anything about mobile app development you can ask professor or someone from industry that is related to mobile app development. You can find PowerPoint presentation about madC in this madC Ambassador Kit so you can easily have a short presentation about madC before any lecture or workshop.
- **Promoting IEEEEmadC in social media.** Share the posts and updates from official FB page (<https://web.facebook.com/IEEEEmadC>)
- Print and display **IEEEEmadC promotional flyer on notice board** of the institution / University
- **Hosting madC promotional stalls** in major events / Student Congress
- Organizing **awareness programs about madC.** Visiting local Student Branches and host sessions.
- **Publishing information about madC** in newsletters from Student Branch / Section / Council / Region scales
- Formation of local teams to achieve ambassador goals
- **Report all the activities bi-weekly** through google forms & Facebook group
- **Create promotional** materials with the help of ambassador's kit
- Participate in **madC campaigns** & active involvement in **madDay** celebrations
- Work along with **Regional Ambassador Coordinators** for the maximum promotion of IEEEEmadC in local Region

Important: Ambassadors can also compete as a participant in IEEEEmadC!

IEEEmadC AMBASSADORS KIT

The shared IEEEmadC Ambassador's kit includes:

- madC logos
- facebook cover photo
- IEEEmadC presentation
- madC Ambassadors guide
- posters
- Business card template

You are free to use madC logos for creating promotional materials based on your requirement.

ACTIVITY REPORTING

We expect you to submit reports about your activities and progress through active reporting. Reports are going to be collected bi-weekly through response on google form and post facebook group.

Deadlines for the reporting:

- March 28, 2017
- April 11, 2017
- April 25, 2017
- May 9, 2017
- May 23, 2017
- June 6, 2017
- June 20, 2017

Ambassadors are requested to report in both the **Google form & Facebook Group** before deadlines. Reporting has to be done individually for each and every activity.

Link for Google form reporting: <http://bit.ly/2IWY2DA>

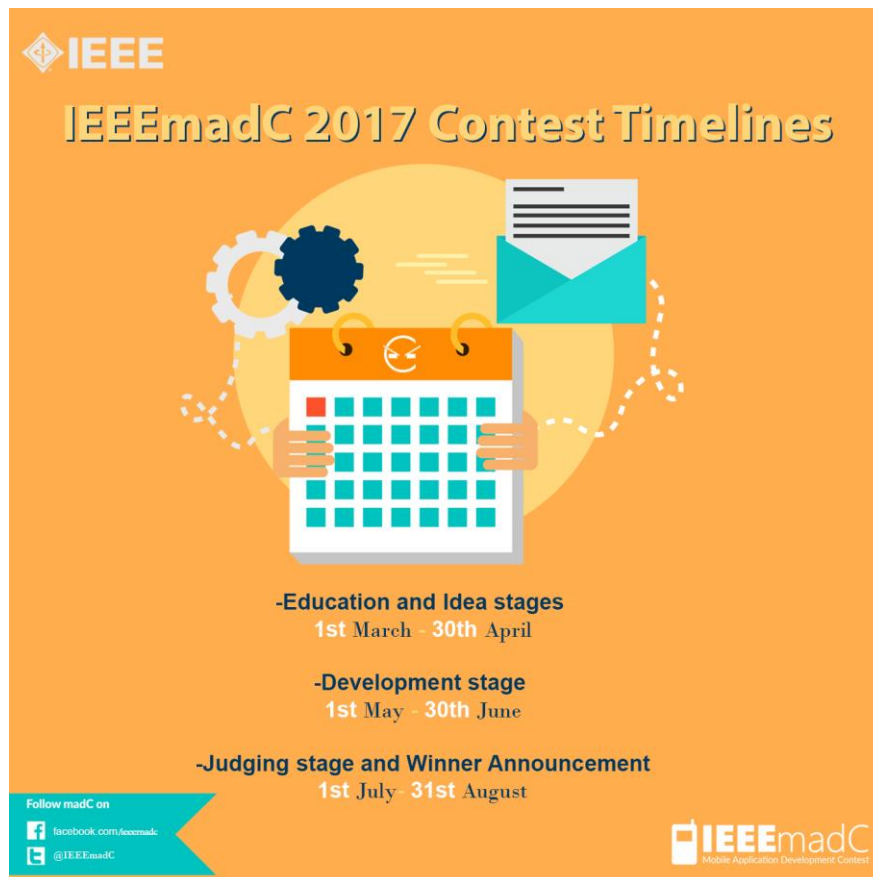
Post your activities on the IEEEmadC Ambassadors Facebook Group.

Link to Facebook Group:

<https://www.facebook.com/groups/IEEEmadCAmbassadors>

Ambassadors can coordinate with their teams and with madC team on Slack. Link is provided below.

IEEEmadC STAGES & DEADLINE



IEEEmadC is divided into the following stages.

-Education and Idea stages - 1st March - 30th April

-Development stage - 1st May - 30th June

-Judging stage and Winner Announcement - 1st July- 31st August

To know more visit: <http://ieemadc.org/about.php>

REWARD / RECOGNITION FOR AMBASSADORS

AMBASSADOR OF FORTNIGHT

Based on every bi-weekly reporting, we will have one ambassador selected by the core team as the „Ambassador of Fortnight“ who contributed exceptionally in promoting IEEEEmadC among the local student members.

The selected student ambassador will receive an exclusive **gift pack** from IEEEEmadC Team!

The details of the Ambassador of Fortnight will be posted on the official IEEEEmadC page in 2-3 days after the end of every reporting deadline.

madDAY CELEBRATIONS

IEEEEmadC team will celebrate “madDay” during the month of July (Date will be announced later!). Competitions on social media will be hosted for ambassadors and the winners will receive surprise prizes. More information will be posted to you via e-mail.

CERTIFICATE OF APPRECIATION

All the active ambassadors will receive “Certificate of Appreciation” from IEEEEmadC team for their accomplishments, volunteering activities and involvement with the contest.

The most outstanding ambassadors will get an offer to be a part of the [IEEEEmadC “Mustache” team](#) in the next edition of the competition.

USEFUL LINKS

For more information related to IEEEEmadC

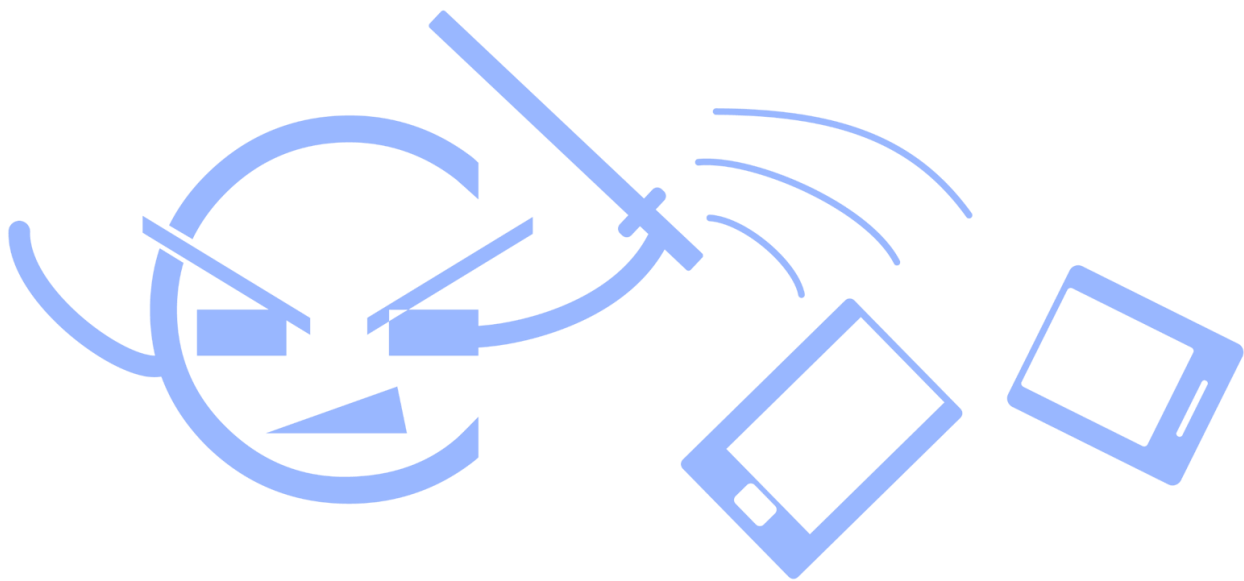
Visit our Official website: <http://ieeemadc.org/>

Like our Facebook page: <https://web.facebook.com/IEEEEmadC>

Follow us on Twitter: <https://twitter.com/IEEEEmadC> (Use hashtag #IEEEEmadC)

IEEEEmadC Ambassadors Facebook Group:
<https://www.facebook.com/groups/IEEEEmadCAmbassadors>

IEEEEmadC Ambassadors Slack Group: <https://ieeemadcambassadors.slack.com/>



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www.ieeemadc.org

For Questions & Suggestions
email at
`ahsan.farooqui@ieee.org`