

THE TEN ELEMENTS OF THE AE'S DECATHLON



Finish cross-selling worth one lakh rupees during the month

Share an integrated campaign idea with your client

Submit an example of how you maximised earned value for one activity

Pass a client quiz of ten questions





















Get at least one commendation from the client or L2

Get at least one endorsement from L1 and L2 for teamwork and collaboration

Visit the gym/do yoga ten times during the month or record 10,000 steps every day for 20 days on Fitbit during the month

Share a heroic tale or volunteer for an NGO for half a day

Read 30 PR campaign case studies and 10 book extracts every month

GROUND RULES OF THE DECATHLON



Participants submit their monthly achievements online before the 10th of each month

The winning entries

awards:

will get the following



Entries will be judged by the jury before 20th of every month



Monthly award will be given aways at an internal ceremony preceded by short 'knowledge session'



A Kindle will be provided to everybody who enrols before May 31

First prize of ₹1,00,000



Second prize of ₹50,000



'Best of the quarter' entries will get an international secondment between October 2018 and March 2019



V All AEs who complete the Decathlon will get Rs 5000 each