

## **ABOUT US**

Petrichor denotes the pleasant smell that accompanies the first rain after a long spell of warm weather; the novelty and freshness of a new beginning. Petrichor, the annual techno-cultural fest of IIT Palakkad, is a golden opportunity to bring out the artist or techie in you and to meet exponents from various technical, cultural and social fields .

Campus Ambassadors are fundamental for the success of any fest as they serve as spokespersons of the fest to their colleges. It is a golden ticket to improve your management and leadership skills. So take a break from the everyday monotony of life and gear up for two days of showcase and discovery, make new friends for life and be a part of a remarkable journey from its inception itself!

## **WHY CA?**

Being the campus ambassador of your institute is an opportunity like no other. From adding new dimensions to your personality to providing an impetus to your resume, there are many things the role of campus ambassador holds in store for you.

- **A BOOST TO YOUR RESUME**
  - You will receive a certificate from Petrichor, IIT Palakkad in acknowledgement of your successful tenure as the campus ambassador.
- **INTERPERSONAL SKILLS**
  - The role of campus ambassador provides you the opportunity to lead your institute to Petrichor and in the process, enhance your management and communication skills.
- **THE PETRICHOR BRAND**
  - Be a part in making Petrichor a successful brand through your valued inputs.
- **OTHER INCENTIVES**
  - Apart from experience and exposure, there are other incentives (see **Incentives** section) that await you.

## **HOW TO**

- Once a campus ambassador (CA) has created his or her account on the portal, they will be provided with a unique referral code.

- To score points and multiply their chances of winning the rewards, the CAs have to provide this referral code to the participants.
- Based on the number of participants who participated using the referral code, the CA will earn points.
- Points earned through this referral code will be the major determinant in adjudging a CA's candidature for rewards.

## **RESPONSIBILITIES**

- Be the face of Petrichor

Promote and publicise our events in your institute on both online and offline platforms.

- Pitch in your ideas

Be an active part of Petrichor by throwing in your suggestions for different events, speakers and artists.

- Be the messenger

Provide feedback and share new ideas from the students of your institute with the Petrichor team.

## **INCENTIVES**

Becoming a campus ambassador for Petrichor comes with a lot of perks.

- Cash prizes await the top 5 CAs\*
- An opportunity to meet and interact with eminent personalities visiting Petrichor to the top CAs\*
- Pro Show and workshop entry passes to the top CAs\*
- Avail special discount on Petrichor goodies and merch\*
- Certificate of recognition from Petrichor to top 75 CAs for their active work in building relations with us\*
- Top CAs get featured on our website !!! \*

Grab this opportunity to build relations with Petrichor. Hurry! Let's start our journey towards Petrichor 2k20!

Jump to the FAQ section to know more.

## **TERMS AND CONDITIONS**

- Only students enrolled with an institute are allowed to be campus ambassadors.
- The number of referrals traced back to you represents your influence, and will be the major determinant in adjudging your candidature for rewards.
- Referrals need not be limited to your institute only.
- Any unscripted change in reward schemes before or after the selection of campus ambassadors are subject solely to the discretion of team Petrichor. However, ambassadors will be briefed about the changes, if any, at the earliest for their convenience.

## **FAQs**

1. What qualities do you seek in a CA?

A Campus Ambassador should be an enthusiastic and confident individual with a pleasing personality and the ability to reach out to people. She/he should be willing to join hands with our team to boost promotional events and set the right mood for Petrichor.

2. What will my roles and responsibilities be as a CA?

As a CA, you're expected to promote Petrichor at your campus. Help us create the hype about Petrichor by connecting with students and being actively involved by putting new ideas at the table.

Find out more about the responsibilities of a CA here. ([link](#))

3. How will I benefit from being a CA?

Apart from attractive incentives like free pro-show passes and discounts on Petrichor merchandise (**check out the Incentives section for more details**), being a CA gives you more.

It's an exciting journey that gives you a plethora of areas like event management, leadership, volunteering, public relations to work upon and improve. You can also flaunt

about these skills in your resume as we provide certificates to CAs who successfully complete their term. Have a look at *Why CA?* for more details.

4. What's the timeline of events for Petrichor 2020?  
(provide a general outline)

Have more questions on your mind?

Shoot us a mail at \_\_\_\_\_ or contact \_\_\_\_\_.

5. Can there be more than one CA for an institute?  
There is no restriction on the number of CAs from an institute.