TECHNICHE 2021 - AGENDA

***TechExpo*** *Module*

*Date: 20/01/2021*

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**Modus Operandi**

**Timeline:**

*January:*

1. Organising Team Finalise + First Team Meet + judges feedback mails + callings to participants for feedback + Keeping in touch with Web Development team to make sure that the site goes live by February + Contacting Creatives for poster making

*February & March:*

1. Facebook and Telegram Posts.

2. Registering in websites like D2C

3.Creating/ Updating previous year databases of colleges and mailing them

4.Keeping in touch to various teams to collect databases to increase our reach.

5.Schools database +all mailings+1st round selection criteria + judge’s mailings

*April:*

1. Creating a database of sponsors and contacting them + Reaching International Schools and Colleges for participation

*May:*

1. Reminder mails + callings for participants for idea submission + new poster release

*June:*

1. Sorting of Projects + Contacting judges

*July:*

1. Round 1 Results release

*August & July:*

1. Organizing Seminars for Selected Participants

**Ideas:** *(Any modification or new event introduction)*

* We can offer the winners relevant courses or subscriptions to sites like chegg.com (or any relevant sites). We can also give them free subscriptions for scientific magazines and journals or so. We can also include iitg goodies
* We could offer complementary passes to all the participants for the other events held during techniche.
* We could make a standard event app with an additional feature. We reward the participants who get their friends to sign up for the competition as well with goodies. We can use a referral code system to implement this.

**Plan of Execution:**

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| **Task** | **Plan** |
| Round 1 judging | Freshers will sort the project on the basis of factors like their innovation, authenticity, benefits to the society and technology used. |
| Webinars | Contacting eminent personalities from ISRO or DRDO or other domains to provide guidance to the participants. |
| Round 2 Judging |  |

(Example: For LS, tasks will be Panel Discussion, Pronites, Lecture Series, etc.)

**Branding Strategy:**

* To constant Social Media presence with teasers and giving people sneak peaks of some of the participants projects etc.
* Previous years participants to share their experience and how it helped them in the long run.
* Reaching out to local Expos and contacting them for the participation.