



# Application for the post of DEPUTY COORDINATOR 2018



<b>Name:</b>	<b>Nick:</b>
<b>Roll No:</b>	<b>Hostel:</b>
<b>Email:</b>	<b>Room No:</b>
<b>Department: Professional Shows</b>	<b>Contact No:</b>

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## General Instructions

Answer the following questions briefly and to the point. Special attention would be given to structured and concise answers. However, there is no strict limit on the number of pages for the application. You could think of new and informative ways to better present your answer. Applicants to all positions are required to answer all questions.

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## Questions

1. What, according to you were the **drawbacks of World Fest** in Saarang 2017? Suggest feasible solutions in order to avoid them this year. (page limit: 2)
2. The Proshows DCs are responsible for the amazing content that is used for night marketing and publicity. The DCs will be allocated to each of the night coordinators based on their preferences and will lead ideation for publicity material and will work with the media and design team to create the same.

Go through the posters and teasers made for Saarang 2017 by clicking on this [link](#) and do a critical analysis for **any 4 posters and 2 teasers**. Suggest changes and additions.(page limit: 3)

3. The proshows DC's will be the sole point of contact for Saarang's relations with Foreign embassies and Cultural organizations. Hence the position demands a high level of professionalism and a clear understanding of how these institutions function. Do a 2 year (2017 and 2016) analysis of our relationship with **two** of the following embassies: Israel, Romania, Ireland, UK, Netherlands and Germany, and suggest mechanisms using which we can strengthen our ties with them. (page limit: 2)
4. Although demanding, the professional shows Deputy Coordship is a very fulfilling and worthwhile experience citing the direct impact you will have on the rest of the department and on Saarang as a whole. **Ideation and content generation** for online and on-ground PR and Publicity, **corporate and college marketing, ideation and execution** (with the help of the informals, ambience and publicity teams) of **night releases** are some of the responsibilities of a Proshows DC. Pick **one** of the four nights and devise a Publicity, PR and marketing strategy covering the different verticals mentioned above.
5. Compose an email directed to the head of a cultural institute or embassy, showing Saarang's interest to associate with them in the lines of World Fest without making the email excessively



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long. Talk about what the fest is, what it stands for, what sort of association we would like to have with them, what the artistes participating can expect out of this fest etc. (The whole idea is to pitch and convince them to work with us) (page limit:1)

6. Find 3 musical +3 non-musical acts (**minimum**), who you would bring to Saarang as a part of WCS. Elaborate on potential countries which can be targeted for these acts. Mention your approach mechanism and funding options for the same. Justify your selection of artist on the basis of genre, marketability, and the value add they would give to Saarang. (**emphasis on justification, funding options and approach mechanism**)
7. Publicity is really important for any show happening in Saarang particularly among the student community. Suggest avenues through which the Professional Shows team can **publicize World Fest** internally during the semester and during Saarang amongst the institute students, with a special emphasis on first years and PG students. Ideate on events and activities that can be conducted and targeted throughout the year for publicity.
8. There haven't been too many additions to the the show models except the recent addition of the comedy show, which will also face a problem in terms saturation. Suggest shows of other genres and with a different experience that can be conducted in the future.
9. Use this space to do a critical analysis of one or more of the professional shows nights from Saarang 2017 and suggest solutions for any significant shortcoming. (page limit:2)
10. Why do you think you're the right person for this position? List out your relevant credentials and references. (Limit this answer to 1 page)