





Name:	Nick:
Roll Number:	Hostel:
Email ID:	Room number:
Department: Publicity	Contact number:

General instructions:

- This position is open only for current 2nd years and above .
- The application must be within the **maximum page limit of 20 pages**(Remember you can always explain your answers in great depth during the interview).
- All the entries must be named in the following protocol: PublicityStrategist_<Applicant Name>
- The applications must be submitted before 11:59 pm on 18th April 2017.

Questions:

- Saarang 2018: What are the changes that you want to see in the next edition of Saarang on the whole?
- **Incentivization**: Create a basket of deliverables for the team's stakeholders after briefly mentioning our expectations from them.
- Brochure ideation: Suggest various elements that our outreach and ambassador brochures should contain. (Note: A neat and comprehensive brochure will add a professional touch. Have a look at brochures from other departments and our <u>brochure</u>; Pictures/screenshots can be included to add clarity).
- **Milan:** Create a timeline for the various activities and tasks of this department and its collaborators (design, sponsorship and PR, events, etc.) once the Milan venue has been finalised.
- Internal publicity: (Case study) The theme for Saarang 2018 has been finalised as "World fest", by the Saarang team. The entire core team has given the responsibility to the Publicity team to ideate on the theme release. Ideate on events and PR activities for an extravagant theme release. All the variables in the process, like location, the format of the events, and the finances of the event are up to you.
- **Proshows publicity:** Chalk out a PR and publicity plan (on ground and online) for the Proshows and Saarang as a whole.
- **Chennai:** Do you think a semester long publicity venture should be adopted in Chennai? Suggest avenues and timeline on how we can go about with December publicity?
- Exclusivity: With more number of events and shows (Sangam club events, Lit-Soc, WCS for example) included in Saarang, how do you plan to ensure their publicity exclusively? (Max 1 page)
- QMS: Briefly describe the role of the QMS manager in your department. Suggest ways in which QMS
- can assist with the organisational and logistical aspects of the Publicity team.
- **Credentials:** Why do you think you are the right person for the post? Mention relevant credentials and references. (Max 300 words)