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Question 1

<u>**Event Ideation**</u>

*Last year, Comedy Club conducted one Litsoc Event-Couch Potatoes, in the odd semester. It was an **improv based game**, with a combination of Mad Ads and Whose Line is it Anyway based games. One issue contestants had, was with the somewhat ambiguous nature of the judging, with the judges being the sole deciders into what was considered the funniest. Nevertheless, it was enjoyable for most who took part, and in all likelihood, we plan to conduct it or a variant of it next year.*

Your task is to come up with **two or three more events** that we can conduct. Make them **fun** and try coming up with as **objective** a **judging scale** as possible. You won't be penalised for the latter.

Think about the nature of the event. Should it be **improv based** too? Could it be a prepared **skit competition**? If so, how would you differentiate it from thespian club events? Could it be online, like a **Meme War**? If so, how would you judge? You don't have to answer all these, these are lines you could think along.

Question 2

<u>**Stakeholder Identification**</u>

Consider the whole of the student body. **Split them** into groups based on how much the club **could help them**. Mention some ways in which we could.

For instance, a very rough classification is-
● People who like to laugh- target them by putting up shows
● People who want to write comedy material- target them through workshops and by giving a platform for their content to be put up
● People who want to be stand up comics- target through workshops and giving them chances to perform inside and outside the institute.

Ideally, your classification will be a little more detailed, like splitting the first category into "People who consume comedy through internet only" and "People who will come to an open mic to listen and laugh".

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Question 3

<u>**Club Vision**</u>

*One of the ambitions of the club is to **nurture people** interested in performing stand up comedy, and **connect them** to stand up circles in the city, to build their network. Basically, to turn insti into a hub for budding stand ups.*

Keeping this long term goal in mind, **what short term steps** would you suggest we take to get us started on the right path? Bear in mind that there are very few people with experience, and we're basically all starting with **enthu and very little fundae**.

Question 4

<u>**Publicity and PR**</u>

It is imperative to attract a crowd composed of both interested performers and of passive audience members. If this isn't done, it might lead to
- *Low enthusiasm among people to join the club because (s)he hasn't heard/ been to any event organised by the club so far*
- *Low turnout during your events (which further minimises the chance of getting future members).*

Therefore, outline **possible strategies** that the club can adopt to further its reach on **social media** and **on the ground** through various other publicity mediums to attract the desired target audience and performers keeping in mind the club's image . Consider various **publicity stunts** or **PR stories** if needed. Feel free to go overboard with the ideas. Just keep us entertained.

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Question 5

Content Moderation

Entities presenting comedy are often scrutinised for being "inappropriate" in the following ways-

- ***Offensive/ hurtful towards a race/group/personality***
- ***Containing Objectionable language***

To avoid such issues, the content sometimes undergoes a moderation process. Any entity which produces content or provides a platform to do so is, in some sense, expected to keep this is in mind.

We would like to know your thoughts on this one. Do you think the open mics and other club working sessions require moderation? If yes, why? And how would you go about implementing it or better put, what are your expectations from a moderation system for the content generated from the Comedy club of the institute? If no, why? And how would you safely risk doing this keeping in mind that the club members will solely be accountable if things go wrong, if they can that is?

As you might've guessed, this question has no outright wrong or right answer- so give some thought on this and let us know what your opinions are.

Question 6

Comedy of Errors

Several planned events might not happen as thought out- low turnout, judge failing to show up on time or at all, failure of the audio/projector system, a Dean overruling the booking of your venue for meditation sessions to count a few. And one of the best ways to deal with an unexpected outcome is to be prepared for as many such outcomes as possible.

Imagine yourself in the shoes of a coordinator and enlist the possible ways things can go wrong or against expectations during and before the event based on the following given data (and also, how you would try to fix each of them):

- Venue : CLT
- Expected turnout of audience : >60

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- Nature of the event : Competitive (LitSoc)
- Judge : A well known artist from the Chennai Comedy Circle
- Format : Prelims + 6 teams into the finals
- Timings : 6-8pm. (The venue has been booked by Quiz Club from 8pm) ; Finals has to start by 7:15pm. Each prelim performance takes around 2 min. Fix the limit of per hostel teams to a suitable number based on this info.
- Equipments required: Mic & Audio, Projector, Spotlight
- Miscellaneous requirements: Refreshments for the judges

NB-: Consider the 'things-can-go-wrong' timeframe to be 24hours before the event till the end of the same. This is because, some of the requirements (for eg, Judges, Spotlight) will required to be confirmed at least a day before the event.