



# Application for Post of 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>

## 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.

## Questions

1. What, according to you, were the drawbacks of the Professional Shows department? Suggest feasible solutions in order to avoid them this year. Also, mention the positives of this department that you would like to carry forward. (Limit your answer to 3 pages)
2. Answer the question pertaining to the vertical you are applying to:

### FR Applicants:

Present a detailed timeline for FR related activities through the odd semester and a day wise (5 days) timeline for activities during Saarang. Suggest additional responsibilities that you as a coordinator could take up over the odd semester.

### Night coordinator applicants (Classical, EDM, Rock and Popular night):

- a) Please pick 2 nights, provide a “Cost-Revenue” analysis of the show, show structure, approach mechanisms, and explain with strategies on how you can minimize the monetary risk involved with the show.
- b) Suggest any changes to the show model and approach mechanism for World Fest.

### Production coordinator:

Present a detailed timeline for production related activities through the odd semester. Do a vendor by vendor analysis based on pros and cons from the previous years. Prepare stage layouts for OAT and KV in line with other departments. Also suggest new branding avenues inside the OAT.



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## **World fest coordinator:**

- a) Present a detailed vision for World Fest, Saarang 2018. Suggest changes and improvements to the current model (approach mechanisms, show structure (Saarang + Pre-Saarang), budget, sponsorship avenues, PR and Publicity). How will you try to include more diversity into the World Fest?
  - b) Pick a night, provide a “CostRevenue” analysis of the show, show structure, approach mechanisms, and explain with strategies how you can minimize the monetary risk involved with the show.
3. Suggest feasible 5 night show models for the Professional Shows, Saarang 2018. Include SAC Show and World Fest in the budgeting. Provide suggestions for alternate shows describing artiste choices, financials, sponsorship avenues, etc. (Limit your answer to 3 pages)
  4. Chalk out a PR and publicity plan (on ground and online) for the Proshows and Saarang as a whole. Provide a rough cost analysis for paid strategies. Hint: release, PR forum utilization, social media advertising, etc. (Limit your answer to 4 pages)
  5. Suggest some initiatives that would enable the Professional Shows team to contribute to Sukriti (Saarang’s social wing) to a greater extent. Look at it in terms of impact that these initiatives might have, rather than the PR/Publicity we get out of it.
  6. As a Professional Shows coordinator, the impact you make on Saarang is immense. What is your vision for Saarang 2018? Suggest a few things that you would like to see as a part of Saarang 2018. (Limit your answer to 1 page)
  7. Why do you think you are the right person for the job? List out your relevant credentials and your references that would attest to it.
  8. 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 Professional Shows.
  9. Discuss the recommendations from other departments and how you plan to improve the inter-departmental synergy. Special emphasis on Marketing & Sales, Publicity, Sponsorship & PR.
  10. You could use this space to list out any new incentives or restructuring current procedures that couldn’t have otherwise been accommodated in the first 9 questions.

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