

# PUBLICITY TASKS

## Task 1

Enlist all the online and offline PR strategies you would be using to attract a larger audience at an event. Frame all your ideas properly in a doc.

⇒ Online PR strategies:

1. Be active on the groups containing mass number of students (e.g. DJ Sanghvi group) and talk about the event when the it is approaching
2. Create reels regarding the event keeping the latest trends in mind
3. Try to collaborate with influencers and share their promotional videos on every platform
4. Create an event hashtag and include it in every spam message, story, reel etc.
5. Try to create a google ad about our event.

Offline PR strategies:

1. Create small event cards which contains the event details in short and a QR code containing the registration form, and distribute it in classes and canteen.
2. Perform C to C and listen to the student demands for attending the event (mostly Attendance) and try to resolve it.
3. Get friendly with students in the canteen and classrooms and have a casual conversation about the event
4. Create eye catching posters that mainly include points which influence the students into participating (e.g. Prize pool, attendance etc.)
5. Interview students about the event and if they happen to know the details of the event, reward them chocolates or small prizes. This will make the students eager to know about the event.

## Bonus Task

Assuming you are the Publicity Head, suggest the path you will be taking for promoting the events of Synapse (Refer the Instagram handle of Synapse to know more about the events). Answer the question with each event in a doc.

⇒ HackNiche:

Knowing that HackNiche is a Hackathon, following would be my steps to ensure a satisfactory student count for the event:

1. As Hackathon is a new term for FE students, more focus should be given in explaining the event to these students. Our regular CTC and bench duty for higher classes is sufficient as older students are themselves willing to participate in these events. So, the main aim would be to get our event known among the first year students.
2. Even if FE students mostly wouldn't be eligible for the event, we have to make sure they try to apply so as to give them a glimpse of a hackathon.
3. For second, third and fourth year students we have to circulate our messages in their whatsapp groups to remind them about the event.
4. After creating awareness about the event, we can begin our online publicity on Instagram. Posting a QnA session on our stories can clear many doubts and create an urge to participate.
5. Considering this a flagship event, we can try to get our alumni to make a short video of them talking about the event that we can post on our social media.

⇒ Re-Quest:

As far as I found out, Re-Quest is a fun game event with a new theme every year, so following would be my steps for the event:

1. For this event, first we have to come up with themes which are trending this year. We have to choose a theme that mostly all students are familiar with.
2. We have to create a fun atmosphere while promoting this event, we can call this a break from studies and a chance to showcase their teamwork and coordinating skills.
3. Before a few days of the event we can come up with easter eggs by hiding some small gifts in different parts of the college. Create a video about the location and post it on Instagram. This gift would also contain the QR code for the registration of the event. This would create hype among the students

4. Apart from this normal C to C and bench duty can gain us a lot of registrations if explained in a fun way.