**MARKET YOUR PRODUCT -- TECHSHOP**

**ENERGY CAN NEITHER BE CREATED NOR BE DESTROYED, BUT IT CAN BE SOLD!!!**

Ever thought of calling out the brilliant techno-managerial a.k.a marketing skills hidden inside you? This event is dedicated to all those who have sometimes in their lives wondered on seeing an advertisement, “Good! But I could have donebetter.”

The stage is set for you to come up with an absolutely unique & innovative idea in to convince your audience that your product holds worth in their lives and leaves them in awe, wondering “Now this couldn’t have been better.”

**FORMAT**

The 2-3 membered teams would be given a product to advertise.

The participants can display their skills anyway they like- A small act will be a good idea. Some properties or even some costumes will be provided.

**Round I:** All the teams would be given individual products and it will be an elimination battle. Finally, 6 teams will be selected for the Finals.

**Round II:** Round 2 is a face off. 3 teams with similar topics will clash against each other. The Best of each lot will be crowned as the winners.

Few Innovative Ideas that might get you extra points:

* A Science or Energy Tagline (Using Technical taglinesin a funny way will have more impact.)
* A mute advertisement (Actions Speak Louder than words)

**RULES**

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| --- | --- |
| Number of members in each team | 2-4 |
| The product to be marketed | **To be given on the spot** |
| Time allotted to each time to discuss & come up with their idea | **3 minutes** |
| Time to perform the advertisement | **Maximum of 2 minutes** |
| Slogan/ Tagline/ Energy Element | **Extra Points** |

**AWARDS**

Cash prize to the top 2 teams.

All registered participants will receive a certificate of participation from NIT Tiruchirappalli.