VCAP514

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How to promote Vista in your college and zone?

I was lying in bed at night and thought about the ideas to make more and more people aware of Vista that what it is about. Being a college student, I should be aware of the mindset of college students. So, I thought keeping myself in their place. What makes me excited about these events? Why I want to be a part of it? How could I don’t miss any opportunity of having fun? And above all, how I got to know about the event that it is happening?

Vista is Business festival. An international business summit spanning across three days can be defined as the “coming together of academia and industry”.

Easiest way to promote Vista is Social Media Marketing. Duh!! Facebook is the average college student's drug of choice. Every student uses some on the social sites to pass their time so every campus ambassador can put status, stories and share every minute details of Vista. This will help us to reach great number of students. Post exciting, relevant photos on your group web site. Invite participants to upload their event-related photos into the stream.

Can organise a free session to help them understand the importance of such summit. To tell them that Vista brings together the leaders of every field, like, marketing, finance, operations, human resources, consulting, social work, etc. and provides a platform for students to enhance knowledge in the field learning from veterans through events, competitions and case studies. The event also incorporates several guest speaker sessions and conclaves from people who have inspired generations of Indians into success. Past speakers include Madhusudan Gopalan(CEO,P&G India) , Rahul Bose(Actor) , Lavanya Chari( Managing Director, Deutsche), Manu Kumar Jain( Vice President & Managing Director of Xiaomi India) and the list goes on.

Vista is for people who want to give some shape to their idea and want to fulfil their entrepreneurial dreams. Even VIT-TBI (<http://www.vittbi.com/#/>) supports students by funding and infrastructure. Many students of VIT have start-ups like Rentbazz, the pen world, Bhukkad etc which are being run by them. VISTA is the golden opportunity for such students.

Entrepreneurship-cell (<http://www.ecellvit.in/>) in VIT is also one way to promote VISTA. E-cell organises E-talks, in which we can aware student about VISTA.

Quiz club in VIT organises quizzes every week and there is lots of participation. Spending two years in college, I haven’t come across that they have conducted quiz related to start-ups, or information related to CEO or even the theme like Biztrotter, Bizarre of VISTA. Biztrotter is a unique online quizzing event that happens a week before Vista which takes the participants on a virtual tour of more than 40 cities across the world by simply answering questions pertaining to the business and economy of the respective regions. There are students who are interested in such quizzes can participate only if they know. So, there can a trial session of this in my college while Bizarre, an unconventional open quiz, gives an opportunity to the corporates and students alike in the domain of quizzing by cashing in on their business knowledge and fundamentals.

If I further think about my favourite words in college are "cancelled", "post-pone", "party" and best of all "FREE". "Free" is the one word that can grab any college student’s attention, no matter what the context; free goodies, free notes, free food, free day, etc. Students will do just about anything to get something for free.

We can provide schwag like stickers, stationary, food coupons for participation or for attending the events of VISTA.

Last but not least, the following ways can promote VISTA :

Events created on Campus Groups are automatically added to your school’s Calender of events for everyone to see. This will automatically set the reminder for the VISTA.

Bulk emails are a very good option. VIT has a bulk email system. Send the mails adding all the details of events to all students. Every Vitian checks the student id since every information is provided there.

Printed or handmade Posters are common ways to publicise, also VIT has placed three digital hoarding boards at campus most important spots where graphical videos of VISTA can be played which can grab the attraction of students and professors.