

GameCon24

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Introduction

Enigma's Gamecon24 offers an immersive pre-summer experience culminating in an eSports tournament. This multifaceted event features a Game Jam and Game Art Contest, fostering creativity and innovation. An Experience Zone provides interactive workshops and learning opportunities, making Gamecon24 the ideal platform to celebrate student achievement and community.

To elevate the competitive spirit, Gamecon24 will feature bracketed tournaments with professional oversight, culminating in a thrilling finale streamed live in the auditorium for all students to watch. The event will be further enriched by live performances and refreshments, creating a truly immersive experience. Additionally, Gamecon24 broadens its reach by welcoming submissions from other colleges to the Game Jam and Game Art Contest.

Event Plan & Timeline

Day 1 - Monday - 4th November

Highlights:

1. Preliminary rounds for the 'Valorant' & 'FIFA' eSports tournaments.
2. Announcement of Theme for GameJam and Game Art Contest.

Timeline:

6:30 am: Unveiling of GameJam & Game Art Themes

7 pm - 10 pm: Preliminary rounds for the 'Valorant' & 'FIFA' eSports tournaments.

Day 2 - Tuesday - 5th November

Highlights:

1. Preliminary rounds for the 'Valorant' & 'FIFA' eSports tournaments.

Timeline:

7 pm - 10 pm: Preliminary rounds for the 'Valorant' & 'FIFA' eSports tournaments.

Day 3 - Wednesday - 6th November

Highlights:

1. Opening Ceremony
2. Preliminary rounds for the 'Valorant', 'COD Mobile' & 'FIFA' eSports tournaments.

Timeline:

2:30 pm - 4:30 pm: Opening Ceremony

5 pm - 10 pm: Preliminary rounds for the 'Valorant', 'COD Mobile' & 'FIFA' eSports tournaments.

Day 4 - Thursday - 7th November

Highlights:

1. Preliminary rounds for the 'Valorant', 'COD Mobile' & 'FIFA' eSports tournaments.
2. PC Building Workshop

Timeline:

7 pm - 10 pm: Continuation of preliminary rounds for the 'COD Mobile' & 'FIFA' eSports tournaments.

7 pm - 10 pm: Quarter Finals for the 'Valorant' eSports Tournament.

7:00 pm - 9:00 pm: PC Building Workshop

Day 5 - Friday - 8th November

Highlights:

1. Preliminary rounds for the 'Valorant', 'COD Mobile' & 'FIFA' eSports tournaments.

Timeline:

7 pm - 10 pm: Continuation of preliminary rounds for the 'COD Mobile' & 'FIFA' eSports tournaments.

7 pm - 10 pm: Semi Finals for the 'Valorant' eSports Tournament.

Day 6 - Saturday - 9th November

Highlights:

1. Continuation of the 'COD Mobile' & 'FIFA' eSports tournaments.
2. Presentation of the GameJam & Game Art contests.
3. Game Zone

Timeline:

9:30 am - 9:30 pm: Continuation of preliminary rounds and Semi Finals for the 'COD Mobile' & 'FIFA' eSports tournaments.

2:30 am - 4:30 pm: Presentation of the GameJam & Game Art contests.

9:30 am - 9:30 pm: Game Zone

Day 7 - Sunday - 10th November

Highlights:

1. Finals for the 'Valorant', 'COD Mobile' & 'FIFA' eSports tournaments.
2. Announcement of the winners of GameJam & Game Art contests.
3. Game Zone
4. Performances

Timeline:

10:30 am - 11:30 pm: Finals for the 'COD Mobile' eSports tournament.

11:30 am - 12:30 pm: Announcement and Presentation of the winners of Game Art contest.

2:30 pm - 3:30 pm: Finals for the 'FIFA' eSports tournament.

3:30 pm - 4:30 pm: Announcement and Presentation of the winners of Game Jam.

4:30 pm - 7:30 pm: Finals for the 'Valorant' eSports tournament.

7:30 pm - 8:30 pm: Performances

8:30 pm - 9:30 pm: Announcement and Presentation of the winners of the 'Valorant', 'COD Mobile' & 'FIFA' eSports tournaments.

9:30 am - 9:30 pm: Game Zone

Tentative Prize Pools:

GameJam:

Prize Pool - 35k
First Place - 25k
Second Place - 10k

Game Art:

Prize Pool - 15k
First Place - 7.5k
Second Place - 5k
Third Place - 2.5k

eSports Tournaments:

Valorant:

Prize Pool - 35k
First Place - 25k
Second Place - 10k

CODM:

Prize Pool - 35k
First Place - 25k
Second Place - 10k

Fifa:

Prize Pool - 10k
First Place - 6k
Second Place - 4k

Past Experience

Enigma has experience organising large events which generate footfall. Below are some highlights of our past work.

Highlights:

1. GameCon22, hosted by Shader, Enigma with a participation of ~600 people.
2. GameDev Workshop by Shader.
3. Enigma hosted the Mozilla Hackathon in the year 2018 with a participation of ~200 people.
4. Hosted MECHacks 2018 with partnering with Hasura, Google GDG, Balsamiq, Freeflo and more. Had a participation of ~30 teams with ~300 attendees.
5. Hacktoberfest (DigitalOcean) events and Git tutorials every year with ~200 attendees and ~60 participants.
6. Tech workshops every semester with ~250 attendees.

Collabs:

1. The annual techno-cultural fest of Mahindra University, Aether. The average footfall for this event is around 1600 students.
2. Tarang, the annual cultural fest with an average footfall of 1200 students.

Gallery:



Marketing Plan

2 weeks before the event

1. Promotions begin on April 8th.
2. Teasers are shared across social media of Enigma
3. (Insta: @enigma.mu) and cross-shared by other clubs.

2 days before the event

1. Polls on Instagram to sustain hype.
2. Giving merchandise for the event.
3. Setting up banners with the Enigma's logo around the campus.

On the week of the event

1. Livestream of eSports Finals in the mess hall TV (avg footfall - 2000 every day)
2. Reposting Enigma's reels on our, MahindraUni's, and other clubs' socials.
3. Posts and shares on official Mahindra University socials (Insta: @mahindrauni, Twitter and LinkedIn) after every day.

Metrics:

Instagram:

- Enigma instagram ([@enigma.mu](#))
 - Will be used to post, and share reels and stories.
- Official university Instagram ([@mahindrauni](#))
 - Will be used to generate and share original content from the university's marketing and media teams.

- Other clubs Instagram profiles
 - Will be used to repost and reshare @enigma.mu content.
- Discord
 - [Enigma Discord server](#)

Expected attendance:

1. The club and the university expect ~2000 attendees for the event.
2. The club expects participation for 'Valorant' from ~30 teams with 5 members in each which will be filtered down for the finals.
3. The club expects participation for 'CODM' from ~120 teams with 5 members in each which will be filtered down for the finals.
4. The club expects participation for 'FIFA' from ~320 participants which will be filtered down for the finals.
5. The club expects participation for GameJam from ~10 teams with 1-5 members in each which will be filtered down for the finals.
6. The club expects participation for GameArt Contest from ~30 participants which will be filtered down for the finals.
7. For social media performance, we expect ~2000 stories/posts/reels and ~30k views across all content.