

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 done better.”

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 taglines in a funny way will have more impact.**)
- ❖ A mute advertisement (**Actions Speak Louder than words**)

RULES

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.