



Title of the Event: ELEVATOR

Registration Free: NIL

Date: 24th, 25th & 26th March 2022

Event Joining Link: https://teams.microsoft.com/l/team/19%3a70_2Rcv-0HrLidF1fktw0Juokw0Ndsz9TWFaIB_rn9k1%40thread.tacv2/conversations?groupId=b7dabab3-8ae8-48a5-8485-1e789fa44755&tenantId=8d46a076-d093-416d-a57b-8692cde13bf8

Eligibility: The participants must be a bona fide student of undergraduate and postgraduate programme with a valid ID card from any part of the world.

Expected Outcomes – Participants will be able to demonstrate their entrepreneurial, digital marketing skills enabling them to face real life challenges of technology based business world

Target Group – Undergraduate and postgraduate students of commerce and management of reputed institutions of country & abroad

Level of Competition: UG/PG Level

Objectives: Being young and one of the fastest economy in the world, India offers a huge business opportunity to entrepreneurs and marketers. To make business grow using modern tools of business communication are to be blend with traditional tools. The event aims at testing the talent amongst budding entrepreneurs and managers how they use digital media and traditional media of in strategic way.

“Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.”

- Paul Hawken

And that’s exactly what this event is all about, making the business problems interesting by finding constructive solutions for them.

Description

Round 1: Click-it-to-Pitch-it

(A short film/video Based Pitching Competition)

- Participants will have to come up with innovative and sustainable business idea. They have to make a short video/film to elevate pitching of their product or concept
- Participation – Team 2-4
- All teams will be provided a link to upload their file
- Teams will present their pitch in front of jury
- Jury a panel of three members 1 industry, 1 alumni, 1 internal faculty
- Criteria – Uniqueness, clarity, quality of pitch, presentation, attractiveness

Guidelines

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Round 2 Mile-age

- The round consists of two sub rounds in which participants will use the available funds to promote a brand or a product or service on various social media and traditional media and will also check the effectiveness of their campaign on the basis of percentage of return on their investment
- In second round each team will choose any 3 influencers that will be the right fit for brand or product

- The jury will question the participant based on the media mix, its relevance to target market and ROI measurement tools
- There will be 2 juries – 1. Industry expert 2. Internal faculty
- Top 10 teams will be eligible for round 3

Guidelines

- Each team will be given a chance to choose a briefcase. It will be lucky draw.
- Each briefcase will have a product or service to be promoted and virtual cash of ranging from 50 k - 5 lack
- To unlock the briefcase each participant has to solve riddle
- The participants will use the available money to plan the promotion campaign
- No additional budget or fund can be used for promotion
- The teams will present the promotion plan with effective ROI
- The teams will also select any 3 influencers that will be the right fit for the brand or product
- The jury will question the participant based on the media mix, its relevance to target market and ROI measurement tools they will use

Round 3 : Web-ology

(A Website Designing Contest)

- This is the final round of the event
- The qualifying participants will be given the task of designing webpage of a product or service for a hypothetical start up aiming to scale up its business through D2H model
- Theme of website design will be discussed with participants
- The participants will use free sources for designing the website
- The participants will be asked to provide the link of the webpage designed by them
- Criteria - Layout, content, theme, appeal, structure of the web page

- Jury – 2 Industry experts,1 internal faculty
- Team with highest score will be declared as a winner

Guideline:

- The participants will be given the task of designing webpage of a start up venture which has to scale its business up
- The participants will be given the guidelines at the beginning of round
- Total time available will be 5 hours. No late submissions will be accepted.
- Each team will be given 10 minutes to present their website, criteria of measuring effectiveness.
- Each team will be given 10 minutes to present their idea
- Criteria - Layout, content, theme, appeal, structure of the web page

General Rules

- There is no registration fee
- The event will be conducted on MS Teams and therefore the participants are advised to ensure the internet connection and app downloaded with complete name
- Presentation of ID wherever required
- Participants will be contacted on the contact details provided by them and they are advised to be available on the same.
- Jury's decisions will be final
- At the time of presentation, the participants will turn their camera on

Prizes

Winner: Prize 21000, E- certificates

First Runner Up: Prize 10000, E- certificates

Faculty Coordinators: Dr. Pooja Mathur

Ms. Richa Manocha

Dr. Manita Matharu

Mr. Rajeev Gupta

Ms. Mona Chaudhary

Student Coordinator: Ms. Anusha Agarwal

Poster (Encl.)

AMITY SCHOOL OF BUSINESS PRESENTS

ELEVATOR

An event all about exploring your
marketing and entrepreneurial skills
in this digital era!

FROM
24th
MARCH

TO
26th
MARCH

ROUND 1 - Click it to
pitch it
ROUND 2 - Mileage
ROUND 3 - Webology



**No Registration Fees
Exciting prizes for the
top two winners!!**

Student coordinator,
Anusha Agarwal: 9810933900

Faculty coordinator,
Dr. Pooja Mathur