



AMITY
UNIVERSITY
— LUCKNOW CAMPUS —

Relive, Rejoice,
and Recharge...

at

AMIPHORIA
2025

5th, 6th & 7th March 2025

Experience the Magic of Amity University's
Annual Cultural Extravaganza

HEELS AND DEALS

'Rock & Roll with Corporate Goals'

Guidelines:

Host Institute	Amity Business School (ABS)
Eligibility	Participation will be open to College, UG & PG Students
Date Of Event	6 th March 2025
Event Description	"HEELS AND DEALS: Rock & Roll with Corporate Goals" is an event combination of ramp walk, roleplay and corporate decision making. The idea is more about representing the corporate culture in a creative manner, showing casing the corporate dressing style, enacting different types of coworkers and making important corporate decision.
Mode of Event	Offline
No. of Rounds	3
Event Dates	<ul style="list-style-type: none">• Registration will be open from 1st February• Last Date of Registration: 1st March• Date of Event: 6th March
Registration Process	<ul style="list-style-type: none">• Visit the Website: Register on official AMIPHORIA website.
Rules & Regulations	<u>Pre-Round (Online): Do you have it in you?</u> <ul style="list-style-type: none">• Team Formation: Participants must register in pairs (maximum of two).

- **Time Limit:** Each participant must submit a short reel (maximum 30 seconds) showcasing their corporate attire and walk for shortlisting.
- As soon as you register kindly DM your demo video to student coordinator: Alveera Alam (9305222651)
- **Participation Fees:** Rs 100

1st Round: "Corporate Glam Walk"

- **Ramp Walk:** Participants will walk the ramp in corporate attire, reflecting professionalism and confidence.
- **Dress Code:** Participants must dress themselves in appropriate corporate clothing and bring their own accessories, adhering to the corporate theme.
- **Judging Criteria:** The judging will be based on presentation, poise, and overall style.
- **Time Limit:** Participants will be allowed 1 minute for the ramp walk.

2nd Round: "Know Your Coworker (KYC)"

- **Coworker Depiction:** Participants will be given different coworker types to enact.
- **Enactment:** They must enact and portray the given character with creativity and accuracy.
- **Time Limit:** Each team will have 2 minutes for the enactment.
- **Judging Criteria:** The focus will be on creativity, communication, and how effectively they portray the character.

3rd Round: "Spill The Tea"

- **Corporate Dilemma:** Participants will act out a corporate dilemma, demonstrating problem-solving and creativity.

	<ul style="list-style-type: none"> • Ability Skills: Teams will showcase their communication skills and ability to resolve a workplace issue. • Time Limit: Each team will have 2 minutes for the scenario enactment. • Judging Criteria: The round will be judged based on problem-solving, creativity, and clarity of communication. <p><u>General Guidelines:</u></p> <ul style="list-style-type: none"> • Participants must adhere to the event timeline and show up on time for all rounds. • All participants must maintain a professional and respectful attitude throughout the event. • The judges' decisions are final, and any form of misconduct will lead to disqualification.
Prize Money in Kind	Prizes worth Rs. 5000. Trophies and certificates will also be provided.
Faculty Coordinators	Dr. Azra Ishrat: 9838238857 Dr. Sana Moid: 9335071165 Dr. Komal Malik: 9335351308 Ms. Rashmi Tripathi: 9839339248
Student Coordinators	Soghra Fatima: 9140286337 E- Mail: soghra.1902@gmail.com Alveera Alam: 9305222651 E- Mail: alveeraalam066@gmail.com