

**PRE- EVENT DETAILS**  
**2023-24**

**Event Name: Meme It Up 2.0!**

**Name of the Forum: Innovation Cell**

**Date: 18<sup>th</sup> January 2024**

**Time: 12:00 p.m.**

**Venue: Online**

**Description: This is the 2<sup>nd</sup> edition of MEME IT UP due to the overwhelming response received for this event previously.**

**For this competition, the participants need to make 1 - 2 memes (at their discretion) to promote a particular product or service (This product/service can either be existing or be imaginary. Participants are free to select any product/service of their choice.) Here, the participant's convincing power, marketing and business skills will be evaluated along with their meme-making ability.**

**Requirements for the meme-**

- 1. The participants need to use a popular Meme personality template. The meme personality shall be referred to as their Brand Ambassador here.**
- 2. If the participants are making 2 memes to promote their product/service, both the memes should contain the same Brand Ambassador, the idea can be different for the 2nd meme.**

**The event will have 1 round wherein all the memes are to be submitted in the Google form and according to the score given by panelist's, the winners will be decided. The winning memes will be shared on the official account of Innovation Cell.**