

THE ADVERTISING CLUB'S
EMVIES
— 2017 —

Submit your entries to

The Advertising Club, 504 Radhe Vallabh Society, French Bridge Corner, Opera House, Mumbai – 400004.
Tel : 022 23894091, 022 23810213, 022 23813034 **Fax** :022 23892067, **Email** : adclub@vsnl.com,
Website : www.theadvertisingclub.net **twitter** : @TheAdClub_India **facebook** : / TheAdvertisingClub

The last date for submitting entries: Monday, 7th August, 2017

The EMVIES Awards Ceremony on : Friday, 13th October, 2017

It is time for the EMVIES again!

Over the years, The Advertising Club has been honoring the best work in media through the EMVIES. And so will it continue to do this year.

EMVIES 2017 will retain the best practices of the past years. And we will also have a few more firsts this year.

What is new in EMVIES 2017?

- Changes in categories / subcategories
 - Given the plethora of clients and brands in Consumer Products, we have introduced four sub categories for Consumer Products in Best Media Strategy and Best Integrated Campaign.
 - We are introducing “EMVIE for Good” to reward companies/brands driving a social cause/message
 - Best Media Innovation–Television is collapsed from the earlier four broad categories to a single category
 - Best Use of a Bollywood Celebrity is dropped
- Changes in the judging process
 - In Round I judging, scoring will be made sharper with compulsory scoring under 4 heads (Strategic Challenge + Objectives, Core Idea, Bringing the Idea to Life, Results) to arrive at an overall score for select categories like Best Media Strategy, Best Integrated Campaign, Best Ongoing Media Campaign and Best Media Research. All other categories will continue with one overall score as in the past.
 - Judges will now be able to share their comments / qualitative feedback against entries with a new Remarks column that will be introduced in both Round I & II scoring process.
- The Best Media Partner category of the previous years is being replaced with a more holistic and robust **Champions of Excellence** award. We will constitute a special jury comprising of Media Agency CEOs who will nominate, debate and decide the winner in each media for the year.

You will discover many such firsts as you read along. We arrived at all these firsts by co-opting participating media agencies and taking their suggestions on board basis a recent EMVIES Town Hall and basis Jury feedback from last year.

The EMVIES is meant to recognize the outstanding work specifically done by the media agencies. EMVIES is for the media agencies and will continue to be so. Creative agencies may however enter, if they can produce proof of their role in the media buying and the release.

EMVIES 2017 will reward the work done during the period 1st April, 2016 to 31st March, 2017.

To choose the winners, we will continue with the two round judging process as usual - Round I will be judged by senior media agency professionals and Round II by senior marketing professionals. There will be Gold, Silver and Bronze awards given in each category. (Note: Bronze Awards will be announced at the Awards event but winners are requested to collect the same after a week from The Advertising Club Secretariat).

Do read on for more details about the EMVIES 2017.

Punitha Arumugam
Chairperson, EMVIES 2017 Committee

Bipin R Pandit
Chief Operating Officer, The Advertising Club

SECTION 1 : CATEGORIES FOR EMVIES 2017

A. Best Media Strategy :

01. Consumer Products
 - a. Cosmetics, toiletries, personal hygiene
 - b. Beverages and drinks
 - c. Confectionary and food
 - d. Others (includes detergents, floor-care products, fabric softeners, Mosquito Repellant, balms etc.)
02. Consumer Durables
03. Services (includes banking, finance, credit cards, telecom, e-commerce, online products and Services etc.)
04. Media (includes work done for any Media Owner as a Client)

B. Best Media Innovation :

01. Television

02. Print

- a. Dailies (includes daily/weekly/monthly supplements of publications in a daily format)
- b. Magazines (includes daily/weekly/monthly supplements of publications in a magazine format)

03. **Out of Home** (Use of traditional formats like hoardings, bus shelters, pole kiosks and all forms of transit advertising)

04. **Ambient Media** (Use of large scale and small-scale formats that demonstrates best adaptation and use of location or environment. Excludes traditional formats included in Out of Home category. Includes on ground use in multiplexes, movie halls and malls)

05. **Cinema** (Limited to use "on" cinema screen and "within" movie content. Includes branded film tie ups)

06. Radio

07. Digital

- a. Search
- b. Social Media
- c. Mobile / hand held devices
- d. Display
- e. Video
- f. Multiple Platform (A combination of a minimum of two of the above)

08. **Events / Experiential Marketing** (Entries to be limited to bespoke solutions that were conceptualized, organized & executed specifically for a brand)

09. Direct Marketing

10. **Branded Content** (Entries can cover any media – offline and online. Refers to promotion of a brand's value and positioning by going beyond traditional advertising options and utilizing the generation of content. Only advertiser funded programs and original content creation)

11. **Sponsorships** (Entries can cover any media—offline and online. Covers best use of sponsorships of advertising options like a reality TV show or serials, one-off Integrations of a product within online)

or offline content, regular radio programs, regular publication columns, online sites, live events and platforms etc.)

C. Best Media Research / Analytics

01. Best Media Research using proprietary data (includes primary research and proprietary client data)
02. Best Media Research using existing data (covers use of data bases like TAM, BARC, IRS, TGI, publisher data etc.)
03. Best use of Analytics/Data Technology leveraging existing or progressive technologies for driving insights or business. Strategic collaborations with analytics / technology providers will be considered.

D. Best Integrated Campaign :

An award for the Best Integrated Campaign with a minimum of 3 (three) media vehicles.
(e.g. TV / Print / Radio / Search / Video / Social / Display / Mobile / OOH/ others)

01. Consumer Products
 - a. Cosmetics, toiletries, personal hygiene
 - b. Beverages and drinks
 - c. Confectionary and food
 - d. Others (includes detergents, floor-care products, fabric softeners, Mosquito Repellent, balms etc.)
02. Consumer Durables
03. Services (includes banking, finance, credit cards, telecom etc.)
04. Media (includes work done for any Media Owner as a Client)

E. Best Ongoing Media Campaign :

The campaign should have run for a minimum period of 2 (two) years. It should be outstanding work that has consistency and continuity. The work should be from the same agency for all the years entered in.

F. EMVIE for Good :

EMVIE for Good applies to campaigns with social messages/causes that are done by non-profit organizations, associations, public bodies, government agencies / departments and companies / brands which address a civic / social problem. A campaign done by a commercial organization / brand towards a social message / cause will be eligible, as long as the evidence of the campaign's success is skewed more towards the cause rather than building its own commercial / brand / organizational equity.

G. Grand EMVIE :

The entry with the highest points in Categories A, B, C or D.

H. Best Media Agency of the Year :

The agency with the highest aggregate score accumulating points of Categories A, B, C, D, E F & G.

I. Best Media Client of the Year :

The client with the highest aggregate score accumulating points of Categories A, B, C, D, E F & G.

J. Best Implementation Team of the Year :

The Team which has surmounted implementation and operational challenges to make an innovation come alive. The Jury in Stage II will determine conferring this award from the shortlisted entries in Category B - Best Media Innovation.

K. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing :

Entry can cover any media. Participating agencies should not be a part of any global agency network / large media independent and should submit proof of annual billing not exceeding Rs.50 crores during 1st April, 2016 – 31st March, 2017.

L. Young EMVIE Of The Year :

Honoring the below 30 years of age Media Professional (not more than 30 (thirty) years as on 31st March, 2017). She or he should have contributed significantly to a media initiative or media campaign. The entry should detail the work done and the exact role the person played in at least 3 (three) different pieces of work across any of the categories for the period.

M. CHAMPIONS OF EXCELLENCE (for media owners):

We agencies love competing for and winning awards, but amidst all the celebration and glory, we often forget the people who make all this possible for us and for our clients – our collaborative and entrepreneurial MEDIA PARTNERS. This year we are introducing Champions Of Excellence to recognize our best media partners during the year.

Champions of Excellence is a special award that will be give to those media partners who've recognized great ideas, aligned with our needs, bet their resources on them and taken a leap of faith along with us to make our clients win in the marketplace. Now it's time to return the favour and reward our best Media Partners for 2016/17 in the following categories :

01. Television
02. Print
03. Out of Home/Ambient Media
04. Cinema
05. Radio
06. Digital
07. Start ups (media/technology startups that addressed an industry gap/need)

Judging Guidelines for Champions of Excellence : We will have a special jury panel comprising of the top Media Agency CEOs who will discuss, debate and decide our Champions of Excellence for 2016/17. No entries are required for this category – the special jury will self nominate and select the winners

SECTION 2 :CATEGORYWISE JUDGING CRITERIA AND ENTRY REQUIREMENTS

Outlined below are the judging criteria and entry requirements for each category. Please keep these in mind while sending in your entries.

A. Best Media Strategy (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The category/consumer insight
- The media solution- specifically outlining the strategic media choices made with reasons
- The result in terms of ROI and delivery against the defined objective

B. Best Media Innovation (Max 750 Words)

The entry should cover the following:

- The communication goal
- The situation analysis

- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- The implementation challenges (additional 150 words max over and above the 750 words mentioned above. This will be used to decide the winner of Category J - Best Implementation Team of the Year, in Stage II of judging)

C. Best Media Research / Analytics (Max 1500 words)

The entry should cover the following:

- The objective
- The methodology
- The details of the research or tool developed (if applicable)
- The findings
- How did the research help the client make break through marketing / media decisions?

D. Best Integrated Campaign (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The integrated media solution
- The width and depth of its execution
- The result in terms of delivering the marketing objective

E. Best Ongoing Media Campaign (Max 1500 words)

The entry should cover the following:

- The marketing objective
- The target audience
- The situation analysis
- The ongoing campaign execution and adaptation over the years
- The width and depth of its execution
- The result in terms of delivering the marketing objective

F. EMVIE for Good (Max 750 words)

The entry should cover the following:

- The social cause/message objective
- The target audience
- The situation analysis
- The consumer insight
- The media solution
- The width and depth of its execution
- The result in terms of delivering the EMVIE for Good objective
- What makes this a relevant entry for this category?

K. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing (Max 750 Words)

The entry should cover the following:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution

- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?

L. Young EMVIE Of The Year (Max 1500 words)

The entry should cover the following for each of the 3 (minimum) pieces of work submitted:

- The communication goal
- The situation analysis
- The media solution
- The scale of execution
- How did the innovation deliver the goal?
- What makes the innovation differentiated and unique?
- What was the individual's contribution to the entry?

SECTION 3 : CATEGORY CODE, MATERIAL REQUIRED AND ENTRY FEES

Category	Code	Material Required (PDF & relevant material) For all categories a PDF is a must.	Entry Fee inclusive of 18.0% GST
Best Media Strategy–Consumer Products a. Cosmetics, toiletries, personal hygiene	A01a	Only PDF	Rs.12500/-
Best Media Strategy–Consumer Products b. Beverages and drinks	A01b	Only PDF	Rs.12500/-
Best Media Strategy–Consumer Products c. Confectionary and food	A01c	Only PDF	Rs.12500/-
Best Media Strategy–Consumer Products d. Others	A01d	Only PDF	Rs.12500/-
Best Media Strategy – Consumer Durables	A02	Only PDF	Rs.12500/-
Best Media Strategy – Services	A03	Only PDF	Rs.12500/-
Best Media Strategy – Media	A04	Only PDF	Rs.12500/-
Best Media Innovation –Television	B01	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation – Print a. Dailies	B02a	Jpeg of ad	Rs.11000/-
Best Media Innovation – Print b. Magazines	B02b	Jpeg of ad	Rs.11000/-
Best Media Innovation – Out of Home	B03	Up to 3 minutes A/V & jpeg of OOH & Photo	Rs.11000/-
Best Media Innovation – Ambient Media	B04	Up to 3 minutes A/V & jpeg of Ad & Photo	Rs.11000/-
Best Media Innovation – Cinema	B05	Up to 3 minutes A/V only	Rs.11000/-
Best Media Innovation – Radio	B06	MP3 Format containing not more than 3 spots	Rs.11000/-
Best Media Innovation – Digital – Search	B07a	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation – Digital – Social Media	B07b	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation – Digital – Mobile / hand held devices	B07c	Up to 3 minutes A/V	Rs.11000/-

Category	Code	Material Required (PDF & relevant material) For all categories a PDF is a must.	Entry Fee inclusive of 18.0% GST
Best Media Innovation – Digital – Display	B07d	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation – Digital – Video	B07e	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation - Digital - Multiple Platform	B07f	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation – Events / Experiential Marketing	B08	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation – Direct Marketing	B09	Up to 3 minutes A/V or screen shots or Jpeg of DM	Rs.11000/-
Best Media Innovation – Branded Content	B10	Up to 3 minutes A/V	Rs.11000/-
Best Media Innovation – Sponsorships	B11	Up to 3 minutes A/V	Rs.11000/-
Best Media Research / Analytics -Best Media Research using proprietary data	C01	Only PDF	Rs.12500/-
Best Media Research / Analytics - Best Media Research using existing data	C02	Only PDF	Rs.12500/-
Best Media Research / Analytics -Best use of Analytics / Data Technology leveraging existing or progressive technologies for driving insights or business.	C03	Only PDF	Rs.12500/-
Best Integrated Campaign–Consumer Products a. Cosmetics, toiletries, personal hygiene	D01a	Up to 3 minutes A/V	Rs.12500/-
Best Integrated Campaign–Consumer Products b Beverages and drinks	D01b	Up to 3 minutes A/V	Rs.12500/-
Best Integrated Campaign–Consumer Products c. Confectionary and food	D01c	Up to 3 minutes A/V	Rs.12500/-
Best Integrated Campaign–Consumer Products d. Others	D01d	Up to 3 minutes A/V	Rs.12500/-
Best Integrated Campaign– Consumer Durables	D02	Up to 3 minutes A/V	Rs.12500/-
Best Integrated Campaign – Services	D03	Up to 3 minutes A/V	Rs.12500/-
Best Integrated Campaign– Media	D04	Up to 3 minutes A/V	Rs.12500/-
Best Ongoing Media Campaign	E	Up to 3 minutes A/V	Rs.12500/-
EMVIE for Good	F	Up to 3 minutes A/V	Rs.12500/-
Grand EMVIE	G	No additional material nor any additional fee	
Best Media Agency of the Year	H		
Best Media Client of the Year	I		
Best Implementation Team of the Year	J		
Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing	K	Refer material requirements described in B01- B11 for relevant media	Rs.5000/-

Category	Code	Material Required (PDF & relevant material) For all categories a PDF is a must.	Entry Fee inclusive of 18.0% GST
Young EMVIE of the Year	L	Up to 3 minutes A/V	Rs.12500/-
Champions of Excellence	M	No additional material nor any additional fee	

Note:

- ❖ A PDF file containing the case study is a must for all categories.
- ❖ No submission of separate entries for Categories G, H, I, J & M.
- ❖ Please do not submit Storyboards or Presentation Boards.
- ❖ For A/V the desired format is WMV or mp4, for Art pulls it is JPEG and for Radio it is MP3.
- ❖ The A/V should not exceed 100 MB and the duration can only be up to 3 minutes. A/V cannot have any mention of agency name or logo

EARLY BIRD DISCOUNT : 10% FOR ENTRIES RECEIVED 7 DAYS BEFORE DEADLINE

LATE FEES : 20% SURCHARGE FOR ENTRIES UPLOADED ONLINE UPTO 4 DAYS POST DEADLINE.

SECTION 4 : SUBMISSION OF ENTRIES

1. You will have to register first using the website address given by us i.e. www.theadclubawardsentries.com
2. You will have to select your own login ID and Password. Keep the Ad Club Secretariat informed. You can choose up to 3 to 4 persons to enter the data and allocate different ids to them.
3. Please refer to the Help option for any guidance required.
4. You are requested to take a print out on a day to day basis of entry updation as it will help you to maintain control on number of entries sent and also the amount to be paid to the Advertising Club.
5. We request you to submit one hard copy of the entry application form duly filled in, authorized and signed by the client and media agency representative.
6. We suggest that name of the Entrant Organization / Agency / Clients should be correctly and carefully entered and Agencies follow a uniform policy while entering. Please use the same name across all entries without any abbreviation or short forms for agency, client and media owner. No changes will be allowed post submission of the entry
7. If work is done by multiple agencies, the work can be entered as Primary Agency (only one name) & Contributing Agency (up to maximum of two names). The scores will however be allocated only to Primary Agency.
8. You are requested to upload only PDF file of the Case study (do not upload word file) along with the 3 minutes AV and supportings, if any. **DO NOT UPLOAD THE JPEGS OF ANY CLIENT AUTHENTICATION LETTER AND ONLINE ENTRY FORM (ONLY HARD COPY NEED TO BE SUBMITTED).**

SECTION 5 : SELF DECLARATION FORM / N.D.A.

A self-declaration form will be circulated to all judges. The judges will read, sign and hand it over to The Advertising Club Secretariat before commencement of the judging process.

No jury member can participate in voting / commenting on:

- a. Own work – An entry in whose preparation he/she have contributed his/her time and/or skills, regardless of being in employment or association with the said work.
- b. Entries where a spouse, parent or child of a jury member has contributed their time and /or skills.
- c. Entries from Media agencies with whom they are currently employed on a permanent basis/on the board of directors or Entries from agencies in which they have financial stake.
- d. They will score a **ZERO** against such entries.
- e. Failure to do so will result in disqualification of the entry from the category.

SECTION 6 :THE JUDGING PROCESS IS DIVIDED INTO TWO STAGES

Stage I :

This will have the entries judged by a panel comprising a minimum of 6-member jury. The panel will be eminent members of the media planning, research and media buying fraternity.

Stage II :

Entries which are short-listed in categories A, B, C, D, E, F, K & L in Stage I will go to Stage II. In Stage II, presentations will be made to a panel comprising a minimum of 6-member jury of eminent marketing professionals. The short listed case studies are sent to each jury member. The Jury members are expected to read the case studies before attending the round of case study presentation. Based on the scores Gold, Silver or Bronze are awarded.

Category G: The Grand EMVIE will go to an entry getting the highest score across categories A, B, C or D.

Category H: The Best Media Agency of the Year award goes to a media agency getting the highest accumulated aggregate score from categories A to G.

Category I: The Best Media Client of the Year award goes to a client getting the highest accumulated aggregate score from categories A to G.

Category J: The Best Implementation Team of the Year award goes to the implementation team basis jury scores in Round II of judging for Category B “Best Media Innovation”.

Best Case Study Presentation : The audience and the judges will exercise a vote on each day of the case study presentations in Round II. The most popular presentation on each of the 5 days (50% weight to the audience vote and 50% weight to the judge’s vote) will get a special memento at the Awards Ceremony.

SECTION 7 : RULES AND REGULATIONS

Who can enter? Only media agencies are allowed to enter. Creative agencies can enter if they produce a proof of their role in actual planning and/or buying of the media and its release.

Entrant Organisation Parentage: The decision on Group Agency or Standalone Agency as Entrant is that respective Agency/Group’s decision. They will need to upfront inform Ad Club if they want to enter as a Group or as separate agencies. Once decided as Group, then all entries must be under that Group. Similarly if under Agency, then consistently work done by the Agency can only be entered under that

Agency. We will not allow an either/ or option where a Group enters some work under Group and some under a constituent Agency.

- a. The work entered should have been executed between 1st April, 2016 to 31st March, 2017.
- b. None of the entries should have name of the entrant, logo, and agency. Even the Audio Visual containing the creative should not have the agency logo or the agency name. The entry will be disqualified if this is not followed.
- c. Entries must be for a genuine client of the agency and as part of the client's marketing activity in the year 2016-17 and not created for the purpose of winning an award. Verification of the client and legitimacy of the entry will be done by The Advertising Club.
- d. An entry form must accompany each entry with all details filled in as required. Entry forms not filled in correctly / incompletely are likely to be disqualified. Entries that are not correctly paid for are also liable to be disqualified. No refund is allowed in such cases. Incomplete entries or entries which violate this norm will be disqualified.
- e. Entry fee once submitted will not be refunded regardless if the entry is withdrawn/disqualified.
- f. The decision of the jury will be binding and final on the entrants.
- g. The points for the THREE categories of Best Implementation Team of the Year, Young EMVIE Of the Year and Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing will not be considered in the computation for the Media Agency of the Year or the Media Client of the Year.
- h. Upload the pdf file and the AV file on the website. Kindly note that the Entry Application Form should be sent physically to the Ad Club Secretariat along with the cheque and the Control Sheet. Please do not make the entry application form part of the case study while uploading.
- i. The Media Innovation should be accompanied by the necessary creative support.
- j. For the category Media Strategy & Media Research only Case Studies (PDF) to be submitted. No creative material in support will be accepted.
- k. The name of the entry, the contributors, the client organization and the entrant organization cannot be changed once the entry is submitted to The Advertising Club.
- l. There can be only one Entrant Organization name in the entry form. However in the Names of Contributors in the entry form, multiple organization names will be allowed – these organizations should have contributed or collaborated on the submitted entry. Irrespective of the number of contributing organizations, the total names of individual contributors should not cross eight in the entry form.
- m. **Allocation of Points :**
Points will be allocated on the basis of Gold, Silver or Bronze. Where an award is shared, points will be allocated equally. Gold will be allocated 15 points. Silver will be allocated 10 points. Bronze will be allocated 5 points.

GRAND EMVIE : The points obtained for winning a GRAND EMVIE will be included in computation of the Agency of the Year, Client of the Year & Media Partner of the Year. A Grand EMVIE generally goes to an entry that is also a Gold winner in a particular category; hence the marks will be allocated only once i.e. for the Grand EMVIE and not for the Gold. The winning entry will get only one trophy—the Grand EMVIE. A Grand EMVIE gets 20 points.

n. **Mode of Payment** : Entrants may make a consolidated payment by cheque, NEFT / RTGS. The entries submitted through cheque should be in favour of the “**THE ADVERTISING CLUB BOMBAY**”. In the event of NEFT/RTGS it is compulsory to send the copy of the Payment Advise. There will be no refunds for any reason. Outstation cheques will not be accepted. DD preferred.

NEFT/RTGS DETAILS :

Beneficiary Name of Vendor in Bank :	THE ADVERTISING CLUB BOMBAY
Beneficiary Bank Name :	STANDARD CHARTERED BANK
Account Type :	SAVINGS ACCOUNT
Beneficiary Bank Address :	SHREE PANT BHUVAN, SANDHURST BRIDGE, CHOWPATTY, MUMBAI-400007
Beneficiary Bank Account No :	224-1-002448-8
IFSC Code :	“SCBL0036047
MICR Code :	400036004

* For Material required and Entry Fee, refer to the Table on Page nos. 7, 8 & 9.

** **For Technical support, please email to emvies@adclubbombay.com**

Note : EMVIE material becomes the property of The Advertising Club and will not be returned. The Advertising Club reserves the right to make copies of selected creative material for education and publicity purpose.

NOTE : THE ENTRY APPLICATION FORM WILL BE A PART OF THE ONLINE SUBMISSION. HENCE YOU ARE REQUESTED TO UPDATE THE ENTRY FORM ONLINE, TAKE A PRINTOUT OF THE SAME AND SEND IT THE AD CLUB SECRETARIAT.

SECTION 8 : THE EMVIES 2017 DATE SCHEDULE (as of date & subject to change)

Last date to receive the entries	Monday	07.08.2017
DETAILS OF JUDGING - DELHI		
Judging - Round I {Day 1}	Tuesday	29.08.2017
DETAILS OF JUDGING - MUMBAI		
Judging - Round I {Day 2}	Wednesday	06.09.2017
Judging - Round I {Day 3}	Thursday	07.09.2017
SHORTLIST ON WEBSITE		
Shortlist for Mumbai & Delhi	Monday	11.09.2017
FINAL ROUND JUDGING		
Case Study Presentation - Round II {Day 1}	Tuesday	03.10.2017
Case Study Presentation - Round II {Day 2}	Wednesday	04.10.2017
Case Study Presentation - Round II {Day 3}	Thursday	05.10.2017
Case Study Presentation - Round II {Day 4}	Friday	06.10.2017
Case Study Presentation - Round II {Day 5}	Saturday	07.10.2017
Awards Ceremony	FRIDAY	13.10.2017

