



A National Level Blog Writing Competition → Blogathon'20

Is organized by IEEE BVM SB with the aim of “Personal Development for Smart People”.

Registration	26th April	2nd May
Submission period	30th April	3rd May
Fees	₹50 students	₹100 for others



Registration link: -

<https://bit.ly/registerblogathon>

Why write a blog?

Blogging enables you to reach billions of people that use the Internet. It can be incredibly valuable to a variety of people and for a variety of reasons.

How to write an effective Blog?

Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.

Craft a headline that is both informative and will capture readers’ attentions.

Use images to enhance your post, improve its flow, add humour, and explain complex topics.

For more info visit this website
<https://www.google.com/AMp/s/wpnewsify.com/blog/write-perfect-wordpress-blog-post/AMp/>

An Effective Blog Post Needs:

 1. Creative Ideas	 6. Eagle-Eyed Editing
 2. Strong Strategy	 7. Appropriate Visuals
 3. Appealing Headline	 8. Details Done Right
 4. Thorough Research	 9. Real Promotion
 5. Excellent Writing	

 Audience Ops

Event Guide Lines

- **Timeline:**

- 26th April 2020 (12 AM IST): Registration Starts
- 30th April 2020 (12 AM IST): Submission Portal Opens
- 2nd May 2020 (11:30 PM IST): Last Day for Registrations
- 3rd May 2020 (11:30 PM IST): Last Day for Submission
- 4th May 2020: Review Starts
- 6th May 2020: Winner Declaration

- **Registration:**

- Registration will be done through the following ways,
 - Website: <https://bit.ly/ieeebvmblogathon>
 - Townscript: <https://bit.ly/registerblogathon>
- Registration Starts from 26th April 2020 (12:00 AM IST).
- Registration will be open till 2nd May 2020 (11:59 PM IST).

- **Submission:**

- For submission, you'll have to provide us with the website URL of your Blog in the Submission Portal.
- The Submission of blogs will be in two categories:
 - Technical Blogs
 - Non-Technical Blogs
- You may choose any topic as per your choice.
- With the confirmation mail, you will get a link for the submission portal.
- You can submit at <https://bit.ly/ieeebvmblogathon>
- Submission will be open from 30th April 2020 (12:00 AM IST) and will be closed on 3rd May 2020 (11:59 PM IST).
- Only one submission will be accepted per participant.
- Every participant will have to create a new website (Preferable WordPress) and that website should contain only one blog.
 - The webpage should be created after the 26th of April 2020 and also the date should be visible at the end of the blog. (Which is available in the website setting in WordPress).
 - Link for how to write a blog on WordPress, <https://youtu.be/x0zwIVmIUCw>
- The blog shall be written in the English Language.

- **Review:**

- The review will be done in three phases.
- **Phase 1: Primary Filtration**
 - Based on Plagiarism
 - The content of the blog should have at least 75% Uniqueness.
 - All the blogs with uniqueness less than 75% will be disqualified.

- **Phase 2: In phase 2 content-based review will be done, Marks will be given considering the following parameters.**
 - Content Quality: It includes Clarity, Engagement, Delivery, Grammar and Readability, Audience approachability.
 - Topic relevance: Consistency and depth of the Topic, Literature review, proofreading, factual information.
 - Design: Includes Aesthetics of the webpage, Ease of Navigation, SEO (Search Engine Optimization), Use of Images, GIF, hyperlinks, Sub sectional information.
 - Considering all the above factors marks will be provided by the review committee.
 - For blogs with different topics, field expert will be reviewing and will be giving the marks.
- **Phase 3: If there is any tie for blogs with two different or relevant topics then the phase 3 review will be carried out.**
 - In this phase, we'll send the blogs for the expert review and the result will be declared.
- Review of Blogs will be done by **IEEE Magazines and Newsletter Article Professionals.**
- **Result**
 - The result will be declared through mails.
 - Top three blogs from each category will get:
 - An assured prize.
 - Featured on the IEEE BVM Website.
 - Featured in the IEEE BVM News Letter.
 - All blogs will be rewarded by an acknowledgement certificate.

