



Round 2: Task Guidelines

Timeline: T-10

Creative Content and Media (CCaM) envisions how you project Manfest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives associated with Manfest-Varchasva for online, off-campus, and on-campus publicity is the responsibility of this vertical.

Task:

Venue design is a key aspect of any event. The ambience plays a vital role in determining the success of an event and encouraging high involvement of participants on campus. So, as a part of venue design, think of ways in which you can decorate:

- Campus: To engage IIML audience 2 weeks before the fest - it could be an event, a countdown timer or anything innovative that comes to your mind. Mention at least 3 spots on campus, with justifications, where you could drive maximum engagement.
- Stage: Fashion parade, music and dance events are held at the Umang-Utsav open area. All these events require different backdrops. This isn't exhaustive - if you have other ideas to brighten the venues, feel free to add to the list and design them.
- Online platforms: Research thoroughly on the online platforms available to conduct the fest and finalize 3 platforms. List down all the creative deliverables required to customize the various platforms, including elements for all stakeholders (Manfest Varchasva branding, sponsor branding, audience hype, etc.)

Final Deliverables:

- A PPT (maximum 5 slides) covering all the details and showcasing at least 3 designs.

Suggestions:

Understand the dynamics on campus, the places that attract attention and ways to increase visibility for a sponsor. Research the different tactics followed in stage design to create the ultimate buzz. Innovative ideas will add weight to your submissions.

For any queries regarding the task contact – Kartik or Jay

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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