



Round 2: Task Guidelines

Timeline: T-100

To quote a famous Hindi movie character, “Films do well only because of 3 reasons: Entertainment, entertainment and entertainment.” We are entertainment. We infuse the fun element in the biggest spectacle that you would see during your stay in Hel(L).

Entertainment at Manfest-Varchasva is responsible for ensuring that each and every individual that sets his/her foot in the IIM Lucknow campus during the fest has the time of his/her life. MV's Informals, Brand Engagements, Afters, Proshows, etc. are all conceptualized with the same motive. How do you ensure that people who are not participating in any formal event are still having fun? How do you ensure that everyone at Manfest-Varchasva has something to entertain them at any given time of the day? How can the fest experience be made memorable for everyone, whether they are IIM-L students or external participants? You decide.

Task: Propose all events that should be conducted under the Entertainment Vertical of MV and prepare a 100-day roadmap for executing the same.

Final Deliverables:

While doing the task, bear in mind the following points:

- Describe all categories of events that should happen at MV, with example of events under the category (e.g., Event Category: Afters, Example Event: Silent DJ)
- Explain context and thought process involved in choosing the event category.
- Create a broad timeline that makes sure that all events proposed could be executed flawlessly during the fest.
- Keep the target audience in mind.
- Brownie points for out-of-the-box thinking.

Your output should be in the form of a PDF/PPT containing max. 6 slides.

Remember, brevity is a virtue.

For any queries regarding the task contact – Mohit or Anshika

We hope you enjoy the task! All the best!

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