



## Round 2: Task Guidelines

**Timeline:** T-10

***"I always think a great speaker convinces us not by force of reasoning, but because he is visibly enjoying the beliefs; he wants us to accept" -William Butler Yeats***

*At IIM Lucknow's Manfest-Varchasva, Leaders Express aims to provide a platform for a storyteller to interact with an audience. We strive to help people meet the most remarkable leaders and visionary stalwarts of current times, learn from their experiences and discover the spark within them. The audience takes home valuable insights that stays with them lifelong. We are always in search of the next story, and we need to look everywhere – across the Business, Sports, Economics, Entertainment and Fine Arts worlds.*

**Task:**

- Design a combined promotional plan for all engagements (talks / summits / workshops) to be held. Identify target audience and device innovative methods to onboard them for Leaders Express. Understand how a Leadership conclave attracts audience and how other B-schools are doing the same. Keep in mind that the promotions have to be in sync with Management Events, Cultural Events, and Entertainment events. Smart and practical innovations will earn brownie points.

**Final Deliverables:**

A Word Document or PDF file (Maximum 2 pages) / PPT (Maximum 6 slides):

- Target Audience & Value proposition
- Engagement & Promotional Plan
- Timeline of promotional activities till the fest

**For any queries regarding the task contact – Mohit or Sarthak**

**We hope you enjoy the task! All the best!**

**MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

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