



Round 2: Task Guidelines

Timeline: T-0

Creative Content and Media (CCaM) team envisions how you project Manfest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives and content associated with Manfest-Varchasva for online, off-campus, and on-campus publicity is the responsibility of this horizontal. The task is designed to give you an idea of the deliverables of a CCaM team member.

Task:

Press Release

A large amount of the publicity for Manfest-Varchasva is in the form of newspaper articles that are constantly published in a varied number of local and national dailies across the country. However, wording those articles to ensure maximum impact is always quite the challenge.

Key Deliverables

It is a day before Manfest-Varchasva and it is time to let all and sundry know what's in store. You have to do both of the following:

- a) Pen down a 500-word write-up to be published in a local daily that highlights all the offerings that Manfest-Varchasva has this year. The aim is to highlight the massive scale that Manfest-Varchasva has always been known for and incentivize all readers to attend the fest. Make it an interesting read.
- b) Pen down a 300-word write-up for a national daily introducing a prominent leader who is attending Manfest-Varchasva. The idea is to ensure enough branding for Manfest-Varchasva as well as to incentivize media personnel to cover this high-profile event.

For any queries regarding the task contact – Ayush or Aravind
We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

ANSHIKA (85271 38170) | ARAVIND (98952 71819) | AYUSH (73218 94091) | JAY (98970 63440)

KARTIK (89228 46687) | KRITIKA (98719 31051) | MOHIT (97572 31429) | SAJITH (90720 36802)

SANYAM (96904 59433) | SARTHAK (99094 27779) | SHIVAM (80738 00369) | UDIT (89504 75688) | UMANG (98105 15600)

