



Round 2: Task Guidelines

Timeline: T-100

Creative Content and Media (CCaM) team envisions how you project Manifest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives and content associated with Manifest-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:

Media Relations

Manifest-Varchasva associates with various media partners to ensure publicity for the fest on national and local mediums such as Newspapers, Magazines, Television, Radio and Online/Website.

Key Deliverables

- a) Prepare a list of reputed newspaper, television and website partners that you would like to associate with for the fest. (10 each)
- b) Obtain contacts of people who you would get in touch with for media partnership for at least 3 of each of these categories. Submission for the same should be in the following format in excel:

Type of Media Deliverable | Name of Media Deliverable | Name of Contact | Designation | Phone Number | Email ID

****We would strongly appreciate the quality of contacts in terms of designation.**

**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

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