



Round 2: Task Guidelines

Timeline: T-10

Participation and Hospitality is the heart of the fest, as it is both the quality and quantity of participants that define the success of the fest. Business leaders, judges, students, alumni, academicians, corporates, NGOs, professional artists from different corners of India dot the entire landscape of IIM Lucknow during the 3 days. To add to it, the participation in online events, off campus case study competitions, and initial rounds of several events, takes the entire participation at the fest to gigantic proportions year after year.

Final touches to Participation and Gearing up for Hospitality:

After more than 100 days of publicity covering the entire country and multiple B-Schools abroad, the team is all set to shift from the 'Participation' phase to the 'Hospitality' phase. For a fest of such large scale, there are bound to be last moment hiccups. Not all events may be as attractive as others and it will be your responsibility to take the team over the line in terms of participation. Campus Ambassadors will help you with this. Also, accommodating everyone within the campus in the chilly winters is a big challenge. For this, you need to design an accommodation plan for the participants and guests within the campus.

Final Deliverables:

A. Accommodation (Excel/Word Doc)

- Give a list of required resources, available places for accommodation within campus with capacity and manpower requirement for the setup.
- Devise a process for accommodation allocation of participants and all the guests.
- Develop an inventory requirement plan for the above details.
- Detailed timeline for the whole process.

B. Campus Ambassador (Word Doc)

- Conceptualize events / meetings/activities you would conduct (in online and offline modes) to garner maximum number of entries for the Campus Ambassador program from different colleges (Pan India). Feel free to ideate and capitalize on the resources at your / MV's disposal.

Note: Make reasonable assumptions wherever necessary

For any queries regarding the task contact – Sarthak or Mohit

We hope you enjoy the task! All the best!

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