



# MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



## Round 2: Task Guidelines

**Timeline:** T-10

*Creative Content and Media (CCaM) envisions how you project Manifest-Varchasva to the outer world to create the desired impact for all stake holders. All creatives associated with Manifest-Varchasva and off and on-campus publicity is the responsibility for this vertical.*

### Task:

Venue design is a key aspect of any event. The setting and ambience play a key role in determining the success of an event and encouraging increased involvement from the participants on campus. So now as a part of venue design, think of ways in which you can decorate:

- On Campus: Think of ways to engage the IIML audience 2 weeks prior to the fest – it could be an event, a countdown timer on the mess display board or anything that comes to your mind.
- Areas to display posters, banners or anything creative: Places where you think maximum people turn up and hence how the branding of sponsors or the fest should be done. You may supplement it with a poster design for the fest.
- Stage Design: Fashion parade, music and dance events are all held at the same venue i.e. the Umang-Utsav open area. All these events require different backdrops. Think of feasible ways in which this venue needs to be designed in order to create maximum awe. This list isn't exhaustive – if you can have other ideas in order to brighten the venues, feel free to add them!

### Final Deliverables:

- A PPT (Maximum 5 slides) covering all the necessary details.

### Suggestions:

Understand the dynamics on campus, the places that attract attention and ways to increase visibility for a sponsor. Creating campus buzz is essential for the event's success. Research on the audience for the stage events and the different tactics followed in stage design. Innovative ideas will add weight to your submissions.

For any queries regarding the task contact - Amitto or Nidhin

We hope you enjoy the task! All the best!

**Manifest-Varchasva Core Committee, Indian Institute of Management Lucknow**

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