



MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



Round 2: Task Guidelines

Timeline: T-10

"Storytelling is the most powerful way to put ideas into the world today." -- Robert McKee

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 their idols, learn from their experiences and discover the spark within them. The audience takes home valuable insights that stay 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.

Design a combined Promotion plan for all engagements (talks /summits /workshops) to be held. Identify the target audience and devise innovative methods to attract them. Understand the conventional promotional tactics used by B-school fests for leadership engagements. Keep in mind that your promotions will have to be in sync with those for the management events and entertainment acts. Smart and practical innovations, howsoever small, will earn brownie points.

Final Deliverables:

A Word Document or PDF file (Maximum 2 Pages)/PPT (max. 6 slides) covering:

- Novel Promotional Activities
- Engagement-wise Promotion plans on a timeline

We hope you enjoy the task! All the Best!

For any queries regarding the task contact
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