Round 2: Task Guidelines

Timeline: T-50

"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.

(Do only one of the two given below)

OPTION A:
Design a workshop for the fest, in detail. Align your offerings with the interests of the target audience. You should explain:
- Concept and format of the Workshop
- Potential Agencies for conducting it
- Promotion and Execution Plans

OPTION B:
Design a leadership summit for the fest in detail. In these summits, veterans come together to discuss the pertinent issues related to the theme. The theme can be related to one particular sector, eg: the automotive industry, or could be a horizontal agenda, say struggling Indian economy. You should explain:
- Theme and format for the summit
- List of Potential Leaders
- Promotion and Execution

Final Deliverables:

A Word Document or PDF file (Maximum 2 Pages)/PPT (max. 6 slides)
You should explain the concept, promotional plan and execution of the summit.

For any queries regarding the task contact
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