



MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



ROUND 2: Task Guidelines

Timeline: T-50

Let's talk business!

Management Events are organized for B-school & the corporate community and are categorized as Flagship Events, Domain Events, Online Events, Case Studies (Biz Theatre) and On the Spot Events.

T-50

You need to launch a marketing event on multiple online/offline platforms.

Deliverables:

- Submission in the form of a Word document

Expectations:

- Round details (complete with registration timelines, round timelines and final round details)
- Timelines
- Promotional and participation Strategies

Note: Make reasonable assumptions wherever necessary. Adhere to the specified expectations. Write-up should be in a bulleted form.

For queries regarding the task, contact:

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