



Round 2: Task Guidelines

Timeline: T-50

JashN, the Fashion Parade is one of the most scintillating events of the fest, one that ups the glamour quotient of the fest. Each year, our focus has been to introduce some aspect to this event that is both challenging for participants and exciting for audiences to witness.

List 5 different engagement plans for sponsoring companies in the fashion show. E.g. A jewellery round for Tanishq

Deliverables:

1. Concept Brief
2. Action Plan
3. Contact details of people/ organizations to be approached

Given below are some general guidelines to help structure your thoughts while completing the task:

Concept and Design

1. Description of the event – nature (showcase/competitive/non- competitive/crowd engagement)
2. Detailing of the event – Rules, detailing of rounds (preliminary elimination rounds as well), possible judges, evaluation criteria etc.
3. Potential sponsors that we can partner with for the event (with a brief outline on why they should associate with us)

The guidelines given above are not binding, so feel free to include any additional details required to make the event successful. Our only advice is to keep your task submission brief and precise, without compromising on attention to detail.

Final Deliverable

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

In case of queries, you can always contact: Ashita | Nandini
All the best!!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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