



Round 2: Task Guidelines

Timeline: T-10

Let's talk business!

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

UP Tourism, a sponsor, got confirmed 15 days prior to the fest. You need to design an event (including detailed timelines), which can attract maximum participation. The event must include 2 qualifying rounds and the final round.

Deliverables:

- Power-point presentation or word document

Expectations:

- Out of the box thinking in event designing
- Ways to attract maximum participation from top b-schools

Note: Make reasonable assumptions wherever necessary. Feel free to add any other details (over and above the expectations) that you might deem relevant. The write-up should be in a bulleted format.

All the Best! In case of any queries, please contact:

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