



Round 2: Task Guidelines

Timeline: T-0

Creative Content and Media (CCaM) team envisions how you project Manfest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives and content associated with Manfest-Varchasva for online, off-campus, and on-campus publicity is the responsibility of this horizontal. The task is designed to give you an idea of deliverable of a CCaM team member.

Press Release & Promotional Plan

A large amount of the publicity for Manfest-Varchasva is in the form of newspaper articles that are constantly published in a varied number of local and national dailies across the country. However, wording those articles to ensure maximum impact is always quite the challenge.

Key Deliverables

It is a day before Manfest-Varchasva and its time to let all and sundry know what's in store. You have to do **all** of the following:

1. Pen down a 500-page write-up to be published in a local daily that highlights all the offerings that Manfest-Varchasva has this year. The aim is to highlight the massive scale that Manfest-Varchasva has always been known for and incentivize all readers to attend the fest. Make it an interesting read.
2. A detailed concept note of a reel you would like to post prior to the fest and why it would create the desired hype. Send a video showcasing your reel making skills as well (does not need to be about MV, can be about any aspect of your life)

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

Ashita (9818596853) | Faheem (6384032964) | Gitapremnath (9053670208) | Jayesh (9735381395)
Nagpal (7014201732) | Nandini (9435156445) | Nishit (8239717578) | Radhika (8448416858)
Ritin (6302648835) | Shruti (9999023074) | Sourabh (9494118273) | Tanushmita (9717665648)

