



Round 2: Task Guidelines

Timeline: T-0

"I always think a great speaker convinces us not by force of reasoning, but because he is visibly enjoying the beliefs, he wants us to accept" -William Butler Yeats

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 the most remarkable leaders and visionary stalwarts of current times, learn from their experiences and discover the spark within them. The audience takes home valuable insights that stays 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.

Task:

It is the D-day and all your hard work has resulted in an amazing line up of speakers. Now, being the multi-tasker you are, you have to handle all the stakeholders effectively. Identify all the possible stakeholders and make a detailed list of things that you need to do to make the event a success.

Your solution should include all the requirements that a speaker might need both in the online or offline scenario from the time they leave their home or login into the call to the time they leave or logout. Three critical aspects that you need to focus on are – detailing, comfort of the speaker and operational feasibility of the proposals. Contingency/back-up plans will add weight to your submissions.

Key Deliverables:

A Word Document or PDF file (Maximum 3 pages)/PPT (Maximum 6 slides).

- Identify all the possible stakeholders and make a detailed list of things that you need to do
- All logistical and inventory requirements to conduct the event and cater to the speakers – both offline and online
- Timeline of the three days of fest

Brownie points will be awarded for including new ideas and contingencies that you feel might add value apart from the expectations.

For any queries regarding the task, contact – Jayesh or Faheem

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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