



## Round 2: Task Guidelines

**Timeline:** T-50

*"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:**

You are required to conceptualize the consortium of engagements (summits/talks/interviews/ anything else you can think of) for the 3 days of Manfest-Varchasva. You may want to base them all on a single theme or focus on the recent happenings in different sectors (sports, business etc.).

Innovation in formats and themes, along with a supporting rationale will earn you brownie points. Two critical aspects you need to focus on are the detailing and operational feasibility of the proposals. Contingency/backup plans will add weight to your submission.

### **Key Deliverables:**

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

- Format and Themes for the engagements
- Scheduling across the 3 days
- Potential speakers for each engagement

*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**

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

