



CORE COMMITTEE SELECTIONS

Round 2: Task Guidelines

Timeline: T-50

A major attraction of the fest are its Western Rock Band Competition and solo singing competition under the aegis of "Music Events". We focus on attracting and promoting fresh talent from across the country and provide a platform to showcase that talent in the most exuberant manner.

Task:

Part 1: Conceptualize a detailed promotion plan for your events to be taken to local as well as outstation colleges. A lot of independent bands are not associated with any college or university. Thus, you also need to mention how you would get independent bands to participate.

Deliverables –

1. You need to come up with a proper timeline for your promotion strategy
2. Different channel or avenues you will leverage for increasing visibility of the event and driving participation

Part 2: List down at least 3 potential sponsors that we can collaborate with for the music events.

Deliverables –

1. The sponsors name and POC details

Suggestions:

These guidelines are not binding, so please feel free to present your event in the way you like. Our only advice is to keep your task submission brief and precise, without compromising on attention to detail.

Final Deliverables:

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

For any queries regarding the task contact – Shruti | Tanushmita

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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