



Keshav Memorial Institute of Management

Affiliated to Osmania University, Approved by AICTE

A unit of Keshav Memorial Educational society

Narayanaguda, Hyderabad, 500029



Report on " IDEATE YOUR FLAGSHIP EVENT "

Name of the Event - Ideate Your Flagship Event

Organizing Club - KMIM E-cell

Date – 19th September 2025

Venue – KMIM Campus

Timings – 11:00 AM

Introduction:

This report presents the planning and conceptualization of a flagship event designed as part of an event-ideation activity. The event focuses on developing a structured and professional approach to organizing a large-scale workshop within an academic setting. It outlines the essential components required for successful execution, including event theme selection, promotional material development, budgeting, guest coordination, venue arrangements and audience engagement strategies. The purpose of this report is to demonstrate how a well-planned event can be executed by integrating creativity, management skills and systematic preparation.

Event Highlights:

The event is centred around a workshop on the Business Model Canvas, supported by the theme “From vision to venture – Map your Business Model.” Key elements of the planning process include preparing a detailed brochure, designing the event tagline, and drafting formal invitation methods for guests and speakers. A clear budget analysis is provided, covering speaker fees, gesture of honour and marketing expenses. Promotional materials such as flyers and posters are developed to strengthen event visibility and branding. Additional highlights include strategies for publicizing the event, methods for estimating audience turnout, procedures for booking the venue and planning for potential technical or administrative issues to ensure smooth execution.

Glimpses:

The image displays two promotional posters for a workshop. The top poster is a flyer for a 'Work Shop On:- Business Model Canvas' at Keshav Memorial Institute of Management. It features a portrait of Dr. Suman Kumar Naredla, Professor and Dean at SR University, Warangal. The event is scheduled for 19th September 2025 at 11:00 AM in the MBA Seminar Hall, 4th Floor. It lists student co-ordinators (Soni, Vinatha, Jayanth, P. N. Neethu, Vidya sagar, Swetha sharma) and an event schedule including interaction, introduction, registration, funding, operations, government help, and pitching sessions. The bottom poster is a larger graphic with the title 'WORKSHOP ON BUSINESS MODEL CANVAS' and the tagline 'From vision to venture- map your Business Model'. It repeats the date, time, and location, and includes a photo of participants in a workshop setting. Both posters mention the faculty co-ordinator Mrs. T. Swetha and the head of the department Dr. V. N. Santhi sree.

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**Work Shop On:-
Business Model Canvas**

Dr.SUMAN KUMAR NAREDLA
Professor, Dean
SR UNIVERSITY, Warangal

Date:- 19th September 2025
Time:- 11:00 AM
Location:- MBA Seminar Hall, 4th Floor

Student Co-ordinators

- Soni
- Vinatha
- Jayanth
- P. N. Neethu
- Vidya sagar
- Swetha sharma

Event Schedule:

- Interaction session
- Introduction startup
- How to register a startup
- How to get funding
- About operations in the startup
- How govt is helping startups
- Pitching session

Mrs.T.Swetha
FACULTY CO-ORDINATOR

Dr.V.N.Santhi sree
HEAD OF THE DEPARTMENT

Mrs.V.Santhi
PRINCIPAL

KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

**WORKSHOP ON
BUSINESS
MODEL
CANVAS**

*From vision to
venture- map
your Business
Model*

DATE

**19TH
SEPTEMBER, 2025**

11:00AM

**MBA
SEMINAR
HALL**

**WHAT YOU WILL LEARN IN
WORKSHOP:**

- INTERACTION SESSION
- INTRODUCTION OF STARTUP
- HOW TO REGISTER FOR STARTUP
- HOW TO GET FUNDING
- HOW OPERATION RUNS
- HOW GOVERNMENT HELPS STARTUPS
- PITCHING SESSION