

EEMAGNIFY

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Samit Garg
President

FROM THE DESK OF THE PRESIDENT

Time has flown, and we are sailing through the last quarter of the year 2022. More than 2 years were lost to Covid-19 and our industry has been one of the biggest losers. Thankfully, the worst of the pandemic is behind us and the industry is gradually regaining the lost footings.

Our friends and colleagues all around the world continue working hard to bring our world back to life. Hopefully stronger and maybe even bigger.

More than ever, I want to express my gratitude to all our seniors for having given us the EEMA that we have today. And to all our members who have over a long period of time backed the association with their belief and vision of the tribe. On behalf of the NEC, we thank you for having brought us to office and we promise to put our best foot forward in taking ahead the dreams of our peers and predecessors.

We had our first NEC meeting on the 17th of September and have identified some core areas of focus in the immediate term.

The constitution amendment is critical and we hope that all of you will join the Special General Body Meeting scheduled for 18th of October for the same. Government interaction and engagement is aggressively being pushed across various sectors. Integration of regional associations spread across the country and bringing them together in a unified EEMA umbrella is an exercise that is being given full impetus.

We are hopeful that you will find this endeavor of a monthly newsletter useful and vide this, we plan to keep you updated of the various developments and initiatives being implemented at both national and regional levels.

It would be noteworthy to mention that it is now India's time to showcase it's mettle to the world. In the coming 12 months - we are going to be hosts to the G20 Summit/meetings, Hockey World Cup, SCO Summit meetings, ITB and many more. This is a clear indication of the times to come. It is a signal for us to stand up and be ready to embrace the endless opportunities that are coming our way. Let us also be mindful - if we don't do these, someone else will.

God bless EEMA and God bless our fraternity.

Samit Garg, President
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- Wedding Council meeting and updates
- Wedding Sutra Engage
- 2nd NEC Meeting
- WeCare Now led by Ms. Sushma Gaikwad
- Swadesh Tourism Conclave @ Vigyan Bhawan
- Eventsthan
- Marriott Marketplace
- Special General Body Meeting of Platinum Members
- EEMA partners Marriott India Market Place - Mumbai
- The Marriott EEMA Card
- Regional MoUs were signed with EMAK, SGEMA & APCEI
- Deloitte comes on board to draft the Wedding Tourism Policy for EEMA



Vinod Janardhan
General Secretary

Success is not final and failure is not fatal: so it is the courage to continue that counts. We must look at success as a journey, not a destination. Success will help us all to move forward faster.

On this successful note; I congratulate Samit Garg, president of EEMA for his effervescence of positivity and inclusion.

Congratulations also to the NEC and all the regional teams for amplifying the energy and vibrancy brought in with a lot of joie de vivre within the first month of taking the reins. This newsletter is a small first step towards bringing in progress and information within EEMA to all our members and beyond. EEMAGNIFY has the potential to be an Informative mouthpiece of our industry body and help us expand our horizon. Being in its nascent humble stage it will evolve and self-grow in size and information.

We hope that you love what we are bringing for you and invite you to contribute with articles matched with action pictures which will help us set a context on the horizon. EEMAGNIFY is your monthly newsletter, so augment, expand and amplify your talent to our growth, plug in your energies and writing skills for us.

Vinod Janardhan, General Secretary
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EVENT info

EEMA Gurukul – Masterclass with Experts – An EEMA East Initiative – National : 02nd October 2022



Another power packed session of the EEMA Gurukul – Masterclass with Experts was organized on the 2nd October 2022. Key speakers, Ankur Kalra, Treasurer EEMA and Mandeep Singh, Senior Member EEMA, highlighted various aspects and means to make a business grow more effectively and efficiently by adequate involvement of processes and systems.

Samit Garg, President, EEMA along with Immediate Past President opened the session. Satybrat Sanu Ratho, President, EMAO (Odisha) along with Pankaj Bansal, Secretary, EEMA (Assam) and Naval Tiwary, Treasurer, EMAK (Chhattisgarh) also graced the occasion.

Work Hard in Silence. Let success make the noise.
– Frank Ocean

Wedding Sutra Engage :

07th October 2022

In regards to another industry tie-up, EEMA partnered with WeddingSutra and invited members for an empowering Panel discussion. Harshal Kothari, Jt. Secretary West, EEMA represented the association as a Panelist of an empowering discussion titled 'Homegrown Brands, Millennials and Celebrations.' The event also provided an interactive networking platform with Creative Entrepreneurs who were keen to engage with the Event Industry.

Wedding Council meeting and updates : 04th October 2022



A virtual meet with the Wedding council was conducted on the 4th October 2022. The meet aimed to highlight important areas to be taken up as a further course of action. The highlighted areas included Government Representation / Wedding Tourism Policy, Action on Copyright issues, Promotion of the Cashless Economy, Lead a program for the next generation of wedding planners and Entry Level certification.

Key stakeholders were also identified to lead each of the these. Discussion on the Wedding Tourism Policy was also initiated.

QUIZ TRIVIA

Where did the first Michael Jackson Concert happen in India?

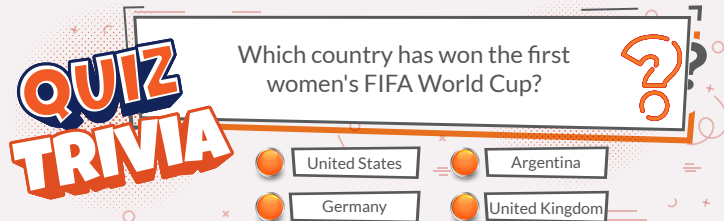
- Delhi Mumbai
Goa Hyderabad



EVENT info

2nd NEC Meeting : 08th October 2022

The second meeting of the National Executive Committee was organized virtually on the 8th October 2022. Key points from the first NEC meet were extracted and a way forward strategy was ideated. Highlights included financial performance and forecast, Constitution Amendments, event policy, committees in action and the zonal updates.



WeCare Now led by Ms. Sushma Gaikwad



The responsibility of leading WeCare will now be shouldered by Ms. Sushma Gaikwad, Co-Founder, Ice Global. A virtual meet was conducted where President Samit Garg along with EVP PVN Vidyasagar, General Secretary Vinod Janardhan and Treasurer Ankur Kalra invited Sushma to congratulate her as the new Chairperson for EEMA WeCare. She thanked everyone and proposed to present a road map by mid-November.

In the way forward strategy, Sushma aims to focus on holistic wellbeing along with organizing training and development programs for the people/employees working in the business of events.

Focus on the outcome, not the obstacle.
- Cyndi Watter

Swadesh Tourism Conclave

@ Vigyan Bhawan : 11th October 2022



Rajeev Jain, senior EEMA member attended the Swadesh Tourism Conclave and had a very meaningful interaction regarding the promotion of WEDDING TOURISM with Shri Shripad Naik, MOS for Tourism, Govt of India along with Shri Rohan Kunte, Tourism Minister Goa and Shri Satpal Maharaj, Tourism Minister - Uttarakhand.

Conversation about incentivizing agencies helping in promoting Wedding Tourism was also initiated and a proposal to help the Goa Government in the matter has already been sent.

This is a wonderful beginning, and we hope to sustainably push the concept of Wedding Tourism at both the central and state levels along with the help of all members and the strategic moves of the Wedding Council.

Eventsthan: 11th - 12th October 2022



FOREM (Federation of Rajasthan Event Manager), an association of Event Managers and allied industries founded in 2014 from Rajasthan organized Eventsthan 2022. Post conducting seven successful editions in the past, the association organized it's 8th Annual Convention on the 11th & 12th October 2022 at The Leela Palace Jaipur. Samit Garg, President EEMA along with PVN Vidyasagar, Executive Vice President and Vinod Janardhan, General Secretary graced the occasion.

Samit delivered a key note highlighting the importance of regional associations joining hands with EEMA to combat larger industry issues at a National Level.

EVENT info

Marriott Marketplace – Delhi :

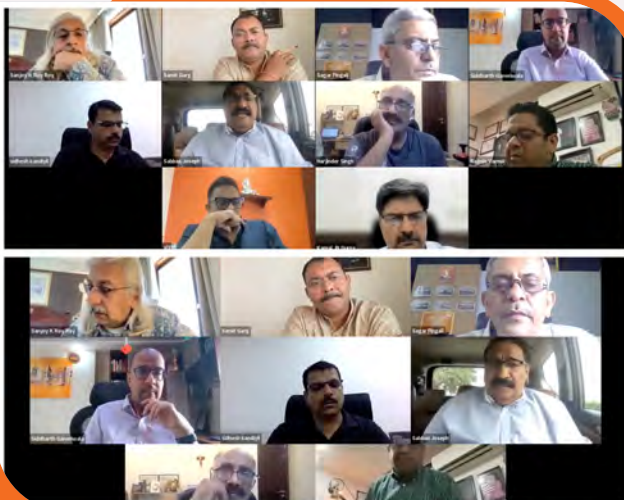
14th October 2022



In an endeavour to broaden the growth horizon for members, EEMA partnered with Marriott as part of their annual roadshow Marriott India Market Place. The event hosted at the JW Marriott Aerocity New Delhi, invited EEMA members for an exclusive networking opportunity to explore and meet the senior representatives of around 75+ hotels along with Marriott's Leadership Team in India.

Special General Body Meeting of Platinum Members :

18th October 2022



A Special General Body Meeting of the Platinum Members was organized virtually on the 18th October 2022. The meeting involved participation from Platinum Members on the subject of Approval of Amendment to Bye-laws of Event & Entertainment.

Management Association (EEMA). Suggestions and feedbacks in accordance with the document were taken up in a specified format and various amendments were highlighted and discussed.

The final document with revised changes will be circulated to the members by 10th November for approval.

EEMA partners Marriott India Market Place – Mumbai

19th October 2022



EEMA recently partnered with Marriott India and curated their most coveted event the Marriott India Marketplace 2022, on the 19th October 2022 at the JW Marriott Mumbai Sahar. This was proactively led by Raghav Roy Kapoor, VP West along with all office bearers of the zone including Harshal Kothari, Jt. Secretary, Nehal Shah, Committee Member 1, Ravi Mehta, Committee Member 2 and Sunil Kutty Menon, Senior Member at EEMA.

The conclave jointly hosted by EEMA & Marriott India Sales organization and its leadership team involved a strong representation from 70+ hotels across cities destinations and brands. Not just this, the event has been amongst the largest B2B networking opportunities which brought together corporate decision makers and buyers from companies with a spending budget of up to USD 1 million and buying travel solutions with a focus on Incentives and Meetings, from cross spectrum of industries. Representatives from powerful brands such as Reliance, Aditya Birla Group, Godrej, Sony India, Cipla, Mahindra, Glenmark, ICICI, Red Bull and many more marked their attendance.

The struggle you are in today is developing the strength you need for tomorrow.

– Robert Tew

EVENT info

The Marriott EEMA Card - Mumbai : 19th October 2022



As a part of the key agenda, the members of the National Executive Committee at EEMA launched the most awaited 'EEMA Marriott' Special Privileges card at the Marriott India Market Place hosted on the 19th October 2022 at the JW Marriott Mumbai Sahar.

The Card entitles all EEMA members many privileges and a separate kit for the same will be rolled out with all details by November end.

Regional MoUs were signed with EMAK, SGEMA & APCEI



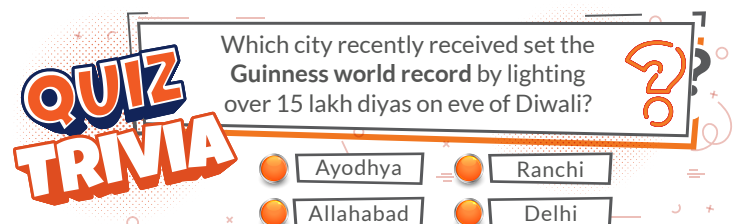
Collaborating with regional associations is an important part of our agenda to unite everyone and become a much larger Industry voice with multiplied strength in terms of members represented.

Deloitte comes on board to draft the Wedding Tourism Policy for EEMA



Post the meeting with the Wedding Council on the 4th October 2022, a meeting on the creation of the Wedding Policy was conducted virtually with Deloitte on the 17th October 2022. EEMA represented by Mr. Samit Garg, President, Vinod Janardhan, General Secretary and Rajeev Jain, senior member, EEMA, briefed the overall objective. The team at Deloitte highlighted that with respect to the concept on 'Wedding Industry & its opportunities across various stakeholders in the economy', the policy can be a very powerful concept in terms of how this can be encompassed within the definition of an 'Industry'. They also added that it's contribution to the GDP, though may be smaller, can create employment opportunities across the value chain which will be notable.

The team promised to work on a draft and share in nearly 2-3 weeks. Once finalized, this policy will be presented to the Ministry of Tourism, Govt. of India.



Teamwork divides the task and multiplies success.
- Unknown Author

WE ARE GROWING

OCTOBER 2022
NEW
MEMBER JOINEES

Ashna Dhanuka
 Star Member, EEMA

Ashuma Sachdeva
 Star Member, EEMA

Naveen Gupta
 Platinum Member, EEMA

Vipul Ganatra
 Platinum Member, EEMA

Laksh Singhal
 Silver Member, EEMA

Sabari Nair
 Silver Member, EEMA

MV Manoji
 Associate Member, EEMA

Pankush Miglani
 Associate Member, EEMA

Robin Chauhan
 Associate Member, EEMA