



EEMAGNIFY

Vol.01 / Issue 10 / MAR'24 & APR'24

www.eemaindia.com /



FROM THE DESK OF THE PRESIDENT

Samit Garg

president@eemaindia.com

Dear Friends,

It's fantastic to see the incredible energy across EEMA chapters! This month's newsletter brings exciting news from all corners of India. Collaboration, knowledge-sharing, and fostering a diverse and inclusive events industry remain at the heart of everything we do.

The industry itself is evolving at a cracking pace! Eco-friendly experiences are all the rage, so let's embrace "green glam" with sustainable practices and data-driven technology. We want to create immersive events that leave a lasting impact.

EEMA's Here to Empower!

We remain laser-focused on empowering our members. Through webinars, workshops, and award ceremonies, we provide knowledge sharing on everything from finance and tech to inclusivity and industry best practices.

We're also fostering collaboration with regional associations like EMAK and celebrating the incredible talent of Indian event professionals.

Stay tuned for more exciting events and initiatives designed to help you stay abreast with trends and succeed in our dynamic industry!

FLASH NEWS

- March 15, 2024: EEMA North Rendezvous Meet (Luxera New Delhi)
- March 16, 2024: EEMA West Webinar: Insurance for Events & Event Managers (EEMA Virtual Campus)
- March 28, 2024: EEMA West & Make My Trip Benefit Refresher Session (EEMA Virtual Campus)
- April 6, 2024: EEMA WeCare & Inclusional Webinar: Beyond Gender: Creating Safe Workplaces (EEMA Virtual Campus)
- April 10, 2024: EEMA South Harmony Meet (IIT Madras)
- April 16-17, 2024: EEMA & EMAK Silent Heroes Awards 2024 (Le Méridien Kochi)
- April 22, 2024: EEMA West Gurukool Masterclass Unveils Secrets to Event Planning (NIEM Kolkata)



Challenge. Collaborate. Conquer Together.



EVENT info

EEMA North Rendezvous 2024 Ignites Collaboration and Growth!

15th March 2024



A collaborative spirit permeated through the EEMA North Rendezvous 2024 held at Luxera, New Delhi on March 15th. Over 150 event pros ignited growth with insightful discussions and game-changing initiatives!

Vipul Pandhi, VP (North), and Ruchin Kohli (Joint Secretary) spearheaded this successful event. Ankur Kalra (Treasurer) kept the information flowing smoothly as the keynote moderator and fostered productive discussions, while our MC Swati Sharma Singh ensured the energy was high and the program ran like clockwork.

Insightful Highlights:

Industry Leaders' Insights: Financial experts like Sunil Pathak and Rahul Kishore Sharma of WEChartered Consultancy offered valuable guidance on navigating financial aspects for event businesses.

Technological Innovation: Naveen Gupta and Vishal Puri, Co-Founders of Forty Five Positive Tech, unveiled **Spalba**, a revolutionary event management SaaS platform poised to transform the industry.

EEMA North Initiatives: The launch of two key initiatives, **EPIID** (Event Professional ID) and **ERP** (EEMA Recommended Partners), promises to elevate industry standards by standardizing event professionals and recognizing trusted vendors.

EVENT info

A Two-Pronged Approach to Growtht

EEMA President Samit Garg emphasized the critical role of both capital and talent as drivers of event business growth. He championed **strategic talent acquisition** and **utilizing government schemes** as key tools to fuel expansion. This focus on talent aligns with the **industry's promising future**, as Garg highlighted the impressive collective market cap exceeding 2,000 crores for just six listed SME event companies.

Collaboration is Key

Sabaas Joseph, Past President of Wizcraft International, echoed the importance of collaboration. He stressed that knowledge-sharing and working together are the cornerstones of progress within the event industry.

A Heartfelt Thank You to Our Partners and EEMA Family

We are especially grateful to the dedicated EEMA Leadership team: Sagar Pingali (Executive Vice President), Vinod Janardhan (General Secretary), Siddharth Ganeriwala (Secretary), D V Vinod Gopal (VP South), Suman Raina (State Head of EEMA Rajasthan), and Vanesa Williams (Committee Member). Their hard work and commitment were instrumental in making the event a success.

We would also like to acknowledge our incredible Friends of EEMA: Rajeev Jain, Sanjeev Pasricha, Kamaljit Singh Gurna, Mandeep Singh, Vijay Arora, Nitin Arora, Prerana Saxena, Karan Singh Chettri, Sharad Mathur, and Amanveer Singh. Their unwavering support means the world to us.



EVENT info

EEMA Strengthens Your Event Game with Insurance Insights! : 16th March 2024



EEMA empowers members with knowledge! Our recent EEMA Virtual Campus webinar on "Insurance for Events & Event Managers" (March 16th) was a hit. Experts Mr. Vijay Reddy and Mr. Gaurav Vasani shed light on navigating the world of event insurance.

Here's a quick recap:

Financial Protection: Members understood how event insurance safeguards event finances from unforeseen disruptions or cancellations.

Customizable Coverage: The session explored the importance of tailoring insurance policies to address different event types' specific needs and risks.

Weatherproofing Events: Attendees learned how insurance can protect against weather-related issues, minimizing potential losses and ensuring event continuity.

Stakeholder Protection: The discussion highlighted how event insurance considerations extend to various stakeholders, including sponsors, vendors, performers, and the event organizer.

EEMA webinars equip you with the knowledge and resources to make informed decisions and ensure smooth event execution. Watch for upcoming events designed to elevate your event management expertise!

Break Barriers. Build Teams. Thrive in Diversity.

EVENT info

EEMA West & MakeMyTrip Streamlined Travel for Members 28th March 2024

EEMA West & MakeMyTrip Streamlined Travel for Members

EEMA West and MakeMyTrip collaborated to deliver valuable insights to members on March 28th at the EEMA Virtual Campus, Michael Menezes Auditorium. Key Account Managers Ashish Kumar and Rohit Thapa, alongside MC Nidaa Shamshi, showcased the MyBiz platform, highlighting its benefits.

MyBiz streamlined travel management with key features, ensuring access to the latest deals and availability through real-time booking and inventory. A centralized booking system simplified travel arrangements, fostering greater efficiency. Exclusive EEMA member benefits, including

discounts and flexible cancellation policies, provided significant cost savings. Additionally, 24/7 dedicated customer support guaranteed prompt assistance whenever needed.

Key Takeaways for EEMA Members:

Enjoy streamlined travel management with exclusive perks, including reduced costs and increased efficiency through centralized booking, real-time reporting, and exclusive discounts. Simplify GST management with accurate reporting and mapping, ensuring compliance is hassle-free. Plus, rest assured with dedicated 24/7 customer support. EEMA West empowers its members for success, exemplified by our recent webinar on MyBiz.

EVENT info

Beyond the Checkbox: EEMA WeCare & Inclusional Inclusive Work Environments

06th April 2024



EEMA's WeCare Committee & Inclusional joined forces for a powerful virtual session (April 6th) at the EEMA Virtual Campus led by Sushma Gaikwad (EEMA WeCare Chairperson) and Manika Garg (Efactor Experiences VP). The session focused on building safe and inclusive workplaces for a multi-generational workforce. They went beyond the usual Diversity & Inclusion (D&I) talk, exploring innovative strategies to create a thriving and diverse work environment.

Here's what made it a game-changer:

Diversity Beyond Gender: Experts Priyanka Agrawal (Inclusional) and Jayati Doshi championed respecting a wider range of identities and experiences, fostering a workplace that reflects today's workforce.

Building Dream Teams: Dismantling hiring bias and building diverse talent pools, as discussed by the session leaders, were key topics, opening doors to new opportunities.

Safety First, Everywhere: The session explored how the POSH Act safeguards employees in virtual spaces. **Data Drives Progress:** Tracking D&I metrics empowers informed choices for a truly inclusive environment.

Open Communication is Key: The importance of open communication and a well-trained Internal Complaints Committee was emphasized.

EEMA remains committed to fostering a thriving event industry that embraces diversity and inclusion. Stay tuned for future initiatives!

Data Drives Decisions. Craft Smarter Events.

EVENT info

EEMA South Harmony Meet Rocks IIT Madras:

Empowering MCs & Anchors! 10th April 2024



Held on April 10th at the prestigious IIT Madras, the EEMA South Harmony Meet wasn't just about creating impressive events. Led by the dynamic DV Vinod Gopal, Vice President of EEMA South, the event empowered aspiring MCs and Anchors, equipping them with invaluable skills to elevate their careers.

Key Takeaways Dropped:

Industry Insights Galore: Industry leaders Siddharth Ganeriwala (EEMA Secretary) and Alaap Goshar (TM Ventures) shared the latest event trends and branding strategies, ensuring attendees stayed ahead of the curve.

Execution Expertise from a Master: Abdul Muqheet, the mastermind behind Maze Events,

offered valuable insights into flawless event execution, making sure attendees can deliver unforgettable experiences.

Inspiration Station with Gitikka Ganju Dhar: This Anchor/Writer/Speaker motivated attendees with her inspiring stories and experiences, igniting a fire within them to excel.

Crafting Unforgettable Events with Nanni Singh: Nanni Singh, Chairperson of the EEMA Artist Committee, wasn't holding back! She revealed the secrets to crafting impactful events, ensuring attendees can create truly memorable experiences.

EEMA: Your Strong Community Partner: A fireside chat with Sagar Pingali (EEMA EVP) highlighted the importance of collaboration and the wealth of resources available within the EEMA community.

EVENT info

EEMA Empowers Kerala's Silent Event Heroes at EMAK Awards! 16th - 17th April 2024



The recent EMAK Awards 2024, held on the 16th & 17th of April, partnered by EEMA, wasn't just about accolades - it was a springboard for empowering Kerala's incredible event professionals! EEMA, as a staunch advocate for the Indian event industry, proudly joined forces with EMAK, showcasing their unwavering support. EMAK dignitaries, including President Raju Kannampazha, General Secretary Martin Emmanuel, and Treasurer Gincy Thomas, played a key role in this successful event amongst others.

This wasn't merely an awards ceremony. Over 75 MCs and Anchors received a power-packed session by industry veteran Brien Telles (EEMA Past President). His "Ten Lessons in Ten Minutes" delivered golden nuggets on building a strong network ("your tower of power") and exceeding client expectations.

The focus wasn't just on individual brilliance, but on collective strength. Collaboration was a key theme, with EEMA's EVP, Sagar Pignali (from the "MICE through Kerala" talk) emphasizing seamless teamwork across the entire event industry – from tour operators to venue staff. This collaboration is the key that unlocks the true potential of the MICE (Meetings, Incentives, Conferences & Exhibitions) industry, as highlighted by Vinod Gopal (VP EEMA South) in his session. He emphasized Kerala's MICE future shines! Collaboration across the event industry, along with smart social media strategies, will unlock success in grand weddings and beyond. Client focus, strategic marketing, and sustainability are key!

EEMA's partnership with EMAK solidified its role as a champion for event professionals across India.

EVENT info

EEMA East Gurukool Masterclass Unveils Secrets to Event Planning 22nd April 2024



On 22nd April at NIEM Kolkata, EEMA East's Masterclass with Gurukool Experts delivered essential insights for excelling in the dynamic media and entertainment industry. Led by Avinash Singhania, Joint Secretary of EEMA East, the interactive session presented actionable strategies for industry veterans and newcomers alike.

The "Key Note to be a Successful Event Planner" session honed in on core event planning skills, such as understanding client briefs, maintaining clear communication, and sticking to timelines. Participants also explored the influence of digital and social media and the nuances of venue selection and entertainment.

A spirited discussion tackled the unique challenges of corporate and wedding events, equipping attendees with practical knowledge to elevate their careers. EEMA East goes beyond hosting events—they're dedicated to nurturing your professional growth. This Masterclass exemplifies their commitment to your development and success.

Embrace Disruption. Reimagine Events. Thrive.



EVENT info

WE ARE GROWING

Mar 24 - Apr 24



Dr. Kruti Parekh
Star Member, EEMA



Ramona Arena
Star Member, EEMA



Ankit Kapoor
Platinum Member, EEMA



Priti Kohli
Platinum Member, EEMA



Venkatesh G
Platinum Member, EEMA



Harish Ravva
Silver Member, EEMA



Krishna Keshri
Silver Member, EEMA



Riddhi Sharma
Silver Member, EEMA



Aakash Tanwani
Associate Member, EEMA



Naveen Sachdeva
Associate Member, EEMA



Praveen Gandhi
Associate Member, EEMA



Ritu Jagnani
Associate Member, EEMA

EVENT info

Happy
Birthday
 Mar 24 - Apr 24



Avinash Singhania
 EEMA - East



Rahul Gomes
 EEMA - West



Shashi Bokadia
 EEMA - East



Shiva Rathi
 EEMA - North



Bala Nicholas
 EEMA - South



M Prabhakaran
 EEMA - South



Ram Kumar
 EEMA - South



Srinivas Gunishetty
 EEMA - South



Sachin Mutreja
 EEMA - North



Raj K Batra
 EEMA - West



Martin Emmanuel
 EEMA - South



Vicky Thakkar
 EEMA - South

EVENT info



Damanpreet Singh
EEMA - North



Sanjoy Roy
EEMA - North



Anup Mohan
EEMA - South



Deepak Pawar
EEMA - West



Nipun Nakra
EEMA - North



Sonu Nanda
EEMA - East



Sidhartha Mehta
EEMA - North



Pawan Bansal
EEMA - North



jyothi Sukumar
EEMA - South



Riaz Basha
EEMA - South



Jai Mundra
EEMA - South



Devraj Sharma
EEMA - North



Shristi Dhandharia
EEMA - East



Lalit Sharma
EEMA - West



M. P. Vijay
EEMA - South



Debangshu Dasgupta
EEMA - East

EVENT info



Karan Mehta
EEMA - North



Sandeep Kurian
EEMA - South



Himanshu Anand
EEMA - North



Malladi Sandeep Kumar
EEMA - South



Rahul Sharma
EEMA - North



Pilla Uday Harish
EEMA - South



Byju Paul
EEMA - West



Sonika
EEMA - West



Vipin Madan Pal Chouhan
EEMA - West



Abhishek Singh
EEMA - North



Amanveer Singh
EEMA - North



Sumanth Jaykrishnan
EEMA - North



Vinay Mittal
EEMA - North



Shivaprasad
EEMA - West



Nikunj Khandelwal
EEMA - East



Sandeep Kapoor
EEMA - North

EVENT info


13 APR

 Kuldeep Parihar
 EEMA - North


15 APR

 Ritu Natha
 EEMA - North


17 APR

 Jignesh Satis Shah
 EEMA - West


17 APR

 Vinnie Kay
 EEMA - North


18 APR

 Harish Ravva
 EEMA - South


18 APR

 Varsha Mittal
 EEMA - North


21 APR

 Pooja Yadav
 EEMA - North


24 APR

 Abdul Muqheet
 EEMA - South


24 APR

 Karan Singh Chettri
 EEMA - North


26 APR

 Sujata Bhandari
 EEMA - North


26 APR

 Vipul Ganatra
 EEMA - South


27 APR

 Aditya Loomba
 EEMA - North


28 APR

 Akriti Loyalka
 EEMA - North


28 APR

 Varun Dua
 EEMA - North


29 APR

 Dibya Ranjan Jena
 EEMA - South


Event and Entertainment Management Association
 E-330, 80 Ft. Rd, Block E, Greater Kailash II, New Delhi 110048. IND



+91. 11. 4007 4304 www.eemaindia.com