

EEMA ELEVATE

NEWSLETTER

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Issue #03

“ 2024 has been a year of growth—let's keep shaping the future of events together ”

Highlights

- The President's Desk
- BOTT Knowledge Conclave
- EEMA North Meet



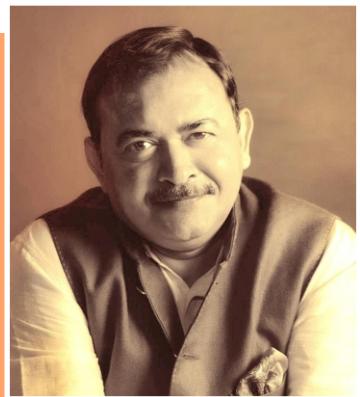
LETTER FROM THE PRESIDENT'S *Desk*

Dear Friends,

As we approach the end of 2024, it's a moment to reflect on the tremendous strides we've made as an industry and as a community. This year has been one of innovation, collaboration, and growth, with EEMA continuing to make its mark both nationally and internationally. From our impactful participation at the PHDCCI Wedding Tourism Summit to our collaboration with DPIIT on music licensing, we have proven that our collective efforts are driving the events industry forward.

We have faced challenges, but together, we have found solutions that promote sustainability and enhance the industry's growth. Your hard work is truly shaping the future of the events and experiential sector. As we close this year, let's continue to push boundaries, set new standards, and work towards a more innovative and sustainable future for our industry.

Thank you for your continued support and dedication. Let's keep elevating the industry, together.



EEMA Pulse Internal Highlights

EEMA Delegation Meets DPIIT Director on Music Licensing

On 17th December 2024, an EEMA delegation comprising Rajeev Jain (Founder & Director, Rashi Entertainment), Ankur Kalra (General Secretary, EEMA), and Priti Khanna (Executive Director, EEMA) met with Ms. Simrat Kaur, Director, DPIIT, Ministry of Commerce.

The discussion focused on challenges faced by the event agencies in regard to music licensing and efforts needed to resolve the situation, with all concerned stakeholders. DPIIT, which oversees intellectual property rights like copyrights, trademarks, and patents, plays a pivotal role in ensuring their promotion and protection.

This meeting marks a key step in addressing industry challenges and fostering progress. EEMA remains committed to driving solutions and setting standards.



BOTT Knowledge Conclave

Tourism@2025 – Shaping the Future of India's Tourism

On December 18, 2024, Business of Travel Trade (BOTT), with EEMA as the Industry Partner, hosted its first-ever Knowledge Conclave: Tourism@2025 at Bharat Mandapam, New Delhi. The event, graced by the Hon'ble Union Minister of Tourism, Gajendra Singh Shekhawat, brought together over 300 industry leaders, experts, and stakeholders to explore the future potential of inbound and outbound tourism.

The event focused on "Navigating Opportunities in Inbound and Outbound Tourism," with Union Minister Gajendra Singh Shekhawat launching the *Tourism@2025* publication, offering valuable insights into the future of global and Indian tourism. Keynote speaker Ankush Nijhawan (TBO.com) set the tone for the deliberations, while Ms. Mugdha Sinha, Director General of Tourism, highlighted the growth of domestic tourism, particularly in experiential and wellness travel.

The half-day event featured two key business sessions addressing the challenges, opportunities, and trends shaping the tourism industry. EEMA's Ankur Kalra participated as a panelist in the session "India Tourism Perspective", sharing insights on the stupendous growth in the wedding sector. Rajeev Jain and Ankur Kalra were also invited on stage for the launch of BOTT's publication, *Weddings, Vows & Vacays*, adding to the event's significance.

The conclave served as a vital platform for knowledge exchange, collaboration, and unlocking new opportunities in the tourism sector. EEMA is proud to have played a key role as a knowledge leader in the space of experiential events contributing to India's tourism.



EEMA North Meet 2024

Celebrating Innovation, Collaboration, and Progress

The EEMA North Meet held on 20th December, 2024 at Cherish Ballrooms, Vasant Kunj, New Delhi, brought together over 100 industry professionals to celebrate progress and collaboration in the event industry. Anchored by Swati Sharma, the evening began with a warm welcome from Ruchin Kohli, Vice President and Vanessa Williams, Joint Secretary, EEMA North Zone.

Samit Garg, President, EEMA, stated: "*The EEMA North Meet serves as an exceptional platform for networking, celebrating achievements, and unveiling initiatives to build a stronger, sustainable, and socially responsible event industry.*"

Ankur Kalra, General Secretary, EEMA, presented key achievements, including the formation of task forces, the development of a comprehensive data bank, streamlined membership processes, and plans for regional growth.

Curated sessions were held on varied topics including "Wellness" by Kanika Malhotra (Founder, Kanika Malhotra Diet & Wellness), "Stress Management" by Dr. Aastha Dewan (Behavior Transformation Coach), "Sustainable Events" by Vinash Kumar (President, Earthood Services Limited), "HR Trends" by Kunwar Vaibhav Singh (Founder & MD, VLS Sourcing & VLS Technology) and "Financial Solutions for Event Companies" by Kriti Pareek (Designated Partner, Credeb Advisors LLP).

Key Announcements:

1. *The Events Studio*, a monthly podcast series, offering industry insights to be launched in January 2025.
2. Delhi monuments, including Purana Qila, Humayun's Tomb, Safdarjung Tomb, and Mehrauli Archaeological Park, now available for experiential events at reasonable rates.
3. *The Spotlight Awards*, to honor excellence in the experiential industry, to be held in May 2025.

The evening concluded with cocktails & dinner and vibrant performances by Star and Adhyott Band. A perfect platform to network, learn and foster meaningful connections.

Event partners who collaborated with EEMA North to make the meet an astounding success were Cherish Ballrooms (Venue & Hospitality), Procrew (Manpower Support), Paras Art Studio (Fabrication), Ravi Grover (Audio-Visual), Hemant Abbott (Photography & Videography), Benson Trophy & Awards (Trophies), Adhyott Band (Performing Band), Vishal Bhati (Performing Singer), Onsite Rentals Services Pvt. Ltd. (Event Utility), Aasma Dance Company (Entertainment), RDX (Furniture), Chashni (Gifting), Premagic (Event Tech), The Puppet Shala (Live Puppets), and Sohan Lal & Sons Ghodhi Wala (Band).





EEMA's Impactful Presence at the e4m Red Carpet Experiential Marketing Summit 2024

EEMA made a remarkable mark at the prestigious e4m Red Carpet Experiential Marketing Summit 2024, held in New Delhi, where the event industry's most innovative and impactful professionals gathered to celebrate excellence in the events and experiential domain.

Ankur Kalra, General Secretary of EEMA and Founder & CEO of Vibgyor Experiential, took the stage to share the evolution of the event industry and EEMA's journey. In his address, Ankur discussed how event management has transformed over the years to become an integral part of PR and marketing strategies. He emphasised, *"In the early 2000s, we earned our seat at the table. Experiential marketing evolved from event management into a strategic force."*

At the e4m Red Carpet Summit 2024, Ankur highlighted the opportunities, challenges, and growth in the experiential economy, which includes corporate, social, sports, government events, weddings, and MICE. *"The average growth rate is 20% year on year across the various event sectors, with corporate events growing at 90% annually, and the social event space, valued at ₹3.85 lakh crore, expanding at 17% per year."*

He also shared how EEMA, the only national association representing the events and experiential industry, serves as the unified voice lobbying with the government on policies such as licensing, taxes, and more. Additionally, it focuses on talent development, upskilling, education, building a knowledge repository, and promoting standardisation and best practices to drive excellence across the sector.

EEMA's presence at the e4m Red Carpet Experiential Marketing Summit 2024 reinforces its role as a key player in shaping the future of the Event and MICE industry.



The EEMA

Impact

The Indian event industry is experiencing rapid growth across key sectors:

- Weddings:** Dominating at ₹400,000 crore, with a growth rate of 17% annually.
- MICE:** Valued at ₹37,576 crore, growing at 21.3% per year.
- Corporate Events:** Estimated at ₹92,000 crore, expanding at 90% annually.
- Festivals & Live Entertainment:** Worth ₹3,000 crore in 2024, growing at 30%.
- Sports Events:** Including IPL and other leagues, valued at ₹60,000 crore, with 14% annual growth.
- Social Events:** Comprising ₹3,85,000 crore, growing at 17%.
- Government Events:** Currently ₹32,000 crore, expected to reach ₹60,000 crore in two years, with a growth rate of 24%.

Sustainability, data-driven personalisation, and immersive experiences are transforming audience engagement. As the industry grows, collaboration and transparency are vital to building trust and staying ahead. India's event sector is on track to become a global leader, with a projected market size of US\$1,552 billion by 2028.*

Source- (KPMG and Ernst & Young)

Here is a Tip For You

The Problem

Recent live concerts in India have faced several issues that negatively impacted audience experiences, underscoring the need for better planning and execution in event management.

Diljit Dosanjh's Concerts:

- Poor facilities, including unclean toilets.
- Ineffective crowd management leading to chaos.
- Fake ticket scams, frustrating attendees.
- Post-event littering, leaving venues in disarray.

AR Rahman's Chennai Concert:

- Overcrowding caused by ticket overselling.
- Stampede-like conditions, resulting in injuries and harassment.

Bryan Adams' Concerts:

- Complaints about inadequate facilities: only 3 toilets for 1000+ attendees, long lines due to limited food stalls.
- Cash-loading issues on invites.
- Amateur event management and security issues, with mobile phones stolen.
- Parking woes, including long walks from parking venues.

Coldplay Concerts:

- Black marketing and ticket scalping

Solutions from Industry Experts

Prioritise Infrastructure

- Choose venues with essential amenities such as clean restrooms, ample seating, and accessibility features.

Infrastructure Essentials:

- Adequate water
- Toilets
- Exits
- Fire extinguishers
- Visible signage

Adopt Smart Ticketing

- Use secure digital platforms to prevent overselling and ticket fraud, while enhancing user convenience.

Implement Effective Crowd Control

- Plan for trained staff, clear signage, and sufficient entry/exit points to manage large crowds smoothly.

Commit to Waste Management

- Collaborate with vendors and cleaning teams to ensure a litter-free, hygienic venue post-event.

Plan for Accessibility

- Manage traffic and transportation for smooth access, with designated areas for differently-abled guests.

"Safety is the foundation of every unforgettable event. Let's make it our top priority, ensuring every moment is secure, seamless, and memorable for all."



Advertise with Us – Expand Your Reach!

EEMA
Event & Entertainment
Management Association

Tariff Card

Newsletter			
Location	Full Page	Half Page	Quarter Page
Front & Back Page	₹ 25,000	₹ 15,000	₹ 8,000
Inside Pages	₹ 15,000	₹ 10,000	₹ 6,000

Website Banner	
₹ 25,000 Per Month	Maximum of 5 Banners on EEMA Website Masthead

WhatsApp Blast			
EEMA Member Groups	Only Groups (Platinum/Social/Regional)	₹ 5,000 Per Message	Event Industry Professionals
Entire Database	10,000 + (All Groups)	₹ 10,000 Per Message	Leaders / Associations / Corporates

Email Blast			
Emailer	₹ 10,000	Per Blast	Entire Experiential Industry (10K+)

EEMA Conference Room Rental			
EEMA Office	Half Day (10 AM - 2 PM / 2 PM - 6 PM)	Full Day (10 AM- 6 PM)	Inclusive of AC, Electricity, Tea, Coffee (Upto 10 Pax)
Rental	₹ 4,000	₹ 6,000	

Rate Categories	
Non Members	As quoted above
COREA Members	10% less on all rates quoted above
EEMA Members	25% less on all rates quoted above

All rates are exclusive of applicable GST.
To be paid to EEMA in advance.

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*Together, let's shape the future of our industry by fostering growth and collaboration at every turn.
Here's to creating unforgettable milestones and achieving success, side by side, in the coming year!*