

EEMA ELEVATE

NEWSLETTER

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Issue #02

Highlights

- The President's Desk
- Inaugural PHDCCI summit
- EEMA X FEEMAP 1st Anniversary



“ Growth comes from collaboration, creativity, and sustainability. Let's lead the way and set the standard for the industry! ”

LETTER FROM THE PRESIDENT'S

Desk



Dear Friends,

Hello and welcome to November! As we dive into this month, I'm thrilled to reflect on our recent milestones and share the exciting paths ahead. EEMA is making waves on the global stage, particularly with our impactful involvement in the PHDCCI Wedding Tourism Summit. We're shining a light on India's incredible potential as a top wedding destination!

Your hard work and dedication mean everything, and together, we're driving innovation and sustainable growth in our industry. Let's keep up the momentum and set new standards for success in everything we do!

EEMA Pulse

Internal Highlights

EEMA Leads India's Wedding Tourism Vision at PHDCCI Summit



EEMA took center stage at the inaugural PHDCCI Wedding Tourism Summit & Expo (October 18-19, 2024), driving the conversation forward on India's \$50 billion wedding tourism sector. The event, featuring key players from the Ministry of Tourism, state tourism boards, and top industry professionals, highlighted India's potential to become the world's premier wedding destination.





Setting the STAGE for COLLABORATION

In his opening address, EEMA President Samit Garg, alongside Hon'ble Minister Shri Gajendra Singh Shekhawat and Director General Mugdha Sinha (IAS), Ministry of Tourism, emphasized the importance of collaboration between the government and private sector. "EEMA is driving the future of wedding tourism, leveraging innovative strategies and creating pathways for sustainable growth," said Samit Garg. This vision aligns perfectly with India's aspirations to become a global leader in the wedding tourism space.



Shaping the Future with New Insights and Strategies

Prerana Agarwal Saxena, Lead of EEMA's Wedding Council of India, shared powerful insights on cutting-edge marketing strategies that position India as a global wedding hub. Along with Ankur Kalra (GS, EEMA), Taranbir Sahani (Secretary, EEMA), and Jagmohan Singh (Treasurer, EEMA), the delegation engaged in meaningful discussions, forging partnerships and exploring opportunities for growth.

EEMA's Thought Leadership in Action

The summit featured insightful presentations from EEMA members, each showcasing innovative solutions in their respective fields. Rajiv Jain of Rashi Entertainment shared his expertise on large-scale event management, while Martin Emmanuel of Razzmatazz Ventures discussed the world of luxury weddings. Pritesh Sharma of Mapson Experiential Weddings highlighted the importance of personalized wedding experiences, and Nitin Arora of Catalyst Entertainment emphasized the critical role of entertainment in enhancing guest satisfaction. Vinod Bhandari of Wedding Xtraordinaire LLP presented strategies for delivering a superior guest experience, and Vandana Mohan of The Wedding Design Company explored ways to streamline regulations for smoother wedding tourism operations.



Future-Forward

Strategies for a Thriving Sector

The summit addressed key issues, from policy alignment and regulatory streamlining to innovative marketing and stronger partnerships. PHDCCI President Hemant Jain underscored the industry's immense potential, echoing the Prime Minister's vision for India as the top wedding destination globally, supported by the ambitious "Wed in India" campaign.

This event marks just the beginning. With EEMA at the forefront, we are poised to shape the future of wedding tourism in India and position our country as the global leader in this multi-billion-dollar sector.



Celebrating "The Cherry of the South" - A Year of Growth with FEEMAP

We're thrilled to celebrate the success of "The Cherry of the South," marking FEEMAP's first anniversary with two impactful events that drove growth and enhanced networking in South India's event industry. The day kicked off with the EEMA South Eduposium 2024 at Pondicherry University, where students and industry leaders engaged in lively discussions on the future of the Indian event industry, exploring key topics such as the "World of Events," "Career Opportunities," and the dynamic "Sporting Events" sector.

The Eduposium featured renowned industry leaders, including Sagar Pingali (EVP, EEMA), DV Vinod Gopal (VP - South, EEMA), and CV Bhaskar (Managing Partner, Showspace Event Solutions). Held in collaboration with Pondicherry University's Department of Tourism Studies, the event saw contributions from key university officials, including Dr. R.C. Anuchandran, Dr. Y. Venkata Rao, Dr. Malabika Deo, and Dr. Rajnesh Bhutani. The anniversary celebration at The Residency Tower in Puducherry offered an invaluable networking platform, reinforcing our commitment to advancing the local event industry.





Celebrating Leadership:

Mr. Rajeev Jain

Appointed Chair of PHDCCI Entertainment Committee

EEMA is delighted to announce that Mr. Rajeev Jain, a distinguished founding member of our organization, has been appointed Chair of the PHDCCI Entertainment Committee for 2024-25. This esteemed appointment marks a significant milestone and underscores EEMA's unwavering commitment to leadership and advancement within the Indian Weddings and Event industry landscape.



JOIN THE FUN

EEMA's Collaboration with the International Clown Festival 2024

We're thrilled to announce the International Clown Festival 2024, in collaboration with EEMA, running until December! This 10th-anniversary edition features 100 shows across 10 cities, bringing music, comedy, and clowning to audiences nationwide.

Artistes from Italy, Spain, France, Portugal, Germany, Belgium, the Netherlands, Argentina, Brazil, and South Africa are bringing their incredible performances to the stage. EEMA members enjoy an exclusive discount on tickets! Don't miss out—find a show near you and join the celebration!

The advertisement features a group of six clowns in colorful costumes (red, yellow, blue) posing together. A small banner on the right says "10TH ANNIVERSARY". The text "IN COLLABORATION WITH EEMA" is at the top right. The main title "INTERNATIONAL CLOWN FESTIVAL" is in large letters, followed by "INDIA TOUR 2024" and "GET READY FOR A LAUGH RIOT!". Below this, it says "THE INTERNATIONAL CLOWN FESTIVAL IS LANDING IN YOUR CITY". A table lists dates, cities, and auditoriums for the tour. At the bottom, it says "TICKETS AVAILABLE ON bookmyshow" and provides social media links and a QR code.

DATES	CITIES	AUDITORIUMS
27, 28, 29 SEPT	PUNE	BUNTARA BHAVANA
04, 05, 06 OCT	MANGALURU	FATHER MULLER CONVENTION CENTER
18, 19, 20 OCT	KOLKATA	SCIENCE CITY AUDITORIUM
25, 26, 27 OCT	GOA	KALA ACADEMY
03, 08, 09 NOV	MUMBAI	ST. ANDREW'S AUDITORIUM
10 NOV	NAVI MUMBAI	CIDCO EXHIBITION CENTRE AUDITORIUM
15, 16, 17 NOV	DELHI	WEIGHTLIFTING AUDITORIUM, JLN STADIUM
22 NOV	PONDICHERRY	DR. APJ ABDUL KALAM JIMPER AUDITORIUM
23, 24 NOV	CHENNAI	SIR MUTHA VENKATASUBBA RAO CONCERT HALL
29, 30 NOV, 1 DEC	BENGALURU	DR. BR AMBEDKAR BHAVAN





EEMA is at the forefront of making events greener and more sustainable!

Ankur Kalra, our General Secretary, and Prerna Agarwal Saxena, Founder of Theme Weavers Design and Lead of the EEMA Wedding Council, recently represented us at the IGNOU Dialogue Forum. They shared groundbreaking insights on designing eco-friendly, impactful events that leave a positive mark on both participants and the planet.

The session, supported by esteemed academics like Prof. Kamal Bijlani, Prof. Meena K. Bilgi, Dr. Sangeeta Kaushik, and Dr. Jyoti Arora from IGNOU, sparked a lively and thought-provoking discussion on reshaping the future of events. Together, they highlighted how we can make events not only memorable but also environmentally responsible.



Designing Green Events for a Sustainable Tomorrow

By ANKUR KALRA,
General Secretary, EEMA



Imagine walking into a dazzling event, the atmosphere is electric, and the décor takes your breath away. But here's the twist—everything about it is sustainable! From the energy it uses to the materials chosen, there's no negative footprint left behind. This is the exciting world of Green Events, where sustainability and celebration go hand in hand, creating experiences that are both unforgettable and environmentally responsible.

Why **GREEN EVENTS** are more than Just a Trend

Green events aren't just a buzzword anymore; they're the future of the event industry in India. In the past, events often came with a hefty environmental cost—think energy-guzzling lighting, single-use plastics, and venues that impacted fragile ecosystems. But now, there's a growing push to rethink how we host events, making them greener and cleaner.

Places like Karnataka, Kerala, and Goa are leading the charge in promoting eco-friendly events, aligning with global sustainability goals while boosting local economies through sustainable tourism.

How **Decentralization** and Smart **Infrastructure** are Changing the Game

One exciting shift is the move toward Tier-2 and Tier-3 cities for large-scale events. This reduces the environmental strain on bigger cities and encourages eco-tourism. Plus, many venues are now equipped with sustainable infrastructure—like renewable energy, energy-efficient lighting, and effective waste management systems—making it easier than ever to host eco-conscious events.



Practical Tips for Green Events

Designing a green event doesn't have to be complicated. Here are some simple, impactful changes you can make:

1

Use Renewable Energy:
Choose solar or wind power to run your event.

2

Promote Sustainable Travel:
Offer shuttle services or incentives for carpooling. Better yet, consider hybrid or virtual options to cut down on travel emissions..

3

Pick Green Venues:
Choose locations that are certified for sustainability, like those with water conservation and composting systems.

4

Say No to Single-Use Plastics:
Swap plastic for bamboo, bioplastics, or reusable décor.

5

Go Digital:
Skip the paper and use apps, QR codes, and digital tickets to keep everything eco-friendly.

6

Manage Waste Efficiently:
Set up recycling and composting stations, and donate leftover food to local charities.

7

Install Refill Stations:
Replace bottled water with refill stations to reduce plastic waste.

Using Technology for a Greener Future

Tech isn't just for enhancing the guest experience —it's also crucial for making events more sustainable. Virtual events, hybrid models, AI, and VR can all help cut down on physical materials and travel, helping us minimize our environmental footprint while still delivering amazing experiences.

Sustainable Tourism: A Win-Win for Events and Destinations

Many regions are now developing sustainable tourism circuits, offering a mix of cultural events and eco-tourism. These initiatives are a great opportunity for event organizers to create meaningful, eco-friendly experiences that benefit both the environment and the local community.

A Greener Future for Events in India

The future of India's event industry is green—and it's growing fast! As more organizers and businesses embrace sustainability, India is poised to become a leader in eco-friendly events. With sectors like weddings and live entertainment valued at over \$50 billion, sustainable practices will be key to attracting international participants and expanding the industry.

By incorporating biophilic designs (like natural lighting, greenery, and water features) and making mindful, eco-conscious choices, we can create events that don't just impress but also inspire change.

India can set the standard for the world, proving that it's possible to craft memorable events with purpose—and pave the way for a sustainable future, one event at a time.

The EEMA Impact

- Weddings dominate, estimated at ₹400,000 crore, showcasing an annual growth of 17%.

The Indian event industry is booming, with significant growth across key segments.

- The MICE sector is valued at ₹37,576 crore and is projected to grow at 21.3% annually.

As sustainability and innovation take precedence, trends like data-driven personalization and immersive experiences are reshaping audience engagement. Collaborative efforts and transparency are essential to building client trust and navigating this dynamic.



EEMA West Meet 2024: Innovation, Inspiration, and Industry Progress!

What an incredible evening at the EEMA West Meet 2024! We had 186 industry leaders gather at Blue Sea Banquets, Worli Mumbai, for an action-packed event full of insightful discussions, lively performances, and exciting announcements. The spotlight was on the West Plan of Action, focusing on regional growth and innovation in event management. We also enjoyed brilliant performances from Azeem Banatwalla and Nayab Midha that kept everyone entertained.

A major highlight was the launch of EEMA's GST & TDS Resolution Task Force, designed to help the industry navigate tax challenges with ease. This initiative will make a huge difference in streamlining operations, so we can all focus on what we do best—creating amazing events!



Member SPOTLIGHT: YOUR VOICE MATTERS!

Driving Sustainability with Data-Driven Storytelling

What's one strategy you've implemented recently that had a significant positive impact on pitching sustainable event ideas to a client?

"We've embraced data-driven storytelling to highlight the long-term benefits of sustainable events. By showcasing metrics like reduced carbon footprints and cost savings through compelling visuals, we've helped clients understand the tangible value of eco-friendly choices. This approach has not only improved client buy-in but also sparked deeper, more meaningful conversations about sustainability."



Inspiring innovation, one sustainable event at a time!

Here is a Tip For You



Mastering Event Management During the Wedding Season

The Problem:

With the wedding season in full swing, managing multiple events simultaneously can be overwhelming. From tight timelines to vendor coordination, staying on top of every detail is essential.

THE TIP

- Stay Organised:** Create a detailed event checklist to track all tasks and deadlines.
- Manage Budgets:** Keep a close eye on budgets to ensure costs are under control.
- Streamline Communication:** Use project management tools to ensure smooth communication with clients, vendors, and staff.
- Check Legal Compliance:** Ensure all contracts, GST invoices, and vendor agreements are in place and accurate.
- Prepare for the Unexpected:** Always have a contingency plan for weather issues, last-minute changes, or cancellations.
- Prioritise Safety:** Ensure safety measures are in place for both guests and staff, from crowd control to emergency procedures.

SAFETY FIRST

"In every event, safety is the unsung hero—ensuring every moment is celebrated without worry. Let's commit to making safety the backbone of every experience we create."



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Together, let's drive the evolution of our industry, nurturing growth and fostering a collaborative spirit.

Here's to making an impact together!