

## FLASH NEWS

- Wedding Trends at Michael Menezes Auditorium
- EEMA signs a historic MOU with Event Management Association of Sri Lanka
- Past President Sanjoy Roy receives Rabindranath Tagore Literary Award
- Presenters Meeting held in Chennai
- EEMA signs a pact with MakeMyTrip
- The EEMA Wedding Council meets Tourism Secretary, GOI
- 4th NEC Meeting held
- EEMA to partner EVENTFAQs for Congregations India 2023

**We may not be there yet, but we are closer than we were yesterday.**

December 2022 was rather roaring for the industry at large, as most of the companies were busy doing events all over. Thank God for a change, nobody had any time or bandwidth to spare. In the middle of all the action happening all over the country, we still managed to steal some time from our folks and were able to pull off some stuff at EEMA.

## January 2023

Greetings friends:

The past few years have been unprecedented and challenging times for our industry, as we have all had to adapt to the changing circumstances that were brought upon us. I want to take this opportunity to express my deep gratitude to each and every one of you for your perseverance and commitment to our industry in the face of such adversity.

Despite the challenges, we have seen incredible innovation and creativity in the way that events have been adapted and transformed in response to the challenge. From virtual events to hybrid experiences to live, we have continued to bring people together and create meaningful experiences, even in the midst of uncertainty and change.

As we look towards the year ahead, I am optimistic and hopeful for what is to come. We are already seeing encouraging signs of recovery & I believe that the events industry will play a vital role in the progression of the economy, as people come together to celebrate, learn, and connect.

However, I also know that the road ahead will not be without its challenges. We must continue to prioritize the health and safety of our attendees, staff, and partners, and be prepared to adapt to any changes or disruptions that may arise.

So let us enter this new year with a spirit of determination, optimism, and collaboration. Let us work together to grow our industry to its full potential, and to create experiences that are meaningful, impactful, and memorable.

India is Eventful and India is the future.

**FROM THE DESK OF THE PRESIDENT**  
**Samit Garg**

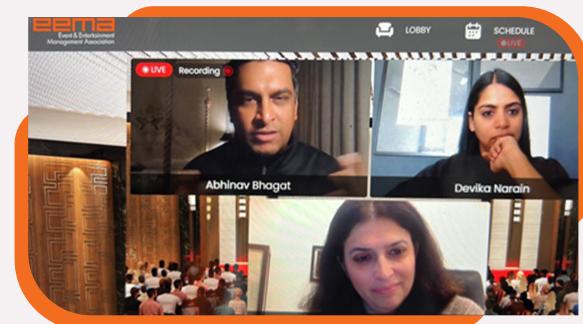
president@eemaindia.com

**EVENT** info

## Wedding Trends at Michael Menezes Auditorium: 03rd December 2022

The wedding council of EEMA met with Mr Arvind Singh ji - Secretary Tourism along with Mr Rakesh Kumar Verma - Additional Secretary MOT. EEMA's wedding council presented the idea to set up a wedding tourism department which will have key stake holders from MOT and representatives from EEMA's wedding council. We presented a 10 point agenda where we can collaborate with the government to promote in bound weddings. Some key points of discussion are as under:

1. Setting up budgets for digital Marketing to showcase India as a preferred wedding destination.
2. FAM trips for International wedding planners to India so they can experience India and get weddings to India.
3. Fast Track service for VISA for travelers coming for a wedding from abroad.
4. Incentive to wedding planners who is bringing international weddings to India.
5. EEMA to have an exclusive position in committee which will help draft policy matters for wedding tourism in India.



## EEMA signs a historic MOU with Event Management Association of Sri Lanka: 19th December 2022



In the august presence of Sri Lanka Buddhasasana, Religious and Cultural Affairs Minister Vidura Wickramanayake the Memorandum of Understanding (MOU) was signed by Event & Entertainment Management Association (EEMA India) and Event Management Association of Sri Lanka in a stately event organized at Cinnamon

## Sanjoy Roy, past president of EEMA received Poetry and Prize, 2021-22 Rabindranath Tagore literary award: 21st December 2022



Tagore Prize for social achievement was given to Sanjoy K. Roy for his outstanding contribution towards sustenance and arts. Thank you Sir for your invaluable contribution to the industry and being the ambassador that you are.

Sanjoy Roy sir produces the iconic Jaipur Literature festival and 30 other art festivals across the world. It should be noted that he had helped about 8000 artists and artisans during Covid-19.

Grand in Colombo on 19th December 2022. The agreement will immensely strengthen the position of the industry both Internationally and regionally.

Commenting on the signed MoU, Samit Garg, President of the Event and Entertainment Management Association (EEMA): "Today is a big day for EEMA as we sign our first international memorandum of understanding with a similar event body."

This will deliver professional events across borders for both countries and will also help strengthen the hold on qualitative parameters boosting the levels of entertainment and event production. More transparency and better outreach in our industry are urgently needed, and the more encompassing we will become, the higher the value we shall be able to build for our member enterprises. The highlights of this landmark bilateral agreement include mutual cooperation in resource sharing, standardization of delivery, and compliance to international standards so that collectively we can build the economic & human capital in the Indian Sub-Continent."

The EEMA delegation to Sri Lanka also had Executive Vice President P.V.N. Vidyasagar and General Secretary Vinod Janardhan present in the ceremony.

## EVENT info

### Presenters Meet in Chennai: 03rd January 2023

An EEMA South, initiative "The Presenters Meet" brought together entire ecosystems of EEMA member agencies & presenters across all spectrums in the south. Artists & Anchors traveled from different parts of the region to be a part of this initiative held at Slate Auditorium, chennai. The Presenters Meet set the agenda to explore new horizons, reset expectations and break the cliché while working towards a collaborative relationship between Event Manager and Presenters. The Presenters Meet was an eye opener and a steppingstone in many ways. The perception of both sides was rightfully debated and serious questions asked on how to work in tandem. To improve the ecosystem few key initiatives that can be growth driver for agencies & emcees across spectrum was discussed during this meet and many shared their experience with the event industry including a new breed of presenters were introduced to the industry system. In his comment DV Vinod Gopal - Vice President South EEMA said "Presenters are the most important element of the event industry and initiative like The Presenters Meet was apt for knowledge sharing, understanding client's perspective and learn from veteran practitioners of the trade". It was worthwhile to note that apart from the number of people, the caliber of people in attendance was also befitting.



### EEMA signs a pact with MMT (MakeMyTrip): 11th January 2023



A new lexicon arrives in business travel with a collaboration between two large players. To offer its members time and money saving corporate travel options, the Event and Entertainment Management Association (EEMA) and MakeMyTrip's MyBiz platform have signed a Memorandum of Understanding (MOU). Following the agreement, all EEMA member entities, spread across more than 100 Indian cities, will be able to take advantage of the unique services provided by the MyBiz platform.

The goal of the agreement is to use MakeMyTrip's self-booking platform to streamline and automate the entire trip booking process for all EEMA member entities. This collaboration will allow event professionals to concentrate on what they do best - creating exceptional events and entertainment experiences, while having their travel needs to be met by the professionals at MyBiz, according to Ankur Kalra, the treasurer of EEMA.

The co-founder and group CEO of MakeMyTrip, Rajesh Magow, spoke on the development, saying, "The goal is to eliminate the travel-related pain points for the events management sector. All EEMA members will be able to take advantage of the MyBiz platform's high level of automation and benefits, which will save them a significant amount of money on travel expenses."

### The EEMA Wedding Council meets Tourism Secretary, GOI: 24th January 2023



The wedding council of EEMA met with Mr. Arvind Singh ji - Secretary Tourism along with Mr Rakesh Kumar Verma - Additional Secretary MOT. EEMA's wedding council presented the idea to set up a wedding tourism department which will have key stake holders from MOT and representatives from EEMA's wedding council. We presented a 10 point agenda where we can collaborate with the government to promote in bound weddings. Some key points of discussion are as under:

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5. EEMA to have an exclusive position in committee which will help draft policy matters for wedding tourism in India.

### 4th NEC Meeting: 24th January 2023

The fourth meeting of the National Executive Committee was organized in an online format on 24th January 2023. Key points from the previous three NEC meetings were extracted and discussed for further persual & action. NEC Members ideated for achieving eema's goals set so far. Highlights included Corea, Event Policy, Constitution finalisation, Association with MakeMyTrip, music licensing, Marriott EEMA card Congregations India, finance forecast & EEMAGINE 2023 and the zonal updates on plans.

**EVENT** info

**EEMA to partner EVENTFAQs for Congregations India 2023:**

**AN INITIATIVE OF** **IN ASSOCIATION WITH**

# CONGREGATIONS INDIA

**8<sup>th</sup> April, 2023 | The Lalit, New Delhi**

**GOVERNMENT, POLITICAL, SPORTS, TOURISM, CULTURAL & SPIRITUAL EVENTS SUMMIT**

The 2<sup>nd</sup> edition of Congregations India will feature over 30 decision-makers including Ministers from Union & State Governments and Bureaucrats discussing the role & opportunities for professionally managed events in critical spaces that are both enablers & markers of India's holistic progress.

Congregations India is not only to build and strengthen the relationship between our industry and the government but also open doors, structure accessibility, and scale up the possibilities for everyone in this industry within the realm of all government experiences.

**WE ARE GROWING** Dec 22 - Jan 23


**Avinash Deshmukh**  
 Platinum Member, EEMA - South



**Vipin Chouhan**  
 Platinum Member, EEMA - West



**Nipun Joshi**  
 Silver Member, EEMA - West



**Ram Kumar**  
 Silver Member, EEMA - South



**Stanley Vaz**  
 Associate Member, EEMA - North



**Gautam Khemani**  
 Associate Member, EEMA - North



**M.P. Vijay**  
 Associate Member, EEMA - South



**G.Gopal**  
 Star Member, EEMA - South



**Abhinanda Sarkar**  
 Star Member, EEMA - West



**Ekta R**  
 Star Member, EEMA - South