

EEMA ELEVATE

NEWSLETTER

January 2025

Issue #04

Highlights

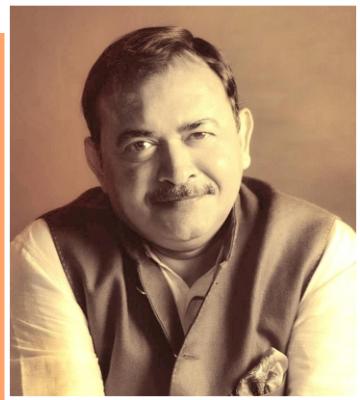
- The President's Desk
- Ministry of Tourism Collaboration
- EEMA South Harmony Meet

“ The future belongs to those who prepare for it today. Let's make 2025 a year of growth, innovation, and unstoppable success in the event industry. ”



LETTER FROM THE PRESIDENT'S *Desk*

Dear Friends,



As we step into 2025, it's exciting to see how our industry is evolving, and EEMA is leading the way with innovation, growth, and collaboration. The progress we've made together in recent months truly reflects our shared dedication in shaping a safer, more sustainable, and dynamic event industry.

From championing MICE tourism in Tirupati to initiating impactful discussions on wedding tourism with the Ministry of Tourism, EEMA has been right at the heart of these game-changing efforts. The EEMA South Harmony Meet was a perfect example of how we're upskilling and building a community of passionate professionals eager to grow.

Our partnerships, advocacy, and commitment to safety aren't just reactions—they're proactive steps toward a brighter future. Together, we'll endeavour to unlock new opportunities, and achieve even more success. Let's push boundaries, innovate, and collaborate to make every event a true reflection of our passion, expertise, and commitment to excellence!

Warm regards,

Samit Garg

President, EEMA

EEMA Pulse

Internal Highlights

EEMA Drives MICE Tourism Growth in Tirupati

D.V. Vinod Gopal, VP South, EEMA participated in a transformative conference on January 4, 2025, hosted by the Andhra Pradesh Tourism Authority (APTA) and the District Tourism Council, Tirupati. He shared actionable insights on leveraging events and conferences to drive tourism growth.

Held at IIT Tirupati, the event brought together leaders from academia, industry, hospitality and travel to explore the untapped potential of MICE (Meetings, Incentives, Conferences, Exhibitions) tourism in the district.



Key Takeaways:

- **Rich Opportunities:** Tirupati's spiritual sites, pristine beaches, and waterfalls present immense potential to extend pilgrim visits into multi-day stays.
- **Enhanced Infrastructure:** Upcoming luxury hotels like Oberoi and Taj, alongside ventures like Lulu Mall, promise to elevate the region's hospitality standards.
- **EEMA's Contribution:** EEMA remains committed to collaborating with stakeholders to position Tirupati as a leading MICE hub, contributing to economic growth and job creation.



EEMA East **Coffee Catch-Up** Inspiring Conversations



The EEMA East Coffee Catch-Up on 9th January 2025 at The Bhawanipur House, Kolkata, brought 28 members together for engaging discussions on key regional initiatives and collaborative strategies. The ideas exchanged continue to resonate, paving the way for impactful actions in the year ahead.

Thank you to everyone who joined and contributed to this meaningful session!

EEMA Gurukool Masterclass:

Shaping the Future of the Event Industry



On January 14, 2025, the EEMA Gurukool Masterclass at NIEM Bangalore led by Sonu Nanda, VP EEMA East, offered a deep dive into EEMA's role in the events and experiential marketing industry. Sonu shared how EEMA drives advocacy, skill development, and ethical practices while supporting industry recognition through initiatives like the Future Ready Series and EEMA Knowledge Series.

He also discussed career opportunities in the experiential industry, highlighting EEMA's role as the only recognised national industry association in India, representing 70% of leading agencies. EEMA's collaboration with government, clients, vendors, and students ensures industry growth and innovation.

The session concluded with insights into event management segmentation and opportunities within event management companies, leaving attendees inspired and equipped with valuable knowledge on how EEMA drives growth and supports the next generation of industry leaders.

EEMA Collaborates with Ministry of Tourism to Boost Wedding Tourism

EEMA took a key step in advancing India's Wedding Tourism sector during a productive meeting with Ms. Mugdha Sinha, Director General, Ministry of Tourism. Discussions centered on developing a visionary Wedding Tourism Policy to position India as a premier Asian destination for weddings, leveraging its rich cultural heritage and stunning venues.

The dialogue was further enriched by the PHD Chamber of Commerce and Industry, who shared valuable industry insights. Representing EEMA were Samit Garg (President), Ankur Kalra (General Secretary), Prerna Saxena (Chair, Wedding Council) and Priti Khanna (Executive Director).

This collaboration underscores EEMA's commitment to driving growth in the wedding and events sector. Stay tuned for updates on this exciting initiative!



EEMA at the Malabar B2B Meet A Milestone for MICE and Destination Weddings



On 19th January 2025, EVP Sagar Pingali had the distinct honour of being the Guest of Honour at the prestigious Malabar B2B Meet, hosted by the Department of Tourism, Government of Kerala, at the stunning Hotel Leela Raviz Kadavu in Calicut.

Sagar also took the stage in a dynamic panel discussion on "Building Malabar as a Top Destination for International MICE and Destination Weddings." His valuable insights and contributions reinforced EEMA's unwavering commitment to expanding the global reach of the events and entertainment industry, while positioning Kerala as a premier destination for MICE and Wedding Tourism.

This engagement further highlights EEMA's role in shaping the future of the industry and promoting exciting new opportunities for our members.

EEMA South Harmony Meet 2025:

Uniting for Inspiration, Growth, and Innovation

Over 100 attendees gathered at the Radisson Blu, GRT Suites, Chennai, for the EEMA South Harmony Meet 2025. The event was an afternoon filled with inspiration, meaningful connections, and opportunities for growth. Bringing together emcees, artistes, and event professionals, it provided a dynamic platform for knowledge sharing, networking, and collaboration.

An exclusive lunch for event managers from Kerala and Tamil Nadu set the tone for the day, offering a chance to network and share insights.

The event began with an engaging introduction of emcees and artistes, followed by a keynote address by **D.V. Vinod Gopal, EEMA Vice President South**. He highlighted the importance of upskilling to stay relevant and unlock new career opportunities in the ever-evolving event industry.



Taking the stage at the EEMA South Harmony Meet 2025, **Sagar Pingali, EVP, EEMA**, emphasised the organisation's dedication to fostering professional growth:

"As EEMA, we are committed to increasing the number of upskilling workshops, webinars, and interactive sessions to support our members' growth. Your feedback is vital. Please share the areas where you'd like us to focus, and together, we'll shape initiatives that truly make an impact."

Geetika Ganju Dhar, Chair of the EEMA Artiste Committee, underlined the critical role of aligning with EEMA to amplify professional growth and credibility:

"If you are not part of the apex body that represents your industry to the government and stakeholders, you risk being left behind. Being with EEMA is not just about membership, it's about demonstrating your commitment to growth, learning, and contributing to the larger industry narrative."



Echoing this sentiment, **Nanni Singh**, Co-Chair of the EEMA Artiste Committee, articulated EEMA's mission:

"Being associated with EEMA means being a voice for change and part of the industry's growth. We focus on upskilling and networking, fostering collaboration rather than competition among members."

An **Open House** with NEC Members offered participants a platform to share ideas, address challenges, and engage in constructive dialogue, furthering the spirit of community and innovation.

Welcome Address

Anupama Deshmukh, Joint Secretary, EEMA South, set an enthusiastic tone for the day, fostering a sense of camaraderie through engaging introductions among attendees, creating a warm and inviting atmosphere.

Key Sessions:

Session 1: "Negotiation and Investment Strategies for Freelancers"

Gajendra Kothari, Co-Founder of One Idiot and Etica Wealth, shared valuable financial management strategies for freelancers.

Session 2: "Being Social - Building an Impactful Brand on Social Media"

Siddharth Kannan, TV and radio host, delivered practical tips on leveraging social media to build a personal brand and engage audiences.



Taranbir Sahni, Secretary, EEMA, took the stage to acknowledge and thank the event partners for their unwavering support and collaboration, highlighting the shared commitment to fostering a thriving and dynamic event industry.

Indu Gopal, Founder of Project Kintsugi, delivered an insightful facilitation at the Meet. She shared how her Project Kintsugi, India's first digital platform for women facing marital struggles, including divorce and domestic violence, offers a safe, stigma-free space. The platform provides emotional support, a strong community, and practical resources designed to help women build healthier relationships with themselves and their surroundings.

The **EEMA South Harmony Meet 2025** epitomised the spirit of unity, innovation, and growth, setting the stage for a brighter future in India's event industry.



EEMA Advocacy: Addressing Event Industry Challenges

EEMA recently met with Mr. Satya Narayan Choudhary, Joint Commissioner of Police, Mumbai, on pressing issues affecting the event industry, including delays in the approvals of event permissions and concerns regarding copyright misuse. While assuring prompt action, the Commissioner indicated the possibility of implementing a digital platform to streamline the approval process for events, which will ensure faster and more efficient turnaround times.

During the meeting, EEMA also highlighted the need for establishing clearer and more comprehensive guidelines with regard to copyright practices within the industry. This initiative is crucial for protecting the rights of creators and ensuring fair practices across the event sector.

EEMA will continue to monitor the progress of these discussions and follow up with relevant authorities. We greatly appreciate your ongoing support as we work to create a more transparent and efficient environment for all industry stakeholders.



The EEMA Impact

Sports & Social Events: A Path to Growth

India's event industry is witnessing rapid growth, with **Sports Events** and **Social Events** leading the charge. These sectors are reshaping the landscape, unlocking new opportunities for innovation, creativity, and growth.

Sports Events: A Thriving Hub

- **Market Value:** ₹60,000 crore
- **Annual Growth:** 14%
- **Key Players:** IPL, major leagues, and global sports events
- **Economic Impact:** Driving the economy through sponsorships, media rights, and tourism
- **Global Recognition:** Positioning India as a global leader in sports events

The sports sector offers event professionals vast opportunities to craft unforgettable experiences, build brand partnerships, and engage a passionate audience. With growing demand for innovation, EEMA members are leading the way in this exciting evolution.

Social Events: The Heartbeat of India's Culture

- **Market Value:** ₹3,85,000 crore
- **Annual Growth:** 17%
- **Key Segments:** Weddings, corporate events, social gatherings, and more
- **Cultural Significance:** Fostering creativity, networking, and community engagement
- **Industry Innovation:** Leading to personalised, immersive, and unforgettable event experiences

Social events are integral to India's cultural fabric, and the sector's rapid growth offers endless opportunities for event companies to deliver unique, bespoke experiences. From weddings to corporate events, there's a rising demand for tailored and innovative solutions.

The Road Ahead

With both sectors continuing to thrive, the opportunities for EEMA members to shape the future of the event industry are boundless. By embracing collaboration, innovation, and excellence, we can elevate India's event sector to new global heights.

*Source: (KPMG and Ernst & Young)



EEMA Data Organization Effort

A Collaborative NEC Initiative

As part of EEMA's continuous efforts to enhance operational efficiency, the current NEC (National Executive Council) members have successfully undertaken the task of sorting and organizing the association's data. This initiative is a crucial step in ensuring that EEMA's internal systems are streamlined and easily accessible, facilitating better decision-making and providing enhanced support to our members.

This effort reflects EEMA's commitment to building a more structured and responsive organization, helping us to serve our community more effectively as we continue to grow and evolve.

Here is a Tip For You

Key Solution

The recent fire at the Maha Kumbh Mela in Prayagraj highlights the need for strong safety and crisis management plans at large events. While emergency services acted quickly to prevent major casualties, this incident serves as a reminder of the risks at large gatherings. Event organizers must be proactive in managing these risks to protect attendees and staff.

- **Proactive Risk Assessments & Safety Protocols:** Conduct thorough risk assessments before each event to identify hazards and ensure safety protocols, including fire prevention and evacuation plans, are in place and tested.
- **Crisis Management Partnerships:** Collaborate with crisis management experts and local authorities to create a coordinated response strategy, ensuring teams can act swiftly in emergencies.
- **Smart Crowd Management:** Use technology to monitor crowd density and movement, helping to manage crowds effectively and prevent potential crises.
- **Emergency Response Training:** Train all staff, from security to volunteers, in emergency procedures. Regular drills ensure everyone is prepared to respond immediately in a crisis.
- **Infrastructure Investment:** Equip your venue with safety infrastructure, including fire safety equipment, medical stations, and clear evacuation routes, to handle emergencies effectively.
- **Real-Time Communication:** Implement communication systems that enable seamless coordination between staff, security, and emergency services, ensuring quick responses during crises.
- **Post-Event Review:** After each event, conduct a review to assess what worked well and identify areas for improvement, refining safety strategies for future events.



*"Safety isn't just a response—
it's a proactive commitment to
protecting everyone at our events.
By preparing ahead,
we can turn risks into
reassurance."*

Advertise with Us – Expand Your Reach!

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
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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+)
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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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