

- Shows of India conclave - 06th May 2023
- Harmony for All- Part 2 (Artist Committee) - 12th May 2023
- EEMA Rajasthan Meet - 26th May 2023
- Death of EEMA Platinum Member - 2nd June 2023
- Hotel Advisory Committee announced - 9th June 2023
- EEMA Warehouse Session 1 - 16th June 2023
- EEMA Warehouse Session 2 & 3 - 17th June 2023
- The South Factor - 22nd -23rd June 2023
- ET Travel World MICE & Wedding Tourism Summit and Awards - 27th June 2023
- EEMA Warehouse Session 4 - 30th June 2023
- EEMA Membership Kits dispatched in June

**The future is not something we enter. The future is something we create.**

## June 2023

Dear Friends

Welcome to the latest issue of EEMAGNIFY – where the world of events comes alive with inspiration and innovation. As we continue to navigate an ever-evolving industry landscape, our EEMA mission remains steadfast: to magnify the magic that unfolds when creativity and professionalism intertwine.

In these pages, you'll uncover a tapestry of your EEMA's industry stories that celebrate the art of working with people together. Each event engagement is a testament to the power of teamwork. Our magazine stands as a beacon for event professionals, a space to explore, embrace, emerge and learn the industry.

EEMAGNIFY is not merely an observer; it's a catalyst for progress. We spotlight the trailblazers who transform from within our industry, the people who turn dreams into reality, and the minds that shape the future of our industry. Through insightful features, expert and in-depth analyses coverage, we aim to equip you with the tools to elevate your industry from ordinary to extraordinary.

As we dive into this issue, remember that every event engagement has been an opportunity. Join us in magnifying the brilliance that lies within the world of events – where each detail matters, and every moment is a chance to craft a masterpiece.

Thank you for being a part of the EEMAGNIFY community. Together, let's continue to illuminate the path for making ours an exceptional industry.

With excitement and anticipation

From the Desk of Editor.



**FROM THE  
DESK OF THE  
GENERAL  
SECRETARY**

**Vinod Janardhan**

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## EVENT info

### Shows of India conclave: 06th May 2023



The 2023 Shows of India Conclave, in collaboration with the Event and Entertainment Management Association (EEMA), emerged as a dynamic gathering that illuminated the pulse of India's entertainment realm. Industry luminaries, innovators, and artists converged to deliberate on the ever-evolving landscape of Indian entertainment. With a spotlight on digital transformation, content diversity, live experiences, and global partnerships, the conclave captured the essence of the industry's past, present, and future in a single exhilarating event.

### Harmony for All- Part 2 (Artist Committee): 12th May 2023



The much-anticipated sequel, "Harmony for All - Part 2," organized by the Artist Committee of EEMA Rajasthan took the stage by storm on 12 May 23. Building upon the success of the first edition, this event promised to be a captivating showcase of talent and unity within the artist community. Artists from various disciplines, including music, dance, theatre, and more, came together to celebrate the power of harmony and collaboration. "Harmony for All - Part 2" featured mesmerizing performances, thought-provoking discussions, and opportunities for artists to network and connect.

This event served as a platform to promote inclusivity, diversity, and artistic expression in Rajasthan. We joined together in this remarkable journey of creativity, unity, and shared passion for the arts.

### EEMA Rajasthan Meet : 26th May 2023



### Suman Raina Announced as State head of Rajasthan meet

Suman Raina was appointed as the State Head of EEMA Rajasthan. With her vast experience and passion for the event industry, Suman Raina brings a wealth of knowledge and expertise to this important role. As the State Head, she is responsible for leading and coordinating various initiatives, events, and activities in Rajasthan, aimed at promoting collaboration, professional development, and industry growth. Suman Raina's dynamic leadership and visionary approach, will undoubtedly contribute to the success and advancement of the event industry in Rajasthan. We look forward to working with her and witnessing the positive impact she would make as the State Head of EEMA Rajasthan.

### Death of EEMA Platinum Member Mr. Bharat Kundalia

02nd June 2023



Mr. Bharat Kundalia, a beloved member of the Event and Entertainment Management Association (EEMA) and a Platinum Member, passed away on 2 June 2023. Mr. Kundalia's untimely demise left us in deep sorrow and mourning. He was an esteemed professional in the event industry, known for his exceptional contributions and unwavering dedication. Mr. Kundalia's immense knowledge, expertise, and passion for his work left an indelible mark on the industry.

He was remembered for his professionalism, kindness, and willingness to mentor and guide others. The EEMA community extended its heartfelt condolences to Mr. Bharat Kundalia's family, friends, and colleagues during such a difficult time. His legacy will continue to inspire and influence the event industry, and he will be deeply missed by all who had the privilege of knowing him. May his soul rest in eternal peace.



## EVENT info

## Hotel Advisory Committee announced

09th June 2023



The Hotel Advisory Committee was formed within the Event and Entertainment Management Association (EEMA), comprising of industry experts and leaders from the hospitality sector. This committee aims to strengthen the collaboration between event organizers and hotels. The Hotel Advisory Committee works towards enhancing the quality and efficiency of hotel services for events, providing valuable insights and recommendations to ensure seamless experiences for attendees.

By fostering partnerships and promoting best practices, the committee plays a crucial role in elevating the standards of hospitality within the event industry. We look forward to the Hotel Advisory Committee's contributions and their valuable expertise in creating successful events through seamless hotel collaborations.

The choices  
we make today  
create the future  
that we are  
dreaming of

## EEMA Warehouse Session 1:

Production &amp; Venue Construct 16th June 2023



The EEMA Warehouse Session 1: Production & Venue Construct was an informative and engaging event that delved into the intricacies of event production and venue construction. Industry professionals, event organizers, and suppliers gathered to share their expertise, insights, and best practices in these areas. The session covered various aspects, including logistics management, stage setup, lighting and sound

design, and technical requirements for different event types. Participants had the opportunity to learn from experienced professionals, gain valuable knowledge, and explore innovative solutions to enhance their event production and venue construction processes.

The EEMA Warehouse Session 1 provided a platform for networking, collaboration, and knowledge sharing, fostering growth and excellence in the event industry.

## EEMA Warehouse Session 2 & 3:

Lighting &amp; Power Distribution 17th June 2023



The EEMA Warehouse Session 2 & 3 focused on two crucial aspects of event management: lighting and power distribution. Industry professionals, event organizers, and technical experts gathered to explore the latest advancements and best practices in these areas. Session 2 delved into lighting design techniques, fixture selection, and creative lighting concepts that enhance the overall event experience. Participants learned about the latest lighting technologies, sustainability practices, and how to create impactful lighting designs that captivate audiences.

Session 3 highlighted the significance of efficient power distribution and management in events. Topics covered included power load calculations, temporary power setups, and ensuring seamless power supply for various event requirements. The sessions provided a platform for networking, knowledge sharing, and practical insights to elevate event production standards. Attendees left the EEMA Warehouse Session 2 & 3 equipped with the tools and techniques to create visually stunning and structurally sound trussing setups for their events.

## EVENT info

## The South Factor: A Celebration of Southern Creativity

22nd -23rd June 2023

EEMA hosted South Factor in Coimbatore on June 22 & 23.

The event facilitated collaborations, focused on aspects of the event industry ecosystem and aimed at creating opportunities for mutual growth among students and partners associated with the industry. The 7th edition of the event was held at the PSG Convention in Coimbatore and the Sterling Hotel in Ooty.

The Event & Entertainment Management Association (EEMA) organized 'The South Factor' with the aim of bringing together the event industry from South India and facilitate collaboration among the stakeholders.

The event scheduled to take place on June 22 and 23, was held in Coimbatore, known as an industrial and tourism hub in the region. Currently in its 7th edition, 'The South Factor' was an engaging and thought-provoking event, with members from all the Southern states of India sharing their knowledge and experiences. The event addressed various aspects of the event industry ecosystem and aimed to create opportunities for mutual growth among students and partners associated with the event ecosystem. The event featured guest speakers and industry leaders who shared their thoughts on relevant and current issues. It provided the attendees with opportunities for networking, socializing, and much more.

Speaking about the event, DV Vinod Gopal, Vice President South EEMA and Managing Director of Red Chariots Event Management And Marketing (P) Ltd, stressed upon the need for 'The South Factor' in the present day and shared that while owners', directors and CEOs often meet, network and discuss industry growth, many employees from the south are unable to participate due to the distance and cost factors.



## ET Travel World MICE & Wedding Tourism Summit and Awards

27th June 2023



panel discussions, and presentations covered topics ranging from event planning and management to destination weddings and the economic impact of such activities.

Notably, the event recognized excellence within the industry as well, through the Arabia Economic MICE Wedding Tourism Awards. These awards celebrated outstanding contributions in various categories, acknowledging the efforts of individuals, organizations, and destinations that have significantly enhanced the MICE and wedding tourism sectors.

Overall, the Arabia Economic MICE Wedding Tourism Summit & Awards held in Delhi marked an important gathering that contributed to the growth and recognition of Saudi Arabia as a prominent player in the MICE and wedding tourism domains.

EEMA was the knowledge partner for the ET Travel World MICE & Wedding Tourism Summit and Awards, held on the 27th June 2023 at Pullman New Delhi, Aerocity. It was the biggest platform for MICE buyers, comprising of India's top corporate houses, tourism and hospitality professionals, destinations, events, and wedding planners to come together. The event presented an opportunity for the industry players to collaborate with buyers and planners for business prospects.

While the summit explored the emerging trends in corporate business travel as well as the increasing grandeur of the great Indian wedding and engaged the industry stakeholders in serious and meaningful deliberations, the awards felicitated the forerunners in the industry.

During the summit, industry leaders, experts, and professionals shared insights and perspectives on the latest trends and developments in the MICE and wedding tourism sectors. Workshops,



## EVENT info

### EEMA Warehouse Session 4: Trussing

30th June 2023



The EEMA Warehouse Session 4: Trussing was a highly informative and engaging event that delved into the world of trussing systems in event production. This session brought together event professionals, technical experts, and suppliers to explore the various types of trusses, their applications, and best practices for safe and efficient trussing setups. Participants gained insights into truss design principles, load calculations, and rigging techniques to ensure the structural integrity and safety of event installations.

The session also covered topics such as truss configurations, compatibility with lighting and audio equipment, and advancements in trussing technology. The EEMA Warehouse Session 4: Trussing provided a valuable platform for knowledge sharing, networking, and practical insights to elevate the standards of trussing in event production. Attendees left the session equipped with the knowledge and skills to create visually stunning and structurally sound trussing setups for their events.

### EEMA Membership Kits dispatched in June:

00th June 2023

The EEMA (Event and Entertainment Management Association) Membership Kits, comprising of a Marriott card, certificate, and a badge proudly designating the recipient as a member of EEMA, were successfully dispatched to the members. These kits served as a token of recognition and membership for individuals who are a part of the vibrant event and entertainment management community.

The Marriott Bonvoy co-branded card included in the kit provides exclusive privileges and benefits for the cardholder, aligning with the partnership between EEMA and Marriott to enhance the experience of their members. This partnership is aimed to offer special offers, discounts, and access to Marriott properties for the event and experience industry.

Accompanying the card was a certificate acknowledging the individual's membership in EEMA. This certificate symbolized their commitment to the event and entertainment industry and highlighted their affiliation with a prestigious association dedicated to promoting excellence in this field.



Our imagination is the only limit to what we can hope to have in the future.

### WE ARE GROWING

May 23 - June 23



**Anuj Gurwara**  
Star Member, EEMA - South

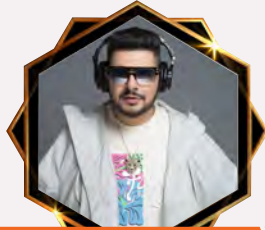


**Sonika Chopra**  
Star Member, EEMA - West



**Maryann Manasseh**  
Star Mmember, EEMA - South

**EVENT info**

**Deevangana Chauhan**  
 Star Member, EEMA - North

**Sushein Goklaney**  
 Star Member, EEMA - North

**Fouzia Dastango**  
 Star Member, EEMA - North

**San John David**  
 Star Member, EEMA - South

**Mansi Mishra**  
 Star Member, EEMA - East

**Nikita Nebhwani**  
 Star Member, EEMA - North

**Krishna P Harsh**  
 Star Member, EEMA - North

**Vipin Aneja**  
 Star Member, EEMA - West

**Sulagna S Routroy**  
 Star Member, EEMA - East

**Animesh Mishra**  
 Platinum Member, EEMA - West

**Swapnil Gupta**  
 Platinum Member, EEMA - West

**Hemant Matai**  
 Platinum Member, EEMA - West

**Karthik SA Gowda**  
 Platinum Member, EEMA - South

**Ravi Pasari**  
 Platinum Member, EEMA - East

**Arvind Jyot Sabhaney**  
 Platinum Member, EEMA - South

**Zubair Abdul Waheed Hassan**  
 Platinum Member, EEMA - South

**Roshan Abbas**  
 Platinum Member, EEMA - West

**Ruchi Kalia**  
 Platinum Member, EEMA - North

**Praveen Chandran**  
 Platinum Member, EEMA - South

**Mangeshwar Anbazhangan**  
 Gold Member, EEMA - South



**EVENT info**



**Shivprasad Maharudra Patil**  
Gold Member, EEMA - West



**Ajesh Mukundan**  
Gold Member, EEMA - South



**Senthil Kumar D**  
Silver Member, EEMA - South



**Prijo Jose**  
Silver Member, EEMA - South



**Gitanjali Agarwalla**  
Silver Member, EEMA - North



**Mohd Azmath Ali**  
Silver Member, EEMA - South



**Nishi Prakash**  
Silver Member, EEMA - North



**Mir Aijaz Ahmed**  
Silver Member, EEMA - North



**Bhanwar Singh**  
Silver Member, EEMA - North



**Amit Wanchoo**  
Silver Member, EEMA - North



**Sandeep Kurian**  
Silver Member, EEMA - South



**Rajan. N**  
Silver Member, EEMA - South



**Tanushree Hazarika**  
Silver Member, EEMA - North



**Nitika Khandelwal**  
Silver Member, EEMA - South



**Lalit Sharma**  
Silver Member, EEMA - West



**Abhishek Sansi**  
Associate Member, EEMA - North



**Ankur Rara Jethlia**  
Associate Member, EEMA - North



**Tanay Pareek**  
Associate Member, EEMA - North

**EVENT** info

Happy  
*Birthday*  
May 23 - June 23



**Vipul Pandhi**  
EEMA - North



**Arun Kumar**  
EEMA - South



**Ashna Dhanuka**  
EEMA - East



**Gautam Chaturvedi**  
EEMA - West



**Khurram Askari**  
EEMA - South



**Naval Tiwari**  
EEMA - East



**Navpreet Bhasin**  
EEMA - North



**Nidhi Poddar**  
EEMA - East



**Nimish Thakkar**  
EEMA - West



**Praveen Sharma**  
EEMA - North



**Shaleen Kapur**  
EEMA - North



**Sundar Babu**  
EEMA - South



**Udeshe Kejriwal**  
EEMA - West



## EVENT info



**Amit Dhoka**  
EEMA - North



**Chander Bhan Nagpal**  
EEMA - North



**Davinder Sharma**  
EEMA - South



**Jibin Johnson**  
EEMA - South



**Kiran Shetty**  
EEMA - West



**Maninder Sethi**  
EEMA - North



**Prasad Prabhu**  
EEMA - West



**Priti S Sidwaani**  
EEMA - West



**RITI**  
EEMA - South



**Tejinder Singh**  
EEMA - North



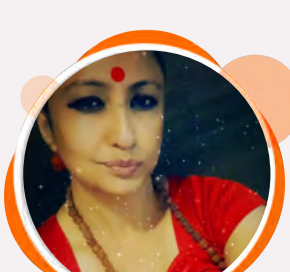
**Vaibhav Kejriwal**  
EEMA - West



**Vinod Bhandari**  
EEMA - East



**Tanay Pareek**  
EEMA - West



**Ashuma Sachdeva**  
EEMA - North



**Sunil Darekar**  
EEMA - West



**Anirban Adhikary**  
EEMA - East



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