



## FROM THE DESK OF THE PRESIDENT

**Samit Garg**

 president@eemaindia.com

Dear Friends,

It's fantastic to see the incredible energy across EEMA chapters! This month's newsletter brings exciting news from all corners of India. Collaboration, knowledge-sharing, and fostering a diverse and inclusive events industry remain at the heart of everything we do.

The industry itself is evolving at a cracking pace! Eco-friendly experiences are all the rage, so let's embrace "green glam" with sustainable practices and data-driven technology. We want to create immersive events that leave a lasting impact.

### EEMA's Here to Empower!

We remain laser-focused on empowering our members. Through webinars, workshops, and award ceremonies, we provide knowledge sharing on everything from finance and tech to inclusivity and industry best practices.

We're also fostering collaboration with regional associations like EMAK and celebrating the incredible talent of Indian event professionals.

Stay tuned for more exciting events and initiatives designed to help you stay abreast with trends and succeed in our dynamic industry!



- **March 15, 2024:** EEMA North Rendezvous Meet (Luxera New Delhi)
- **March 16, 2024:** EEMA West Webinar: Insurance for Events & Event Managers (EEMA Virtual Campus)
- **March 28, 2024:** EEMA West & Make My Trip Benefit Refresher Session (EEMA Virtual Campus)
- **April 6, 2024:** EEMA WeCare & Inclusional Webinar: Beyond Gender: Creating Safe Workplaces (EEMA Virtual Campus)
- **April 10, 2024:** EEMA South Harmony Meet (IIT Madras)
- **April 16-17, 2024:** EEMA & EMAK Silent Heroes Awards 2024 (Le Méridien Kochi)
- **April 22, 2024:** EEMA West Gurukool Masterclass Unveils Secrets to Event Planning (NIEM Kolkata)



**Challenge. Collaborate. Conquer Together.**



## EVENT info

## EEMA North Rendezvous 2024 Ignites Collaboration and Growth! 15th March 2024



A collaborative spirit permeated through the EEMA North Rendezvous 2024 held at Luxera, New Delhi on March 15th. Over 150 event pros ignited growth with insightful discussions and game-changing initiatives!

Vipul Pandhi, VP (North), and Ruchin Kohli (Joint Secretary) spearheaded this successful event. Ankur Kalra (Treasurer) kept the information flowing smoothly as the keynote moderator and fostered productive discussions, while our MC Swati Sharma Singh ensured the energy was high and the program ran like clockwork.

### Insightful Highlights:

**Industry Leaders' Insights:** Financial experts like Sunil Pathak and Rahul Kishore Sharma of **WEChartered Consultancy** offered valuable guidance on navigating financial aspects for event businesses.

**Technological Innovation:** Naveen Gupta and Vishal Puri, Co-Founders of Forty Five Positive Tech, unveiled **Spalba**, a revolutionary event management SaaS platform poised to transform the industry.

**EEMA North Initiatives:** The launch of two key initiatives, **EPID** (Event Professional ID) and **ERP** (EEMA Recommended Partners), promises to elevate industry standards by standardizing event professionals and recognizing trusted vendors.



## EVENT info

### A Two-Pronged Approach to Growth

EEMA President Samit Garg emphasized the critical role of both capital and talent as drivers of event business growth. He championed **strategic talent acquisition** and **utilizing government schemes** as key tools to fuel expansion. This focus on talent aligns with the **industry's promising future**, as Garg highlighted the impressive collective market cap exceeding 2,000 crores for just six listed SME event companies.

### Collaboration is Key

Sabaas Joseph, Past President of Wizcraft International, echoed the importance of collaboration. He stressed that knowledge-sharing and working together are the cornerstones of progress within the event industry.

### A Heartfelt Thank You to Our Partners and EEMA Family

We are **especially grateful** to the dedicated **EEMA Leadership team**: Sagar Pingali (Executive Vice President), Vinod Janardhan (General Secretary), Siddharth Ganeriwala (Secretary), D V Vinod Gopal (VP South), Suman Raina (State Head of EEMA Rajasthan), and Vanesa Williams (Committee Member). Their hard work and commitment were instrumental in making the event a success.

We would also like to **acknowledge our incredible Friends of EEMA**: Rajeev Jain, Sanjeev Pasricha, Kamaljit Singh Gurna, Mandeep Singh, Vijay Arora, Nitin Arora, Prerana Saxena, Karan Singh Chettri, Sharad Mathur, and Amanveer Singh. Their unwavering support means the world to us.



## EVENT info

# EEMA Strengthens Your Event Game with Insurance Insights! : 16th March 2024



EEMA empowers members with knowledge! Our recent EEMA Virtual Campus webinar on "Insurance for Events & Event Managers" (March 16th) was a hit. Experts Mr. Vijay Reddy and Mr. Gaurav Vasani shed light on navigating the world of event insurance.

## Here's a quick recap:

**Financial Protection:** Members understood how event insurance safeguards event finances from unforeseen disruptions or cancellations.

**Customizable Coverage:** The session explored the importance of tailoring insurance policies to address different event types' specific needs and risks.

**Weatherproofing Events:** Attendees learned how insurance can protect against weather-related issues, minimizing potential losses and ensuring event continuity.

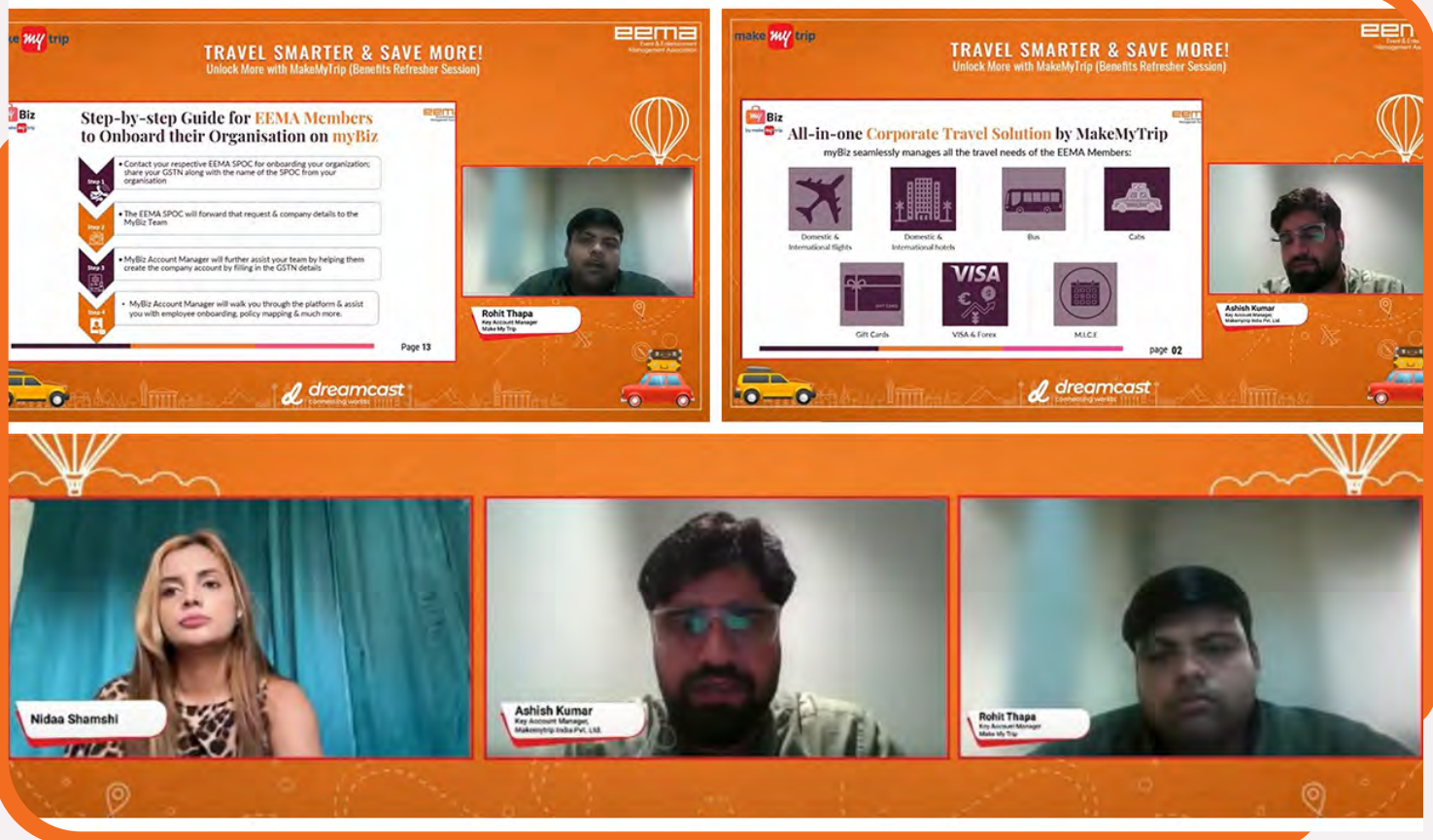
**Stakeholder Protection:** The discussion highlighted how event insurance considerations extend to various stakeholders, including sponsors, vendors, performers, and the event organizer.

EEMA webinars equip you with the knowledge and resources to make informed decisions and ensure smooth event execution. Watch for upcoming events designed to elevate your event management expertise!

**Break Barriers. Build Teams. Thrive in Diversity.**



## EVENT info

EEMA West & MakeMyTrip Streamlined Travel for Members **28th March 2024**

## EEMA West &amp; MakeMyTrip Streamlined Travel for Members

EEMA West and MakeMyTrip collaborated to deliver valuable insights to members on March 28th at the EEMA Virtual Campus, Michael Menezes Auditorium. Key Account Managers Ashish Kumar and Rohit Thapa, alongside MC Nidaa Shamshi, showcased the MyBiz platform, highlighting its benefits.

MyBiz streamlined travel management with key features, ensuring access to the latest deals and availability through real-time booking and inventory. A centralized booking system simplified travel arrangements, fostering greater efficiency. Exclusive EEMA member benefits, including

discounts and flexible cancellation policies, provided significant cost savings. Additionally, 24/7 dedicated customer support guaranteed prompt assistance whenever needed.

## Key Takeaways for EEMA Members:

Enjoy streamlined travel management with exclusive perks, including reduced costs and increased efficiency through centralized booking, real-time reporting, and exclusive discounts. Simplify GST management with accurate reporting and mapping, ensuring compliance is hassle-free. Plus, rest assured with dedicated 24/7 customer support. EEMA West empowers its members for success, exemplified by our recent webinar on MyBiz.

## EVENT info

# Beyond the Checkbox: EEMA WeCare & Inclusional Inclusive Work Environments

06th April 2024



EEMA's WeCare Committee & Inclusional joined forces for a powerful virtual session (April 6th) at the EEMA Virtual Campus led by Sushma Gaikwad (EEMA WeCare Chairperson) and Manika Garg (Efactor Experiences VP). The session focused on building safe and inclusive workplaces for a multi-generational workforce. They went beyond the usual Diversity & Inclusion (D&I) talk, exploring innovative strategies to create a thriving and diverse work environment.

## Here's what made it a game-changer:

**Diversity Beyond Gender:** Experts Priyanka Agrawal (Inclusional) and Jayati Doshi championed respecting a wider range of identities and experiences, fostering a workplace that reflects today's workforce.

**Building Dream Teams:** Dismantling hiring bias and building diverse talent pools, as discussed by the session leaders, were key topics, opening doors to new opportunities.

**Safety First, Everywhere:** The session explored how the POSH Act safeguards employees in virtual spaces. Data Drives Progress: Tracking D&I metrics empowers informed choices for a truly inclusive environment.

**Open Communication is Key:** The importance of open communication and a well-trained Internal Complaints Committee was emphasized.

EEMA remains committed to fostering a thriving event industry that embraces diversity and inclusion. Stay tuned for future initiatives!

**Data Drives Decisions. Craft Smarter Events.**



## EVENT info

# EEMA South Harmony Meet Rocks IIT Madras: Empowering MCs & Anchors! 10th April 2024



Held on April 10th at the prestigious IIT Madras, the EEMA South Harmony Meet wasn't just about creating impressive events. Led by the dynamic DV Vinod Gopal, Vice President of EEMA South, the event empowered aspiring MCs and Anchors, equipping them with invaluable skills to elevate their careers.

## Key Takeaways Dropped:

**Industry Insights Galore:** Industry leaders Siddharth Ganeriwala (EEMA Secretary) and Alaap Goshar (TM Ventures) shared the latest event trends and branding strategies, ensuring attendees stayed ahead of the curve.

**Execution Expertise from a Master:** Abdul Mugheet, the mastermind behind Maze Events,

offered valuable insights into flawless event execution, making sure attendees can deliver unforgettable experiences.

**Inspiration Station with Gitikka Ganju Dhar:** This Anchor/Writer/Speaker motivated attendees with her inspiring stories and experiences, igniting a fire within them to excel.

**Crafting Unforgettable Events with Nanni Singh:** Nanni Singh, Chairperson of the EEMA Artist Committee, wasn't holding back! She revealed the secrets to crafting impactful events, ensuring attendees can create truly memorable experiences.

**EEMA: Your Strong Community Partner:** A fireside chat with Sagar Pingali (EEMA EVP) highlighted the importance of collaboration and the wealth of resources available within the EEMA community.

## EVENT info

## EEMA Empowers Kerala's Silent Event Heroes at EMAK Awards! 16th - 17th April 2024



The recent **EMAK Awards 2024**, held on the **16th & 17th of April**, partnered by **EEMA**, wasn't just about accolades - it was a springboard for empowering **Kerala's incredible event professionals!** **EEMA**, as a staunch advocate for the Indian event industry, proudly joined forces with **EMAK**, showcasing their unwavering support. **EMAK** dignitaries, including President **Raju Kannampazha**, General Secretary **Martin Emmanuel**, and Treasurer **Gincy Thomas**, played a key role in this successful event amongst others.

This wasn't merely an awards ceremony. Over **75 MCs and Anchors** received a power-packed session by industry veteran **Brien Telles (EEMA Past President)**. His "**Ten Lessons in Ten Minutes**" delivered golden nuggets on building a strong network ("your tower of power") and exceeding client expectations.

The focus wasn't just on individual brilliance, but on collective strength. Collaboration was a key theme, with **EEMA's EVP, Sagar Pignali** (from the "**MICE through Kerala**" talk) emphasizing seamless teamwork across the entire event industry – from tour operators to venue staff. This collaboration is the key that unlocks the true potential of the **MICE (Meetings, Incentives, Conferences & Exhibitions)** industry, as highlighted by **Vinod Gopal (VP EEMA South)** in his session. He emphasized Kerala's **MICE future shines!** Collaboration across the event industry, along with smart social media strategies, will unlock success in grand weddings and beyond. Client focus, strategic marketing, and sustainability are key!

EEMA's partnership with **EMAK** solidified its role as a champion for event professionals across India.



## EVENT info

## EEMA East Gurukool Masterclass Unveils Secrets to Event Planning

22nd April 2024



On 22nd April at NIEM Kolkata, EEMA East's Masterclass with Gurukool Experts delivered essential insights for excelling in the dynamic media and entertainment industry. Led by **Avinash Singhania**, Joint Secretary of EEMA East, the interactive session presented actionable strategies for industry veterans and newcomers alike.

The "Key Note to be a Successful Event Planner" session honed in on core event planning skills, such as understanding client briefs, maintaining clear communication, and sticking to timelines. Participants also explored the influence of digital and social media and the nuances of venue selection and entertainment.

A spirited discussion tackled the unique challenges of corporate and wedding events, **equipping attendees with practical knowledge** to elevate their careers. EEMA East goes beyond hosting events-they're dedicated to **nurturing your professional growth**. This Masterclass exemplifies their commitment to your development and success.

Embrace Disruption. Reimagine Events. Thrive.



**EVENT info**

**WE ARE  
GROWING**

**Mar 24 - Apr 24**

**NEW  
MEMBER  
JOINEES**



**Dr. Kruti Parekh**  
Star Member, EEMA



**Ramona Arena**  
Star Member, EEMA



**Ankit Kapoor**  
Platinum Member, EEMA



**Priti Kohli**  
Platinum Member, EEMA



**Venkatesh G**  
Platinum Member, EEMA



**Harish Ravva**  
Silver Member, EEMA



**Krishna Keshri**  
Silver Member, EEMA



**Riddhi Sharma**  
Silver Member, EEMA



**Aakash Tanwani**  
Associate Member, EEMA



**Naveen Sachdeva**  
Associate Member, EEMA



**Praveen Gandhi**  
Associate Member, EEMA



**Ritu Jagnani**  
Associate Member, EEMA



**EVENT info**

# Happy Birthday

Mar 24 - Apr 24



01 MAR

**Avinash Singhania**  
EEMA - East



03 MAR

**Rahul Gomes**  
EEMA - West



04 MAR

**Shashi Bokadia**  
EEMA - East



04 MAR

**Shiva Rathi**  
EEMA - North



05 MAR

**Bala Nicholas**  
EEMA - South



06 MAR

**M Prabhakaran**  
EEMA - South



07 MAR

**Ram Kumar**  
EEMA - South



07 MAR

**Srinivas Gunishetty**  
EEMA - South



08 MAR

**Sachin Mutreja**  
EEMA - North



10 MAR

**Raj K Batra**  
EEMA - West



12 MAR

**Martin Emmanuel**  
EEMA - South



12 MAR

**Vicky Thakkar**  
EEMA - South

**EVENT info**


13 MAR

**Damanpreet Singh**  
 EEMA - North


16 MAR

**Sanjoy Roy**  
 EEMA - North


17 MAR

**Anup Mohan**  
 EEMA - South


17 MAR

**Deepak Pawar**  
 EEMA - West


20 MAR

**Nipun Nakra**  
 EEMA - North


21 MAR

**Sonu Nanda**  
 EEMA - East


22 MAR

**Sidhartha Mehta**  
 EEMA - North


23 MAR

**Pawan Bansal**  
 EEMA - North


24 MAR

**Jyothi Sukumar**  
 EEMA - South


24 MAR

**Riaz Basha**  
 EEMA - South


25 MAR

**Jai Mundra**  
 EEMA - South


26 MAR

**Devraj Sharma**  
 EEMA - North


26 MAR

**Shristi Dhandharia**  
 EEMA - East


28 MAR

**Lalit Sharma**  
 EEMA - West

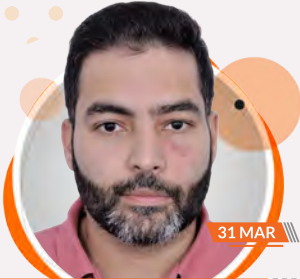

29 MAR

**M. P. Vijay**  
 EEMA - South


30 MAR

**Debangshu Dasgupta**  
 EEMA - East



**EVENT info**


31 MAR

**Karan Mehta**  
 EEMA - North


01 APR

**Sandeep Kurian**  
 EEMA - South


02 APR

**Himanshu Anand**  
 EEMA - North


02 APR

**Malladi Sandeep Kumar**  
 EEMA - South


02 APR

**Rahul Sharma**  
 EEMA - North


03 APR

**Pilla Uday Harish**  
 EEMA - South


04 APR

**Byju Paul**  
 EEMA - West


04 APR

**Sonika**  
 EEMA - West


05 APR

**Vipin Madan Pal Chouhan**  
 EEMA - West


07 APR

**Abhishek Singhal**  
 EEMA - North


10 APR

**Amanveer Singh**  
 EEMA - North


10 APR

**Sumant Jaykrishnan**  
 EEMA - North


10 APR

**Vinay Mittal**  
 EEMA - North


11 APR

**Shivaprasad**  
 EEMA - West


12 APR

**Nikunj Khandelwal**  
 EEMA - East


12 APR

**Sandeep Kapoor**  
 EEMA - North

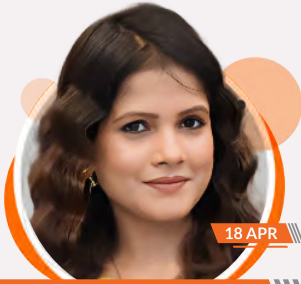
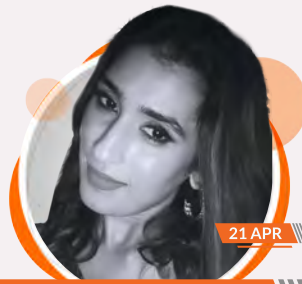
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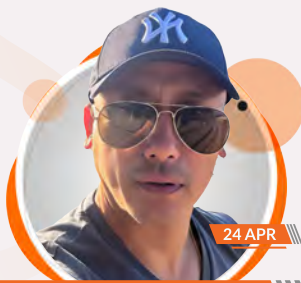
**Kuldeep Parihar**  
 EEMA - North

**Ritu Natha**  
 EEMA - North

**Jignesh Satish Shah**  
 EEMA - West

**Vinnie Kay**  
 EEMA - North

**Harish Ravva**  
 EEMA - South

**Varsha Mittal**  
 EEMA - North

**Pooja Yadav**  
 EEMA - North

**Abdul Muqheet**  
 EEMA - South

**Karan Singh Chettri**  
 EEMA - North

**Sujata Bhandari**  
 EEMA - North

**Vipul Ganatra**  
 EEMA - South

**Aditya Loomba**  
 EEMA - North

**Akriti Loyalka**  
 EEMA - North

**Varun Dua**  
 EEMA - North

**Dibya Ranjan Jena**  
 EEMA - South

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