

# EEMAGNIFY

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**Sparkling lights fade,  
memories etched by  
events shine eternally.**



## FROM THE DESK OF THE PRESIDENT

**Samit Garg**

 president@eemaindia.com

Dear Friends,

As 2023 has drawn to a close, I look back with immense pride at our collective journey. November and December have been vibrant months, showcasing EEMA's unwavering commitment to shaping the Indian event landscape.

In Jaipur, amidst the dazzling Diwali lights, EEMA Rajasthan's congregation sparkled with the passion and camaraderie of our members. This gathering, led by EEMA leadership, resonated with fostered connections that will shine in our memories.

On the national stage, our voice reverberated through a pivotal meeting with Minister Piyush Goyal. Led by senior members and esteemed Mr. Anoop Jalota, we expressed unwavering support for the proposed Single Window Clearance System for the music industry. This visionary reform promises streamlined processes, fair wages for artists, and a brighter future for the live Indian music industry. We stand united with all members in applauding this revolutionary step towards inclusivity and a transformative musical tomorrow.

The ongoing deliberations of the EEMA Wedding Council with the Ministry of Tourism for the Wedding Tourism Strategy Draft has also progressed very well. We will share updates as we move along in this new year.

These November and December highlights are mere glimpses into your achievements this year. From EEMAGINE's esports tournaments to MICE events with a mission, you've embraced innovation and social impact, redefining the fabric of Indian events.

As 2024 unveils its treasure trove of potential, EEMA stands as our compass, guiding us to rise to the occasion like seasoned navigators. Together, we will chart a course guided by innovation and fueled by our shared passion for excellence.

We are the captains of our destinies within this vibrant community, poised to transform possibilities into realities that redefine the future of Indian events. Let's paint the event landscape with even more dazzling colors, leaving a lasting legacy of creativity, transformation, impact, and joy.

Wishing all of you a fabulous 2024.

## EVENT info

## EEMA President Mr. Garg Meets Tourism Minister of Nepal at the Indo-Nepal Wedding Summit 2023 in Kathmandu

3rd November 2023



EEMA President Mr. Garg played a pivotal role at the Indo-Nepal Wedding Summit 2023 in Kathmandu, where he engaged in crucial discussions with Mr. Sudan Kirati, Tourism Minister of Nepal. The dialogue revolved around strengthening ties between the event management industry and Nepal's tourism sector. Key discussions included leveraging cultural proximity and scenic beauty to promote Nepal as an attractive wedding destination. Mr. Garg expressed optimism in fostering collaboration, emphasizing the shared potential for cross-cultural celebrations. This exchange highlighted EEMA's commitment to exploring opportunities that benefit the event management industry and contribute to the growth of international event destinations.



## EEMA Rajasthan's Diwali Jubilation: A Night of Lights, Leaders, and Magical Melodies!

8th November 2023



EEMA Rajasthan Members converged for an enchanting Diwali Meet at Gyanjee Advaita, Jaipur, on 8th November 2023. The evening was infused with joy as esteemed members, led by the dynamic leadership of Vipul Pandhi, VP of EEMA North, and guided by the inspiring presence of Suman Raina, State Head of EEMA Rajasthan, ignited the festivities.

Rajiv Gupta, Ajay Chouhan, Pritesh Sharma, Mahavir P. Sharma, Amitesh Taluka, Mitesh Maharaj, Krishna Priya Harsh, Varsha Mittal, Puneet Chopra, Gitanjali Agarwalla, Deepali Vijay, and Manjeet Singh, all contributed to the vibrant atmosphere.

Beneath the luminous lights, the event resonated with soul-stirring melodies of SUFI SAMA, weaving a magical ambiance. This intimate gathering fostered connections and camaraderie, ensuring a night etched in the cherished memories of Diwali. Heartfelt thanks to each one of you for being an integral part of this joyous celebration!

Success is not just  
about making money.  
It's about making  
a difference.



## EVENT info

## EEMA Deligation Meets Minister Piyush Goel: Applauds Single Window Clearance Vision

8th November 2023



In a pivotal meeting on November 8, 2023, at New Delhi's vibrant venue, the EEMA delegation, led by President Samit Garg and the esteemed Anoop Jalota, convened with Minister Piyush Goyal. The session delved into groundbreaking reforms, particularly the visionary Single Window Clearance mechanism for the music industry.

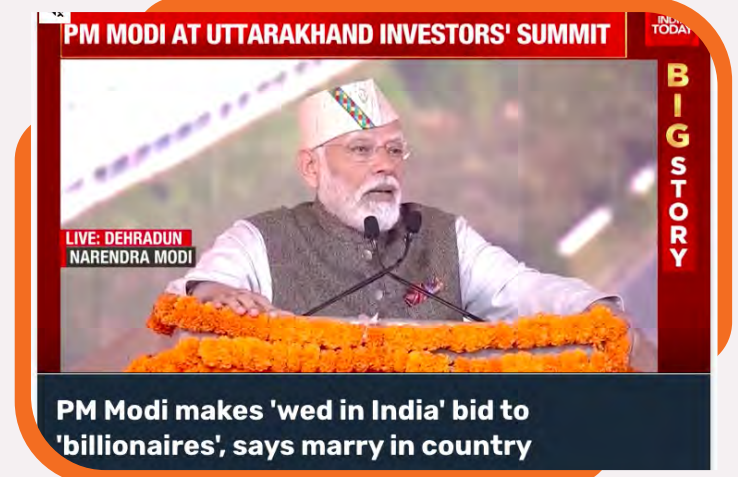
EEMA endorses the proposed system by expressing resolute support, foreseeing streamlined processes and just compensation. Treasurer Ankur Kalra emphasizes commitment to equitable remuneration, while Secretary Siddharth Ganeriwala lauds its revolutionary impact on royalty and copyright processes.

The delegation appreciates the emphasis on inclusivity, with notable members including Ms. Arpita Gandhi, Ms. Poonam Lal, Mr. Chetan Vohra, Mr. Vipul Pandhi, Mr. Ruchin Kohli, Mr. Amanveer Singh, Mr. Rajeev Jain, Mr. Harjinder Singh Jindi, Mr. KJ Singh Gurna, Mr. Sharad Mathur, and Mr. Naveen Gupta, eagerly anticipating continued collaboration with the Ministry of Commerce & Industry. This meeting marks a significant step towards realizing a transformative vision for India's music industry.



## Celebrating at Home: PM Modi's 'Wed in India' Vision Takes Root

8th November 2023



Prime Minister Narendra Modi, at the Uttarakhand Investors' Summit, championed the "Wed in India" movement, urging affluent Indians to select Uttarakhand for destination weddings. He emphasized the cultural richness and destiny's role in forming pairs, challenging the trend of couples going abroad. By promoting at least one wedding in Uttarakhand, he envisioned 5,000 such weddings boosting the state's infrastructure. This echoed PM Modi's Mann ki Baat initiative, which encouraged celebrations within the country to bolster local economies. The movement aligned with "Make in India," showcasing India's strength in hosting significant life events, leaving an indelible mark in the past.

Let's weave  
success together  
every shared  
lesson is a step  
towards collective  
brilliance. Dive into  
shared learning, craft  
your story of growth!

## EVENT info

## Crystal Ball Gazing: Trends Transforming Indian Events

00th November 2023

### Personalization: Tailoring the Spotlight to You



Imagine an event where every moment feels like it was created just for you. AI whispers recommendations in your ear, curates bespoke journeys, and adjusts experiences based on your preferences. This friends, is the future of personalization, predicted by EEMA to be a game-changer next year.

As AI platforms and data analysis tools become more sophisticated, events will transform into dynamic tapestries woven into individual desires. EEMA is at the forefront of this revolution, equipping its members with the tools and know-how to personalize experiences ethically and effectively. So, get ready to step into events where you're not just a participant, but the star of the show!

**Did You Know?** Personalisation's on fire! 92% of Indian event pros predict bespoke experiences are next year's hottest trend. EEMA members lead the AI-powered charge!



### DID YOU KNOW?

**Personalisation's on fire! 92% of Indian event pros predict bespoke experiences are next year's hottest trend. EEMA members lead the AI-powered charge!**

## Exhibitions Boom: Prepare for the Rise of the Exhi-verse!



Remember those pre-pandemic expo halls buzzing with excitement? Well, hold onto your hats, folks, because they're about to explode back onto the scene, bigger and better than ever!

Expect an 18% rise in 2024, bursting with niche themes like sustainable fashion or AI-powered gadgets. Dive into regional hotspots, explore interactive exhibits that let you test-drive robots or mix your perfume, and experience hybrid options that let you join the fun virtually.

Get ready for a vibrant tapestry of knowledge, innovation, and connection – it's the exhibit that comes to life!



### DID YOU KNOW?

**Hybrid exhibitions are the future! 87% of event organizers plan to invest in hybrid formats, ensuring everyone can be a part of the action, no matter where they are.**





## EVENT info

### Experiential Marketing: Buckle Up for Mind-Blowing Adventures!



Experiential marketing is here to stay, with budgets skyrocketing by 25%.

Buckle up for mind-blowing adventures where AR lets you climb Mount Everest with your latte, VR transports you to a bustling Tokyo street market, and gamification rewards you for learning about the latest tech.

Prepare to be the star of the show, not just an observer, as brands weave immersive experiences that ignite your senses and leave you speechless.



#### DID YOU KNOW?

**95% of consumers say they remember a brand better after a positive experiential marketing encounter. Get ready to be wowed!**

### Destination Weddings: Say "I Do!" to Paradise!



Ditch the predictable hotel ballroom and say "I do!" amidst breathtaking scenery! Destination weddings are soaring, injecting tourism with a romantic boost. Think exchanging vows with the turquoise ocean as your backdrop, local musicians serenading you under a canopy of stars, and indulging in sustainable catering that celebrates regional flavors.

Sustainability and cultural touches are the new must-haves, making your special day both breathtaking and responsible. Create memories that will last a lifetime, far beyond the ordinary!



#### DID YOU KNOW?

**72% of couples now consider destination weddings, prioritizing unique experiences and cultural immersion. Get ready for the wanderlust-fueled wedding boom!**



## EVENT info

### ATL & BTL Blending: The Seamless Tango of Marketing Magic!



Lines are blurring, folks! Get ready for a seamless tango where traditional advertising (ATL) and on-the-ground experiences (BTL) blend flawlessly, offering personalized journeys across channels. Imagine receiving a personalized video invitation after seeing a captivating billboard, then attending an interactive event where you co-create the brand story.

Expect a 15% rise in these integrated beauties, ensuring your brand message reaches audiences in a cohesive and impactful way. It's all about creating a unified narrative that resonates across every touchpoint.



#### DID YOU KNOW?

**83% of marketers believe integrated marketing campaigns deliver higher ROI. Get ready for the power of the blended experience!**

### Conferences Get Tech-Savvy: Say Goodbye to Snooze Fests!



Move over, lecture halls, and endless PowerPoint presentations! Conferences are about to get a tech-savvy makeover, making them accessible, interactive, and frankly, way more fun. Virtual and hybrid formats are breaking down geographical barriers, opening doors for everyone to participate no matter their location.

AI networking tools will become your wingman, helping you connect with like-minded individuals who share your passions. And if you thought learning couldn't be thrilling, prepare for gamified sessions that turn knowledge acquisition into a captivating quest.

Buckle up for a conference experience that will leave you informed, inspired, and feeling like you just won the intellectual Olympics.



#### DID YOU KNOW?

**78% of event attendees prefer hybrid or virtual formats, showcasing the growing demand for accessible and engaging conferences. Get ready for the rise of the tech-powered knowledge party!**



Fifteen years woven, a million stories spun: EEMA's tapestry beckons you to add your thread.



## EVENT info

## From Blazing Trails to Global Brilliance: EEMA at 15 and Beyond

After 15 years of blazing trails, EEMA raises a toast, hearts brimming with gratitude. From championing rights to shaping narratives, they've empowered stars, ignited creativity, and redefined the Indian event horizon. Now, eyes ablaze with a brighter future, they envision global acclaim, powered by tech, immersive worlds, and a green heartbeat. Talent nurtured, partnerships forged, policies echoed – EEMA leads the charge, hand in hand. Together, we rise, weaving a tapestry of brilliance, where Indian events not only dazzle but inspire the world.



Beyond applause, build experiences that spark hearts, ignite change, and leave the world transformed.



**EVENT** info

**WE ARE GROWING** Nov 23 - Dec 23



**Rhea Kumar**  
Star Member, EEMA



**Joel John**  
Platinum Member, EEMA



**Wilfred Selvaraj**  
Platinum Member, EEMA



**Neeraj Tayal**  
Platinum Member, EEMA



**Subhashish Tripathy**  
Platinum Member, EEMA



**Yashvardhan Agarwal**  
Platinum Member, EEMA



**Karan Mehta**  
Platinum Member, EEMA



**Rajan Gupta**  
Platinum Member, EEMA



**Ahtesham (Kabir)**  
Silver Member, EEMA



**Rahul Trehan**  
Silver Member, EEMA



**Piyush Chawla**  
Silver Member, EEMA



**Arindam Chakraborty**  
Associate Member, EEMA



**Ubaid Ahmad**  
Associate Member, EEMA



**Nabajyoti Singh**  
Associate Member, EEMA



**Rajesh Gandhi**  
Associate Member, EEMA

Happy  
**Birthday**  
Nov 23 - Dec 23



**Prijo Jose**  
EEMA - South



**Bharat Dhiman**  
EEMA - North



**Rohit Agarwal**  
EEMA - East



**EVENT info**

**Sumati Anand**  
 EEMA - North

**Reeta Agarwal**  
 EEMA - North

**Suman Raina**  
 EEMA - North

**Vijay Bokadia**  
 EEMA - East

**Sanjeev Kapoor**  
 EEMA - South

**Amrita Joshi**  
 EEMA - West

**Prabhakara Raju Leelaram**  
 EEMA - West

**Vicky Tulsyan**  
 EEMA - East

**Sarvjit Singh Bedi**  
 EEMA - North

**Shashank Gupta**  
 EEMA - North

**Jagmohan Singh**  
 EEMA - North

**Rajeev Jain**  
 EEMA - North

**Shailesh Thakkar**  
 EEMA - West

**DV Vinod Gopal**  
 EEMA - South

**Rajiv Gupta**  
 EEMA - North

**Sofia Methew**  
 EEMA - South

**Ravi Mehta**  
 EEMA - West

**Taranbir Sahni**  
 EEMA - East

**A Venkateshwar AR**  
 EEMA - South

**Bhanu Ahuja**  
 EEMA - North

**EVENT info**

**Praveen Baheti**  
 EEMA - East

**Chitvan Jaipuria**  
 EEMA - East

**Sundeep Sidwani**  
 EEMA - West

**Amit Arora**  
 EEMA - North

**Shiva Sureka**  
 EEMA - North

**Ankur Kalra**  
 EEMA - North

**Deevangana Chauhan**  
 EEMA - North

**Keyur Patel**  
 EEMA - West

**Akshyendu Pattanayak**  
 EEMA - East

**Mandeep Singh**  
 EEMA - North

**Manish Sharma**  
 EEMA - North

**Rishin Kar**  
 EEMA - West

**Sabbas Joseph**  
 EEMA - West

**Shankar Ganesh**  
 EEMA - West

**Mandeep Malhotra**  
 EEMA - West

**Sanjay Potdar**  
 EEMA - West

**Harjinder Singh**  
 EEMA - North

**Maryann Manasseh**  
 EEMA - South

**Bhavita Singh**  
 EEMA - North

**Bhupesh Taneja**  
 EEMA - North



**EVENT info**


14 DEC

**Hemant Mittal**  
 EEMA - North


14 DEC

**Manish Singhal**  
 EEMA - North


17 DEC

**Vinod Janardhan**  
 EEMA - West


18 DEC

**Devinder Sablok**  
 EEMA - West


21 DEC

**Kaival Devang Patel**  
 EEMA - West


21 DEC

**Ruchin Kohli**  
 EEMA - North


22 DEC

**Ankur Rara**  
 EEMA - North


23 DEC

**G Rajesh**  
 EEMA - South


25 DEC

**Gautam Seth**  
 EEMA - North


25 DEC

**Sandeep Pal Singh**  
 EEMA - North


27 DEC

**Tejinder Singh**  
 EEMA - North


28 DEC

**Aditya Sharma**  
 EEMA - East


28 DEC

**Chetan M Suchak**  
 EEMA - West


28 DEC

**Hareesh Babu**  
 EEMA - West


28 DEC

**Nitin Vashisht**  
 EEMA - North


28 DEC


**Shaheen Jehani**  
 EEMA - West


29 DEC

**Gagandeep Singh**  
 EEMA - North


31 DEC

**A. Baram Babu**  
 EEMA - South

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**EEMA**  
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 Management Association

