

EEMA ELEVATE

# NEWSLETTER

“While facts may fade,  
storytelling weaves emotional  
connections that make every  
event unforgettable.”

September-October 2024

Issue #01

## Highlights

- The President's Desk
- **EEMAGINE 2024**
- A Grand Celebration





## LETTER FROM THE PRESIDENT'S *Desk*

Dear Friends

Get ready for an action-packed October! This month, EEMA takes the stage globally, with exciting partnerships like our collaboration with BEA World and a focus on India's wedding tourism potential. It's a time to celebrate the best of our industry, learn, connect, and drive innovation.

### EEMAGINE 2024 Opens With a *Grand Launch*



Indian actress and former parliamentarian Nussrat Jahan launched EEMAGINE 2024 in Kolkata.

# Driving EEMA Forward»

NEC 2024-2026



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President



**PVN VIDYASAGAR**  
Executive Vice President



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## Committee Members



# EEMAGINE 2024

## A Grand Celebration of India's Event & Experiential Industry

**EEMAGINE 2024**, held from **9th to 11th August** at the prestigious ITC Royal Bengal Kolkata, was a resounding success! Hosted by EEMA in association with the Government of Puducherry, media partner T2 The Telegraph, and hospitality partner ITC Royal Bengal Kolkata, the event brought together over 600 of our esteemed EEMA members and non-members, alongside industry leaders and creative visionaries, to explore the future of events and experiential marketing.



The event was a whirlwind of inspiration, featuring captivating talks and panel discussions led by international speakers like Heather Gallagher from Burning Man and Pablo Azuela of Cocolab. These renowned figures shared global trends and innovative approaches, leaving attendees buzzing with new ideas. EEMAGINE 2024 also highlighted the importance of sustainability and safety, with dedicated sessions offering practical strategies for implementing these crucial elements into events.

From thought-provoking discussions on the latest industry trends to insightful masterclasses on key topics, EEMAGINE 2024 offered something for everyone.

### DAY-1

kicked off with a highly anticipated Annual General Meeting (AGM), followed by a series of captivating activities including a wine tasting and an artist showcase, culminating in a lavish cocktail dinner at Raas Manch.

### DAY-2

featured "The Burning Man Story" by Heather Gallagher, "Mastering the Muse" by Pablo Azuela, "The Unbearable Lightness of Being" by Sumant Jayakrishnan, "Harmonizing the Future" by Sanjay Tandon, "KPMG Presents Industry Outlook" by Aalap Bansal, and a panel discussion titled "Securing Our Future" with Sabbas Joseph, Amit Arora, and Samit Garg.

### DAY-3

saw compelling talks from thought leaders like Anup Soni, Atul Satya Koushik, Brian Tellis, Amiya Swarup, Saurabh Khurana, Sameer Tobaccowala, Chanda Singh, Mandeep Malhotra, and Pablo Azuela from Cocolab International, covering topics like resilience, passion, creative exploration, diversity, and inclusivity. The event concluded with the exciting EEMAX Global Awards, recognizing outstanding contributions in various categories, hosted by Neha Dhupia and Manish Paul. A special moment came with a heartfelt tribute to the legendary Usha Uthup for her immense contribution to the entertainment industry.

EEMAGINE 2024 was more than just a conference; it was a vibrant community of passionate individuals, united by a shared commitment to excellence in the events industry. The energy, ideas, and connections forged at the event will undoubtedly shape the future of the Indian events sector.













# EEMA Goes Global!

## A Historic Partnership with **BEA World**

EEMA has taken a giant leap forward by partnering with BEA World, the premier global platform for event professionals that showcases the very best in creativity and innovation across the events industry. This game-changing collaboration opens doors for EEMA members to shine on a worldwide stage at the prestigious BEA World Awards in Rome, November 28-29. The Bea World Festival serves as the essential meeting place for the international event community, featuring four inspiring days filled with creativity, networking opportunities, and knowledge exchange. The festival culminates in a grand ceremony celebrating the winners of the Best Event Awards and the Best Partner Award, providing a unique platform for recognition and inspiration. Seize this incredible opportunity to learn from the best, network with industry leaders, and compete for prestigious awards that highlight excellence in our field.



## The EEMA Impact

EEMA has been a catalyst for change within the Indian events industry, providing valuable resources, advocating for favorable policies, and setting new benchmarks for excellence. Through its continued efforts, EEMA has helped businesses navigate industry-specific challenges and capitalize on emerging trends. "The association is focused on making India's events and experiential marketing industry globally competitive by promoting innovation, professional development, and international expansion".

**Samit Garg**

**President EEMA**

## Key Highlights

**Investment Growth:** Venture capital investments in event tech startups reached a remarkable \$2 billion in 2023, showcasing the industry's attractiveness and potential for technological advancements.

**Revenue Growth:** Companies in the events industry have reported an average annual revenue growth rate of 8% over the past five years, driven by increased spending on live experiences and immersive engagements.



## Member SPOTLIGHT YOUR VOICE MATTERS!

"What's one strategy you've implemented recently that has had a significant positive impact on pitching sustainable event ideas to a client ?

**ANSWER:** Share your insights at [info@eemaindia.com](mailto:info@eemaindia.com) and let fellow EEMA members learn from your success!

If you have an inspiring story or an effective practice to share we will feature them in our next issue.

## Here is a Tip For You

**The Problem:** With the festive season approaching, many event businesses will experience a surge in activity, leading to complex GST calculations and compliance requirements.

### THE TIP

- **Stay Organized:** Create a system for tracking invoices, expenses, and sales related to each event.
- **Accurate Recordkeeping:** Maintain accurate records of all GST-related transactions, ensuring you can easily reconcile your books.
- **Seek Expert Advice:** If you're unsure about GST compliance, consult with a tax professional to ensure you're meeting all legal requirements.

## SAFETY FIRST

*Safety isn't just a checklist, it's the foundation of a successful festive event. Don't let your holiday sparkle fade with a safety blunder.*

### Contact us

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### Connect with us

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*Together, let's drive the evolution of our industry, nurturing growth and fostering a collaborative spirit.*

**Let's make October a month to remember!**