

EEMA Elevate

NEWSLETTER

“ India's real story
is not just growth.
It is growth with scale.”

March 2026

ISSUE #16



Highlights

- The President's Desk
- Future Ready Series - Visualizing Events with AI
- Future Ready Series - Sales & Marketing Pitch Mastery
- EEMA Townhall
- Meeting Mr Suman Billa - Wedding Tourism Promotion
- South Factor
- FHRAI Wedding & MICE Tourism Conclave

LETTER FROM

THE PRESIDENT'S*Desk*

Dear Friends,

It is encouraging to witness the momentum our industry continues to build. What we are seeing today is not just growth in scale, but a fundamental shift in intent - where we are moving beyond execution to designing experiences that are strategic, immersive, and truly impactful. This evolution reflects the growing maturity, confidence, and resilience of India's experiential ecosystem.

Equally heartening is the collective mindset that is emerging. There is a visible intent to collaborate, innovate, and raise the bar together. Platforms such as Townhalls, Upskilling sessions, and Regional forums are no longer just engagement initiatives - they are becoming catalysts for knowledge exchange, capability building, and industry-wide alignment. The energy and openness across members are strong indicators of a sector that is coming into its own.

At the same time, the global and consumer landscape is undergoing a decisive transformation. We are seeing the rise of the superfan economy, where audiences seek deeper emotional connections rather than passive consumption. Experiences today are expected to be immersive and participative - not just performances viewed from a distance. Authenticity has become non-negotiable, with audiences quick to disengage from anything that feels overly commercial or disconnected.

A new generation of consumers, led by Gen Z, is prioritizing experiences over possessions, and spending is steadily shifting from traditional media to live and shared environments. While this presents a powerful tailwind for our industry, it also raises the bar significantly - demanding higher creativity, sharper storytelling, and more meaningful engagement at every touchpoint.

Amidst this, it is encouraging to see a renewed focus within our fraternity on building sustainable businesses, strengthening client partnerships, and embracing new tools and technologies that are redefining how we think, design, and deliver. As opportunities expand, so does our responsibility - to uphold professionalism, mutual respect, and the highest standards of execution.

Looking ahead, we must also remain alert to the global context. With ongoing challenges in West Asia, there is a strong possibility that a share of business from the region may shift towards India. This presents a significant opportunity, but only for those who are prepared. We must be ready to deliver world-class events and weddings, ensuring that this moment translates into long-term credibility and sustained growth for our industry.

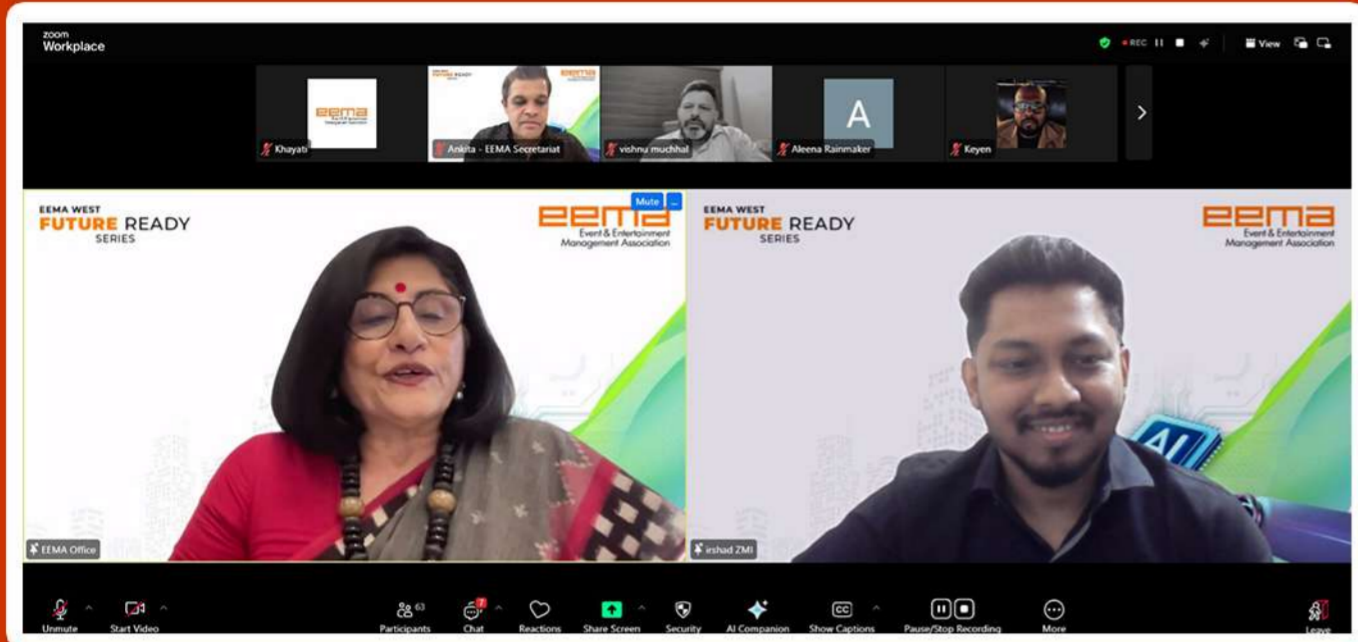
I firmly believe that the future belongs to those who stay agile, future-ready, and united in their vision. If we continue to move forward with purpose, collaboration, and a commitment to excellence, there is no limit to what we can achieve together.

Warm regards,

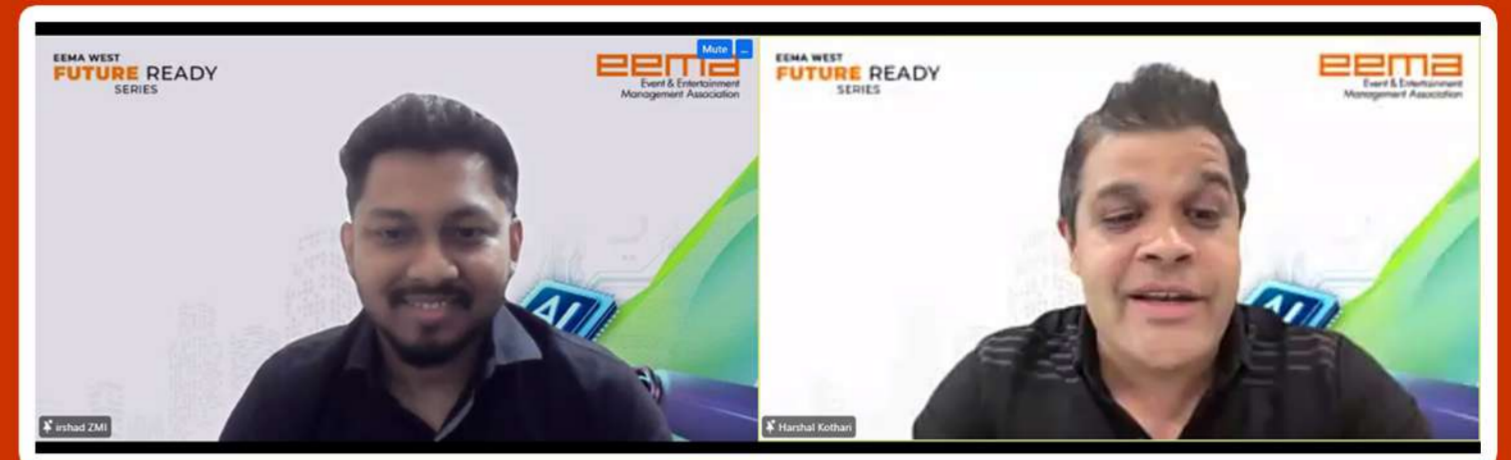
Samit Garg

President, EEMA India

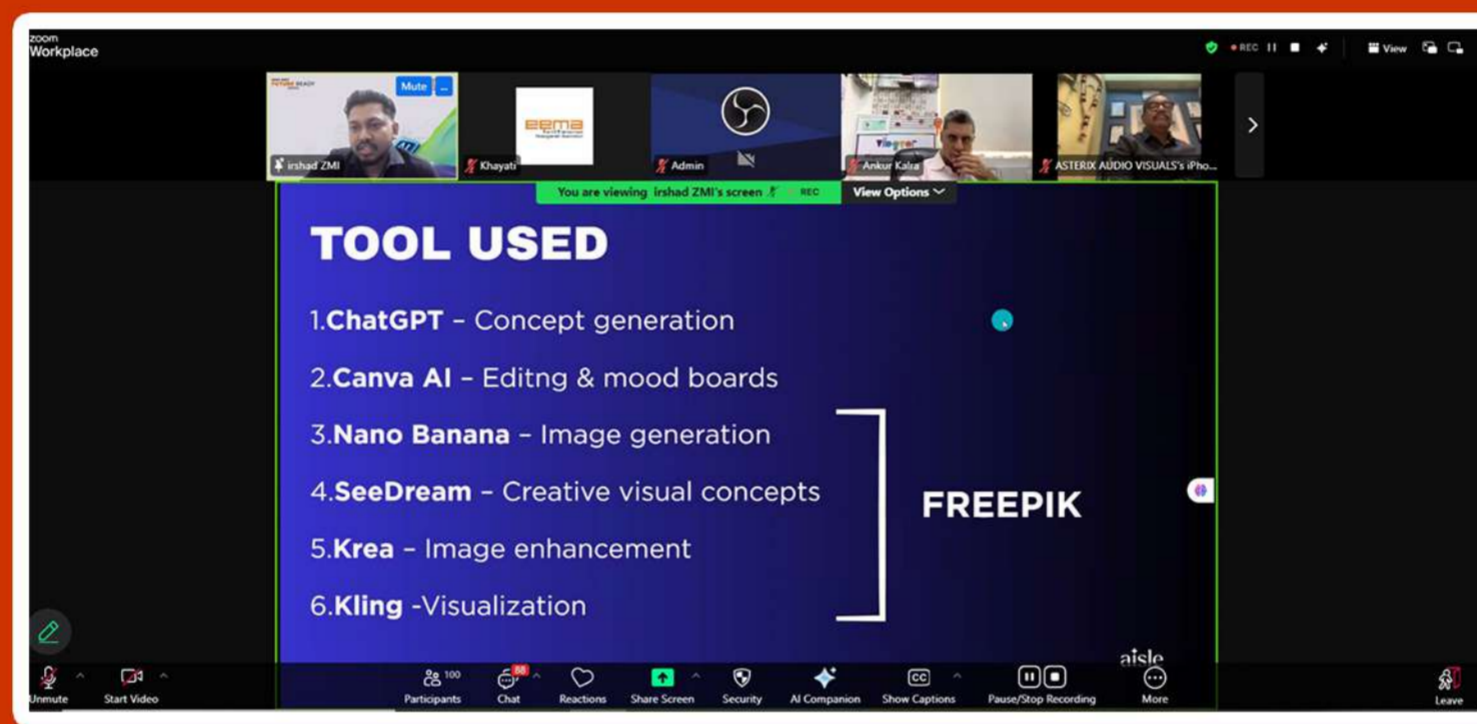
EEMA Future Ready Series Visualising Events with AI



Priti Khanna, Executive Director EEMA introduced the Speaker, Z. Mohammed Irshad (ZMI)



Harshal Kothari, Vice President-West welcomed speaker & addressed the audience



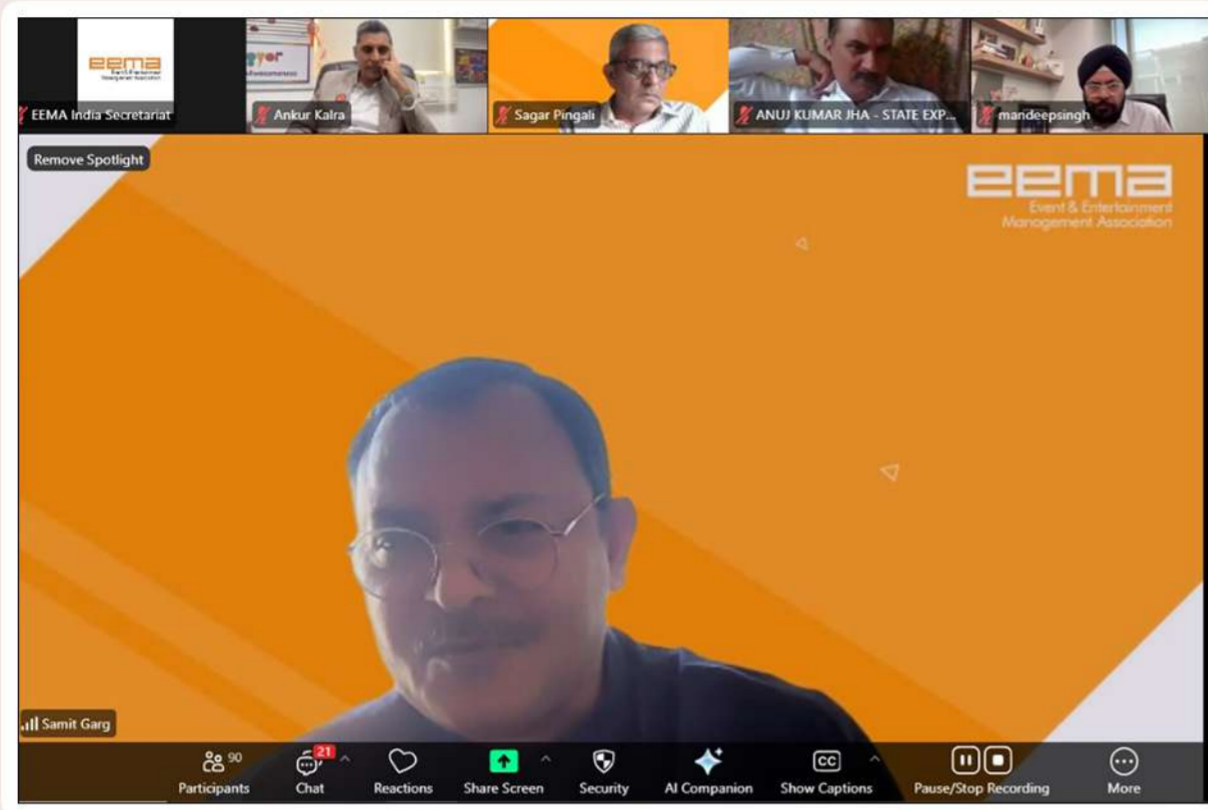
Some AI Tools usage explained in the session

As part of EEMA West’s “Future Ready Series”, an engaging and insight-driven session on “Visualising Events with AI” was held online on 10th March 2026, led by Z. Mohammed Irshad (ZMI), Founder of Aisle. The session brought together about 100 creative professionals, event planners, and industry stakeholders to explore the **transformative power of Artificial Intelligence** in redefining how events are conceptualised and executed.

Diving deep into the **intersection of creativity and technology**, the session unpacked how AI is no longer just a support tool, but a **strategic enabler** across the event lifecycle. From **AI-powered ideation, mood board generation, and 3D visualisation to real-time rendering, virtual walkthroughs, and predictive design simulations**, participants experienced how cutting-edge tools are reshaping traditional workflows.

Adding further value, ZMI also shared insights into **trending wedding décor concepts**, highlighting how AI is influencing **modern wedding aesthetics** from minimal luxe themes and **immersive experiential setups** to **personalised design narratives** and **sustainable décor solutions**. The discussion explored how designers can use AI to **prototype concepts faster, visualise large-scale installations, and deliver high-impact, client-ready presentations** with precision.

EEMA Townhall 2026: Aligning Vision, Strengthening Dialogue



**Samit Garg, President EEMA,
opened the Townhall**



**General Secretary, Ankur Kalra,
gave an update on work done by
NEC from September 2024- March 2026**

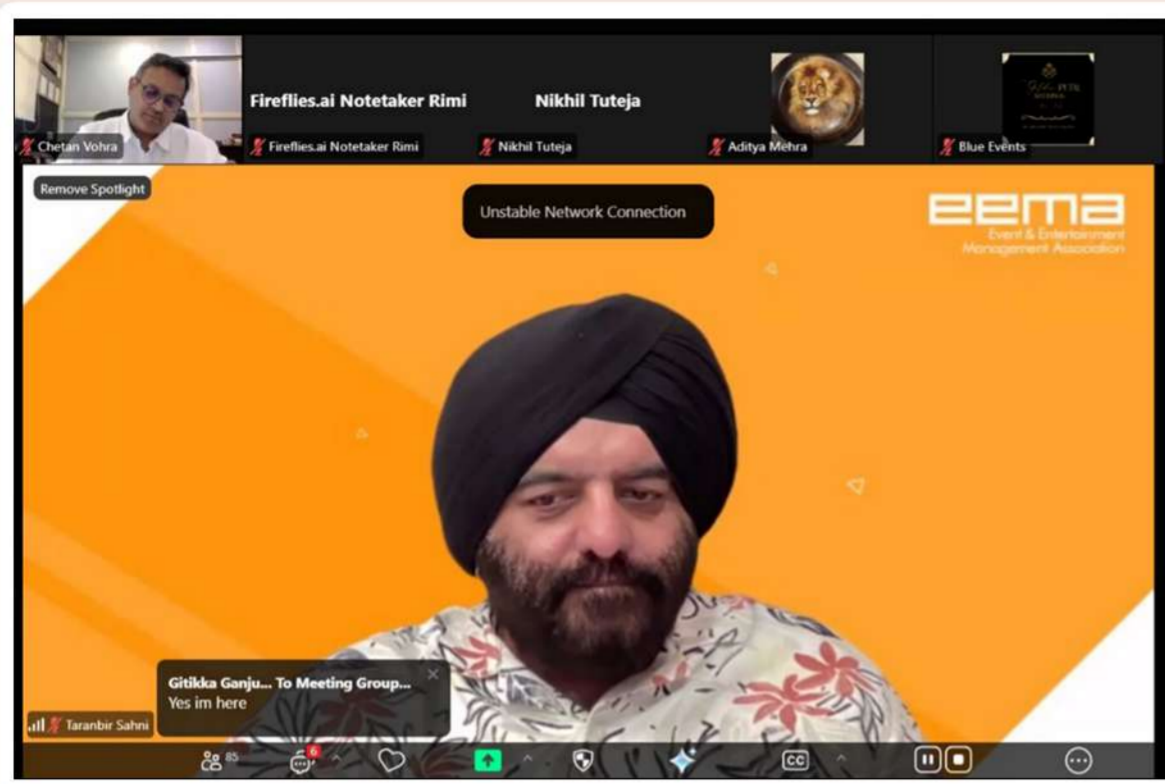


**Executive Vice President, Sagar Pingali
addressed the audience and
answered questions**

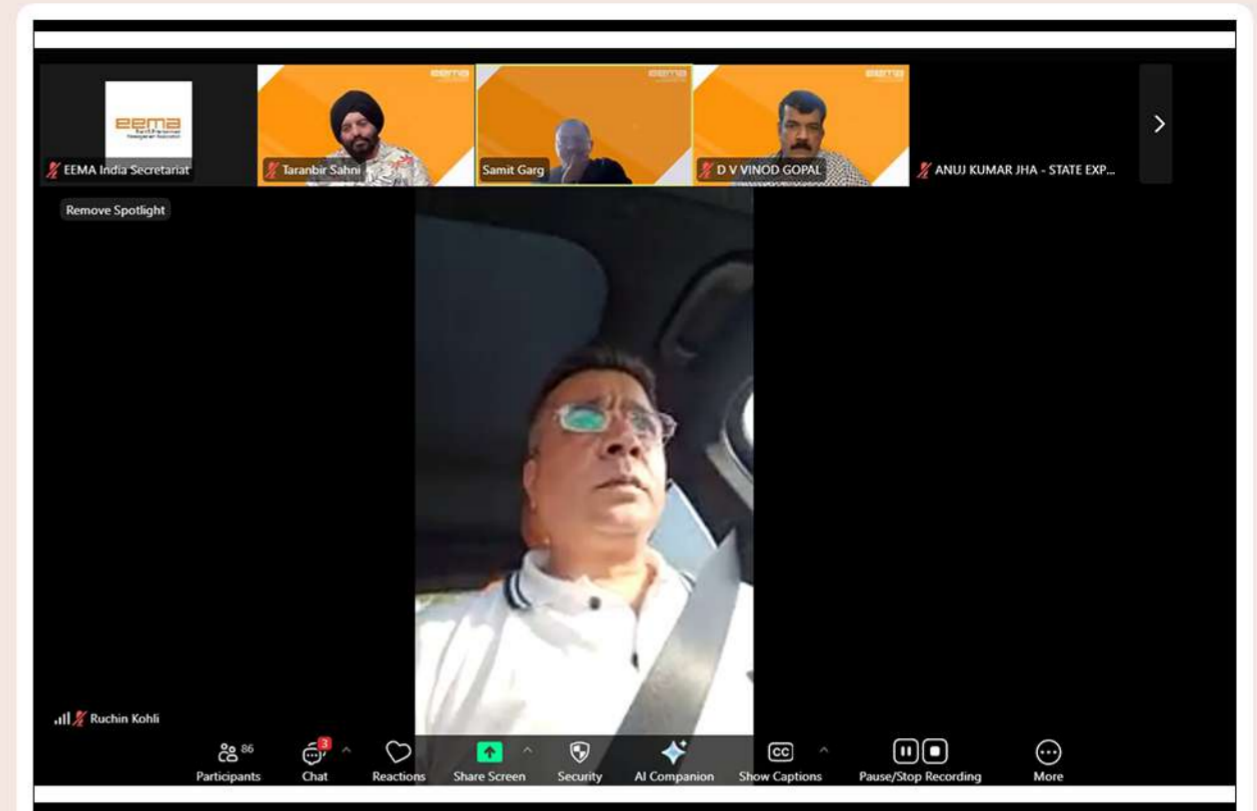
The **EEMA Townhall held on 16th March 2026** brought together members from across the country for a **comprehensive, transparent, and future-focused virtual session**, led by President **Samit Garg**. Setting a strong and purposeful tone for the year ahead, the session underscored EEMA's commitment to **unity, accountability, and progressive growth** for the experiential industry.

In his address, the President highlighted the evolving landscape of the **experience economy**, emphasizing the need for the industry to **adapt, innovate, and collaborate** in an increasingly dynamic environment. The conversation reinforced EEMA's role as an **apex body shaping industry standards**, driving policy advocacy, and creating **structured growth opportunities** for its members.

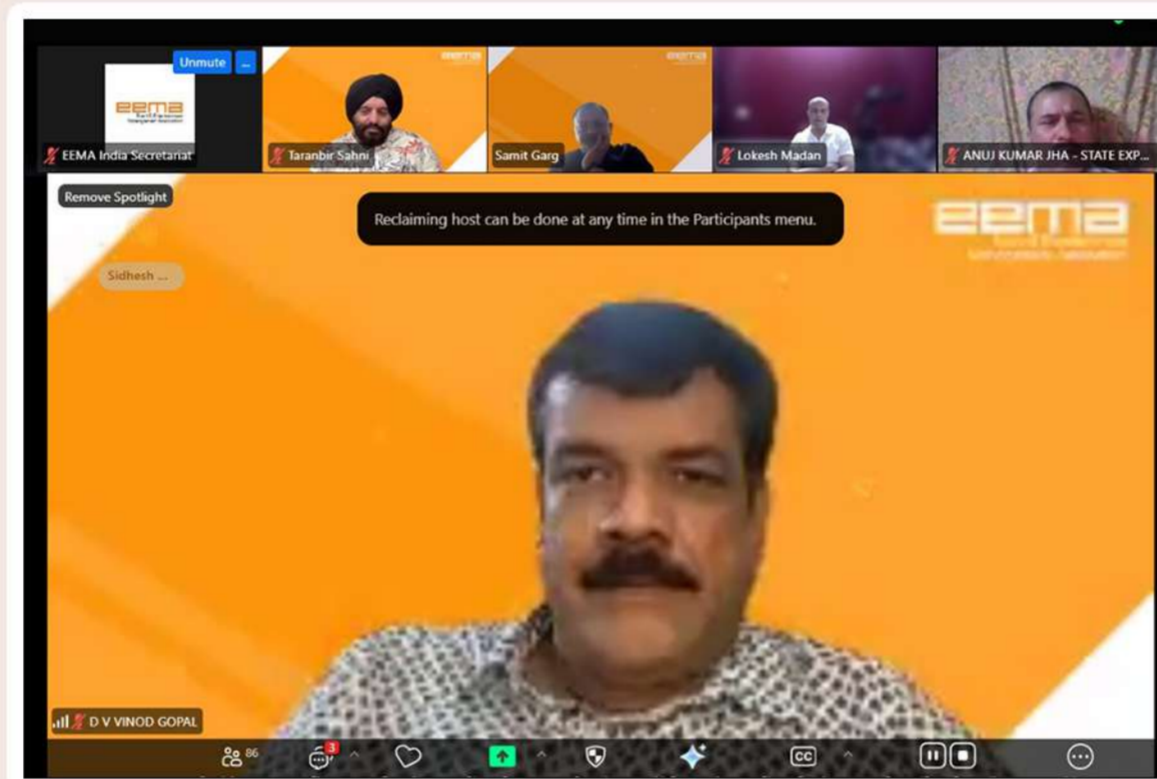
General Secretary **Ankur Kalra** presented key updates, offering a deep dive into EEMA's **ongoing initiatives, strategic roadmap, and upcoming platforms**. From **knowledge-driven forums and industry upskilling programs** to **large-scale IPs and networking ecosystems**, the focus remained on delivering **tangible value, business opportunities, and long-term impact** for members across regions.



Secretary, Taranbir Sahni, gave a quick update on EEMA's Social Media landscape



Vice President North, Ruchin Kohli, invited members to the Spotlight Awards and the North Meet



Vice President South, DV Vinod Gopal, encouraged members to attend South Factor and EEMAGINE 2026

A key highlight of the session was an update from the **Taskforce/Committee Chairs**, on work done in the past months, be it on government engagement, artist member development and support, music licensing or upskilling and education.

The leadership also strongly emphasized the importance of **collective responsibility and ethical conduct**, reiterating the need to operate with **dignity, mutual respect, and professional integrity**. The message was clear—the **strength of EEMA lies in its community**, and its progress depends on a **shared vision and active member engagement**.

The Townhall concluded with an engaging and interactive **Q&A session**, fostering **open dialogue and transparency**. Member queries were addressed with clarity, reinforcing EEMA's commitment to being a **member-driven, inclusive, and responsive association**.

Overall, the session was not just an update forum, but a **strategic alignment platform**, setting the direction for a **more cohesive, empowered, and future-ready experiential industry**.

Future Ready Series: Sales & Marketing Pitch Mastery Workshops

Manas Todi, delivering his session on
Marketing Pitch Mastery



Amrutt Bhatt with attendees of his
Session on Sales Pitch Mastery



As part of its **Future Ready Series**, EEMA West hosted two very engaging and insightful hybrid workshops on **Marketing & Sales Pitch Mastery on 14th March 2026** in collaboration with **Recreate Spaces Studio**, bringing together industry professionals for an intensive learning session.

Led by **Amrutt Bhatt - Founder, BechoMaxx**, the workshop deep-dived into **Sales Pitch Mastery**, focusing on **crafting compelling narratives** and **closing with impact**. Complementing this, **Manas Todi - Sr. VP Business Development, Khushi Advertising** highlighted the importance of **Marketing Pitch Mastery** and why it is critical in today's competitive landscape.

From **building powerful ideas** to understanding the **go-to-market (GTM) lifecycle**, the session equipped participants with practical insights to **drive revenue** and **deliver unmatched value to clients**.

Enhancing Experiences in Wedding & MICE



Ankur Kalra, Gen. Secy. EEMA and Prerana Saxena Agarwal, Chair EEMA Wedding Council and Priti Khanna, Executive Director, EEMA Secretariat recently engaged in a meaningful discussion with **Mr. Suman Billa, IAS, Additional Secretary and Director General, Ministry of Tourism, GOI** to explore how the Ministry and EEMA could work together to propel the Wedding Tourism Strategy to make India a favoured wedding destination.

The conversation focused on working with the States to elevate experiences beyond infrastructure bringing together culture, creativity, and seamless execution to deliver truly world-class events. Key areas included enhancing international outreach, enabling smoother processes, and building a cohesive ecosystem that supports large-scale, high-value celebrations and business events.

As a gesture of appreciation, a plaque was presented to **Mr. Suman Billa**, reinforcing the shared vision of collaboration and growth for the industry.

This engagement marks a step forward in aligning industry and government efforts towards positioning India as a **leading destination for unforgettable weddings and impactful MICE experiences.**

South Factor 2026: Powering Regional Synergy & Industry Evolution



South Factor held on 24th–25th March 2026, continued to reinforce its position as one of EEMA's most influential regional platforms, the EEMA leadership and event managers as well as artists from across the southern region and beyond. More than just a gathering, it served as an immersive ecosystem where **ideas, innovation, and industry voices converged to create real impact**. The platform placed strong emphasis on **knowledge exchange, business generation, and future-forward conversations**, enabling meaningful interactions between agencies, brands, artistes, and planners.

South Factor fostered an environment that encouraged **collaboration over competition**, while spotlighting regional strengths. The vibe was palpable over the two days of the event. The sessions were crisp and engaging and were followed by celebratory evenings that offered great networking opportunities. **On Day 1**, there was a spectacular drone show by **Botlab Dynamics** and a laser show by **LaserTech** whilst the lively multi-lingual **Arohi Band** kept everyone dancing to their beat. **On Day 2** after the evening hi-tea, there was a **fun team building session conducted by Maryann Manasseh**. The end evening programme was a **resplendent Nizami night** befitting the city of Nizams. The regal ambience designed and created by **Design by Raja** was ideal for the **soulful Sufi music** rendered by **Sunil K Sufi Band**. The teams from **CoTrav** and **Cabto** ensured that the experience of each delegate at South Factor was memorable.

FHRAI Wedding & MICE Tourism Conclave



EEMA President Samit Garg was part of the **inaugural session** at the **FHRAI Wedding & MICE Tourism Conclave**, held at **Ramada by Wyndham Lucknow Hotel & Convention Centre** on 28th March, 2026. He emphasized the rapid growth of the weddings and MICE sectors and the need for stronger collaboration between the hospitality sector and event planners to unlock new opportunities.

Other dignitaries at the inaugural session included **Dr Rajeshwar Singh, MLA, Sarojini Nagar Constituency**, **Dr Neeraj Kharwal, MD, ITPO**, **Arun Srivastava, Joint Director General, Ministry of Tourism, Government of India**, **Prade, hetty, Vice President, FHRAI**, and **Rahool Macarius, Market Managing Director, EURASIA, Wyndham Hotels & Resorts**.

The sessions that followed on destination weddings, evolving MICE expectations, and experiential value in events, were engaging and insightful. **Prerana Saxena Agarwal, Chair EEMA Wedding Council** was a panelist in the session **“Elevating India’s Wedding & MICE Landscape: Experience as the Differentiator”**.

Tips**Highlights to Ace your Events****1. Narratives that Stay**

People may forget the setup, but they remember how it made them feel. Great events aren't executed, they're experienced.

2. Precision is the New Luxury

Flawless execution, attention to detail, and seamless flow are what define world-class today.

3. Think Global. Deliver Indian

With growing international interest, India is no longer an option—it's a destination. The opportunity is here. The standard must match.

4. Reinvent. Relentlessly

Formats, audiences, expectations—everything is evolving. Those who innovate consistently will stay ahead.

5. Collaboration is the Catalyst

The future belongs to ecosystems, not individuals. Stronger networks = bigger opportunities.



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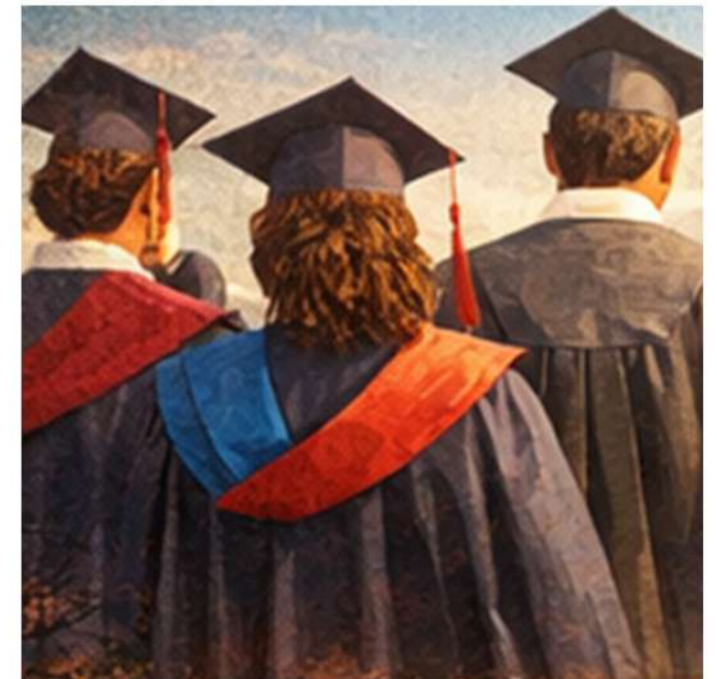
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₹25,000 Per Month	Maximum of 5 Banners on EEMA Website Masthead
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WhatsApp Blast

EEMA Member Groups	Only Groups (Platinum/Social/Regional)	₹5,000 Per Message	Event Industry Professionals
Entire Database	10k Industry Members groups	₹15,000 Per Message	Leaders / Associations / Corporates

Email Blast

Mailer	₹ 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

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Scan for Location:



“Event safety is the comprehensive system of measures, plans, and protocols used to protect attendees, staff, and vendors from potential hazards and risks during an event.”



Upcoming Events: Mark Your Calendars!

Event	Date	Location
Spotlight Awards	13 th June 2026	The Monero & Moraki, Delhi
EEMAGINE & EEMAX Awards	7th-9th August 2026	ITC Grand Chola, Chennai

<https://eemaindia.com/eemagine2026>

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