

EEMA ELEVATE

NEWSLETTER

“Events are the heartbeat
of brand storytelling”

April 2025

Issue #07

Highlights

- The President's Desk
- East Conclave
- COREA 3.0



LETTER FROM **THE PRESIDENT'S** *Desk*



Dear Friends,

This newsletter is for the month of April but since it is reaching you at a time when there is tension along our border we as an association need to stand in solidarity with our armed forces and be responsible in our business decisions. Stay resilient, united and aware!

Even as the world shifts, our industry has demonstrated strength and momentum. The **EEMA East Conclave 2025** in Bhubaneswar showcased the MICE potential of the region and celebrated the vibrant cultural energy of East India. **COREA 3.0** in Bengaluru furthered critical conversations around licensing, compliance, and collaboration with regional associations—building a stronger, more unified voice for us all.

Our commitment to professional development remains unwavering—from virtual sessions like **GST/TDS for Artistes**, to mentoring future professionals at **VIPS**.

As we prepare for **Spotlight Awards 2025** and **EEMAGINE 2025**, we carry forward a vision to not only grow, but **transform** our industry—to be more responsible, collaborative, and impactful.

Let's support each other through uncertain times, lead with principle, and keep our values at the core of everything we do.

With solidarity and hope,
Samit Garg
President, EEMA

EEMA East Conclave 2025

EEMA East Conclave 2025 Illuminates Odisha's MICE Potential

EEMA East Conclave 2025, held on April 10th and 11th at the grand **Mayfair Lagoon in Bhubaneswar, Odisha**, was a landmark gathering that brought together the finest minds from the events and experiential industry. Organized in collaboration with the Government of Odisha, the conclave celebrated the region's growing stature as a world-class MICE (Meetings, Incentives, Conferences, Exhibitions) destination.

The event opened with a breathtaking cultural showcase featuring over **150 tribal and folk artistes**, setting a vibrant tone rooted in the rich heritage of the state. In an ode to green and sustainable events the lamp lighting was replaced by watering of a plant by the dignitaries. Across two dynamic days, the conclave delivered high-impact content through **engaging keynotes, expert-led panels, and innovative sessions**. Highlights included “**Dhande Ki Baat**” on sustainable event business models, a powerful Roundtable with the **Odisha Tourism Department** led by **Balwant Singh, IAS**, and the physical launch of the **Artiste Committee's Harmony Kit** — a first-of-its-kind toolkit to empower creative professionals.



Wellness took center stage with **EEMA WeCare, Chairperson, Sushma Gaikwad** and the immersive **'Soul Sync' session by Taranbir Singh Sahni**. The conclave also featured a dedicated Mayfair segment, showcasing how venues like Mayfair Lagoon are driving MICE innovation in the region. Other standout sessions included **"Branding Through Experiences," "Cases from the East,"** and **"The Silent Architects"** — a moving tribute to the unseen heroes of the event world.

The much-anticipated **EEMAGINE 2025** was officially announced, generating excitement across the industry. Evenings came alive with a soul-stirring Sufi Night by **Hum Sufi Band** and a high-octane Gala Night featuring the **TRP Band**, followed by an after-party with **DJ Dippy**.

EEMA East Conclave 2025 was more than just a gathering — it was a statement of intent, a celebration of Eastern India's vibrant potential, and a showcase of how collaboration between industry and government can set the stage for a new era in experiential tourism and business events.



COREA 3.0:

A Successful Collaboration with KEMA at The Leela Bhartiya City, Bengaluru



The COREA 3.0 event, co-hosted with KEMA (Karnataka Event Management Association), was a dynamic two-day experience held at The Leela Bhartiya City. The event kicked off with a cultural Yakshagana performance and live percussion music, followed by an inspiring opening ceremony featuring an AV presentation, dance, and lamp lighting.

Key industry leaders, including, **Samit Garg, President, EEMA India** and **COREA Taskforce Chair, Raghav Roy Kapur**, shared their vision and strategic direction. Taskforces covered critical topics such as Education, Government Liaison, Licensing & Copyright Compliance, Safety Standards, and HR & Compliance, while the "Where is the Ministry of Events?" Open House discussion tackled key industry challenges.



Attendees were given the opportunity to engage with case studies presented by regional associations, showcasing successful COREA collaborations and industry best practices. In addition, the President's Round Table, led by **Sagar Pingali** and **Raghav Roy Kapur**, delved into evolving trends, addressing the pressing question, "How Much is Too Much?!"

Networking was a key highlight, with an exciting **Meet & Greet session** fostering collaboration among COREA, EEMA, and KEMA members. The day ended with a special felicitation ceremony for KEMA members, who were honored with mementos for their contribution to the event.

The event concluded with a vibrant networking dinner, enhanced by live performances from **Aurko Band** and **DJ Vicky**. Attendees left feeling energized and connected, looking forward to the continued success of COREA and future collaborations across the industry, in line with "One Nation, One Direction".

LOKMAT TIMES

City shines at COREA 3.0

LOKMAT NEWS NETWORK
CHHATRAPATI SAMBHAJINAGAR

Devanand Sanap and Rahul Bodhankar of the Aurangabad Event Managers Association (AEMA) represented Chhatrapati Sambhajanagar at the COREA 3.0 conference held in Bangalore on April 23-24.

Organised by the Event and Entertainment Management Association (EEMA), the national meet saw the launch of the Bharat Blueprint, aiming to boost India's creative economy.

Sanap impressed during roundtable discussions, proposing governance-focused teams under EEMA to enhance national and global recognition. Bodhankar was appointed to the Action Committee for the Policy & Recognition pillar, tasked



Devanand Sanap



Rahul Bodhankar

with framing better licensing and policy reforms in coordination with government officials. Their participation marks a milestone for the region, opening new doors for the local event industry. It promises easier permissions, improved safety standards, and national visibility for Marathwada's event professionals.

CityFirst
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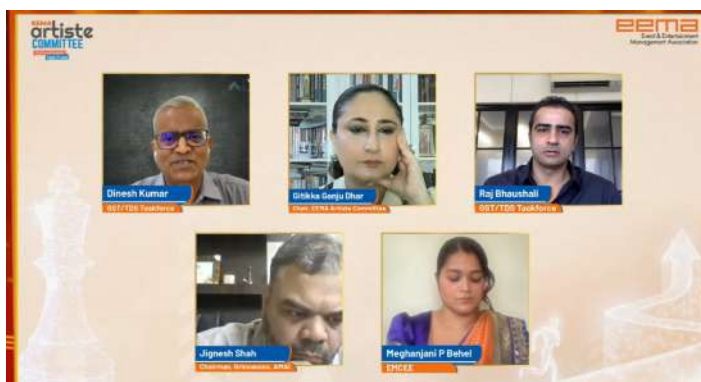
Artiste Committee GST/TDS Note explanation and Openhouse



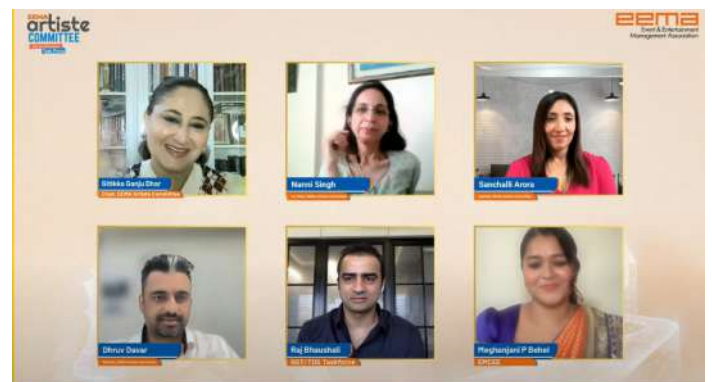
Sagar Pingali, Executive Vice President, EEMA



Gitikka Ganju Dhar, Chair, EEMA Artiste Committee



GST/TDS Taskforce



Artiste Committee Members

On 19th April, from 12 PM to 2 PM, the Artiste Committee hosted a virtual session titled **"GST/TDS Note Explanation and Open House"** at the Michael Menezes Auditorium. The session saw enthusiastic online participation from industry members who joined to gain clarity on the recently issued GST/TDS note. A dedicated **GST/TDS Taskforce**, comprising **Dinesh Kumar, Jignesh Shah, and Raj Bhanushali**, addressed technical questions and provided valuable insights into tax compliance for artistes. Additionally, several queries were directed to the Artiste Committee leadership—**Chair Gitikka Ganju Dhar, Co-Chair Nanni Singh and committee members, Sanchalli Arora, and Dhruv Davar**—who offered context as well as a perspective of the artiste and event managers. The interactive session served as a much-needed platform for open dialogue, helping members better understand complex taxation matters.



Learning from Industry Stalwarts: **VIPS Students** Dive into the **World of Events** at EEMA office



A power-packed learning experience unfolded at the **EEMA office** as students from **Vivekananda Institute of Professional Studies – Technical Campus (VIPS-TC)** participated in an engaging workshop on **Event Management & Experiential Marketing**. The sessions featured industry icons **Sabbas Joseph, Lalit Gattani, Prerana Agarwal Saxena, Sunny Vohra, and Ankur Kalra**, who shared valuable insights into crafting impactful experiences, creative storytelling, and navigating the dynamic world of events. While many students joined in person, several also participated virtually, making it a truly hybrid learning opportunity.

EEMA

Punjab Members Round Table Meet

Sparks Exciting Conversations for Regional Growth



On **28th April**, EEMA hosted the **Punjab Members Round Table Meet** at **Social, Sector 7, Chandigarh**, bringing together key voices from the region for an evening of engaging dialogue and collaboration. Led by **Sagar Pingali, EVP EEMA**, and **Ruchin Kohli, VP North**, the venue buzzed with energy as members discussed future plans, regional challenges, and opportunities to strengthen EEMA's presence in Punjab.

The atmosphere was warm and productive, with members expressing a strong sense of ownership and enthusiasm toward collective growth. Ideas flowed freely, setting the stage for impactful initiatives that aim to drive innovation and visibility in the region.

This meet marked an important step in EEMA's continued commitment to empowering its members across all zones. Stay tuned for the exciting developments that will emerge from this spirited exchange!



EEMA and COREA

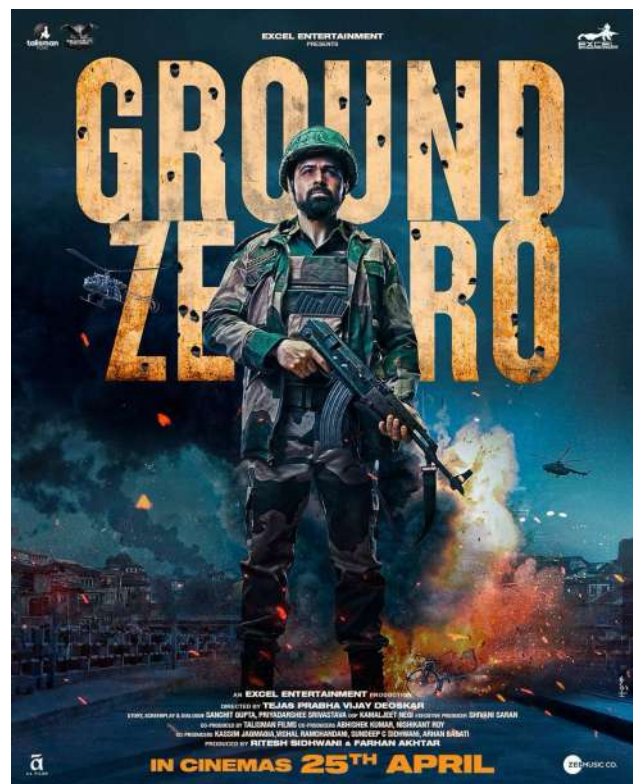
Members Unite for a Special Screening of **GROUND ZERO!**

On April 25th, EEMA and COREA members came together for a special free screening of *GROUND ZERO*, hosted by **Dreamzkrkraft Entertainment** and our Platinum member, **Sundeep Sidhwani**! It was fantastic to see members from Mumbai, Indore, Ahmedabad, Chhattisgarh, Bhubaneswar, Goa, Delhi, Bangalore, and Kolkata, along with their families, enjoying an evening of enthralling cinema and camaraderie.

The event was a huge success, and here's a glimpse of the fun shared by all!

Don't miss out – watch the movie at a cinema near you!

Book your tickets now and enjoy the show!



Delhi



Indore



Mumbai



Bhubaneswar

Key Insights from "Shape the Future: Indian Media and Entertainment is Scripting a **New Story**"



The latest report by EY, *"Shape the Future: Indian Media and Entertainment is Scripting a New Story,"* highlights several pivotal trends shaping the M&E industry in India. Here are the key takeaways:

- **Digital Media Overtakes Television:** In 2024, digital media became the largest segment of India's Media and Entertainment sector, contributing a significant 32% of total revenues, surpassing television for the first time.
- **Industry Growth:** The Indian M&E sector experienced a steady growth of 3.3% in 2024, reaching INR 2.5 trillion (US\$29.4 billion).
- **Strong Projected Growth:** The industry is poised for further expansion, with a projected growth rate of 7.2% in 2025, aiming to reach INR 2.68 trillion (US\$31.6 billion). By 2027, the market is expected to reach INR 3.07 trillion.
- **Shifting Content Dynamics:** The rise of digital platforms is reshaping content creation, distribution, and monetization strategies, with an increasing focus on themes of information, escapism, materialism, and self-actualization.

These insights reveal the dynamic transformation of India's M&E sector, as digital media emerges as the dominant force and the industry's growth trajectory continues its upward momentum. For further details, check out the full report here.

<https://www.ey.com/content/dam/ey-unified-site/ey-com/en-in/insights/media-entertainment/images/ey-shape-the-future-indian-media-and-entertainment-is-scripting-a-new-story.pdf>

Here is a

Tip For You



EEMA Tip for Event Planners: Embrace AI for Seamless Planning

As an event planner, integrating AI can elevate your events and streamline your workflow. Here's how:

THE TIP

1. **Leverage AI for Personalization:** Use AI tools to analyze attendee preferences and create customized experiences, from personalized agendas to tailored networking opportunities.
2. **Automate Routine Tasks:** Implement AI-driven registration systems and chatbots to handle check-ins and customer inquiries, freeing up time to focus on higher-level planning.
3. **Enhance Event Engagement:** Use AI for real-time analytics to gauge attendee engagement and adjust event strategies accordingly, ensuring maximum participation.
4. **Go Hybrid with Ease:** Incorporate AI-powered platforms to seamlessly manage hybrid events, providing virtual attendees with interactive, engaging experiences.
5. **Optimize Planning with Predictive Analytics:** Use AI to forecast trends, attendee behavior, and potential challenges, allowing you to plan smarter and stay ahead of the curve.

By embracing AI, you can ensure your events run smoothly, providing memorable experiences while staying efficient and innovative.

Upcoming Events:
Mark Your Calendars!

Event	Date	Location
Upskilling Series "Art of Negotiation" webinar An Artiste Committee Initiative	16 th May 2025	Michael Menezes Auditorium
Future Ready Series by EEMA West Session 1 Designing with AI Session 2 Unleashing the Power of AI	17 th May 2025	Recreate Spaces, Andheri West, Mumbai
Spotlight Awards 2025 Celebrating Excellence & contribution of vendor partners and industry stakeholders	24 th May 2025	Club Riviera, Gurugram
Upskilling Series "How to Leverage Social Media to Drive Business" webinar An Artiste Committee Initiative	31 st May 2025	Michael Menezes Auditorium
EEMAGINE 2025 & EEMAX Global Awards EEMA's Flagship Annual Event	1 st – 3 rd August 2025	Fairmont Hotel, Udaipur

Stay informed about all the events and get inspired, **subscribe to our newsletter**

"True event safety isn't about reacting to problems—it's about anticipating them. A well-prepared event isn't just secure, it's seamless."



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Location	Full Page	Half Page	Quarter Page
Front & Back Page	₹ 25,000	₹ 15,000	₹ 8,000
Inside Pages	₹ 15,000	₹ 10,000	₹ 6,000

Website Banner

₹ 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	10,000 + (All Groups)	₹ 10,000 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

All rates are exclusive of applicable GST.
To be paid to EEMA in advance.

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Stay informed about all the events and get inspired—<https://eemaindia.com/newsletter>

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