

EEMA ELEVATE

NEWSLETTER

“Great events don't just happen—they're designed with vision, executed with passion, and remembered forever. Elevate every experience.”

February 2025

Issue #05

Highlights

- The President's Desk
- EEMA South Harmony Meet at Hyderabad and Bengaluru
- The Fundamental Harmony Kit release



LETTER FROM THE PRESIDENT'S *Desk*

Dear Friends,

Our industry is evolving rapidly, and EEMA remains at the forefront, driving meaningful change. Our advocacy efforts with Mumbai Police have led to key resolutions on industry challenges, ensuring a smoother operational landscape for event professionals.

Two major milestones stand out—the launch of "The Events Studio Podcast", an EEMA initiative and "The Fundamental Harmony Kit" by the EEMA Artiste Committee. The podcast amplifies our industry's voice, while the Harmony Kit streamlines best practices, reinforcing our commitment to growth and ethical standards.

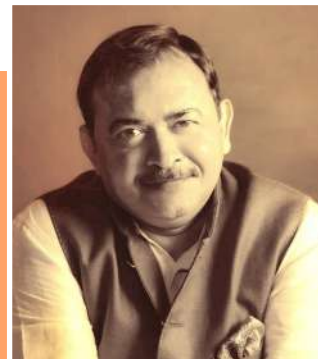
As the event sector continues its exponential rise, challenges such as event safety and AI-driven fake audience manipulation, demand immediate action. EEMA is actively working to implement stronger safety frameworks and digital authenticity measures to uphold the credibility of live experiences.

Together, let's shape the future of the event industry with innovation, collaboration, and excellence.

Warm regards,

Samit Garg

President, EEMA



EEMA Pulse Internal Highlights

EEMA Strengthens Advocacy with Mumbai Police to Resolve Industry Challenges



EEMA continues its proactive efforts to address key issues impacting the event management industry in Mumbai, including Mathadi Kamgar extortion, local police NOC charges, and copyright concerns. In a recent meeting with DCP Datta Kamble (Zone 3), critical outcomes were achieved, including police assurance against illegal Mathadi demands, a dedicated point of contact for complaints, and discussions to streamline NOC processes. Further meetings with DCPs across key event zones are planned, ensuring unified action under the guidance of the Joint Commissioner of Police. EEMA urges all members to report incidents, reinforcing our commitment to a hassle-free event ecosystem.

Key Highlights

South Harmony Meets in Hyderabad & Bengaluru: Hosted at The Park Hotel, Hyderabad, and at the Radisson Bengaluru, City Centre, these gatherings featured insights from Gitikka Ganju Dhar, Chair Artiste Committee and D.V. Vinod Gopal, VP South.

EEMA Fundamental Harmony Kit launched: The EEMA Artiste Committee unveiled key resources, including the GST/TDS Note, The Artiste Collective, The Artiste Ally Doc, Artiste Committee Recommended Templates and Business Documents as also the Shivaani Sen Memorial Scholarship for deserving female artistes.

The Events Studio Podcast Debuts: A new platform that brings together the greatest minds of the industry to deliver powerful lessons, stories and strategies that inspire and shape one's future in events.

EEMA Executive Director Represents the Industry at GLBIMR International Marketing Summit 2025

EEMA is proud to share that our **Executive Director, Ms. Priti Khanna**, was invited as a **guest speaker** at the **International Marketing Summit 2025** organized by **GL Bajaj Institute of Management & Research (GLBIMR)**, Greater Noida, on **February 7, 2025**.

In the session on **“Skills and Innovations: Shaping Gen Z Careers in the Digital Era”**, Ms. Khanna engaged with budding professionals, sharing her expertise on key marketing trends and industry dynamics. Her deliberation provided a valuable perspective on the evolving landscape of marketing and event management, empowering students to navigate their future careers with confidence.

EEMA extends gratitude to **GLBIMR** for hosting such an impactful summit and looks forward to continued collaboration in fostering industry-academia connections.



EEMA South Harmony Meet in Hyderabad

The **EEMA South Harmony Meet** held on 17 February, 2025 at **The Park Hotel, Hyderabad**, was a remarkable gathering of industry professionals, fostering collaboration, insightful discussions, and future-forward strategies. The evening began with an engaging **introduction of artistes**, setting an energetic tone to the event.

Chair of the EEMA Artiste Committee, Gitikka Ganju Dhar captivated the audience with her insights, sharing her perspective on the evolving landscape of the event industry. **D.V. Vinod Gopal, VP South** gave a much-anticipated **South Factor update** shedding light on exciting upcoming opportunities, reinforcing the growth trajectory of the region.

The meet provided a valuable platform for **networking, knowledge-sharing, and community-building**, bringing together event professionals to exchange ideas and align on industry advancements. With engaging conversations and meaningful takeaways, the **Hyderabad edition of the South Harmony Meet** reaffirmed EEMA's commitment to strengthening industry ties and fostering excellence in the experiential ecosystem.



EEMA South **Harmony Meet** in Bengaluru

The **South Harmony Meet** held on 28 February, 2025 at **the Radisson, City Centre in Bengaluru** was a vibrant gathering of industry professionals, fostering collaboration and knowledge exchange. The event kicked off with an engaging selection of an impromptu MC, setting a dynamic tone. **Joint Secretary South, Anupama Deshmukh** delivered an inspiring welcome address, followed by engaging introductions from all attendees, creating a strong sense of community.

Key highlights included insights from the **KEMA (Karnataka Event Management Association) leadership team**, a compelling presentation by **Anuj Gurwara, our Star Member** and an in-depth venue showcase. Gitikka Ganju Dhar shared her valuable perspectives, while **Sagar Pingali, EVP EEMA** presented a thought-provoking session on "Why EEMA?".

The much-anticipated **South Factor update by D.V. Vinod Gopal, VP South** added to the excitement of upcoming opportunities.

The event concluded with a celebratory birthday celebration for **EEMA member, Oum Pradutt**, adding a joyous touch to the evening. The **KEMA team delivered a heartfelt vote of thanks**, marking yet another successful initiative in strengthening industry ties in the South. With engaging discussions, valuable networking, and insightful knowledge-sharing, the **South Harmony Meet** set the stage for even greater collaborations ahead!



East Members Meet at Bocca Café, Bhubaneswar

EEMA East recently hosted a successful **Members Meet at Bocca Cafe, Bhubaneswar**, bringing together industry professionals to discuss key developments and upcoming events. The gathering served as a vital platform for collaboration, networking, and strategizing future initiatives that will strengthen the regional event ecosystem.

The discussions focused on the **upcoming East Conclave, and opportunities for growth**, with members exchanging valuable insights and ideas. This meet reinforced EEMA's commitment to fostering a strong and united industry, ensuring collective progress through shared knowledge and innovation.

With a highly engaged and enthusiastic participation, the event set the stage for a dynamic year ahead, driving impactful initiatives for the East region.



Sonu Nanda, VP East with other members from the region

EEMA Successfully launches the Fundamental Harmony Kit for India's Artiste Ecosystem!

The **EEMA Fundamental Harmony Kit**, an initiative by the **EEMA Artiste Committee**, was successfully launched on **27 February 2025** at the virtual **Michael Menezes Auditorium**. This first event under the **EEMAESTRO** knowledge series, was attended by **EEMA members and the wider entertainment fraternity**, heralding a significant step towards standardizing business templates for the artistes.



Arpita – Emcee & Host of the event



Deepali Vijay & Kunal Saha – Recent Star Members sharing how EEMA membership has benefited their careers

EEMA continues to welcome and celebrate its vibrant community of **Star Members** from across regions, each bringing unique talent and expertise to the industry. In this edition, we feature **four newly inducted Star Members**, sharing their experiences on how EEMA membership has shaped their professional journey. Their stories highlight the immense value of networking, collaboration, and opportunities within the association.

The launch introduced several valuable resources, including:

Harmony – The GST/TDS Note - Streamlining the Give & Take of GST in India's Experiential Industry

The Artiste Collective - A Dossier of EEMA Star Members

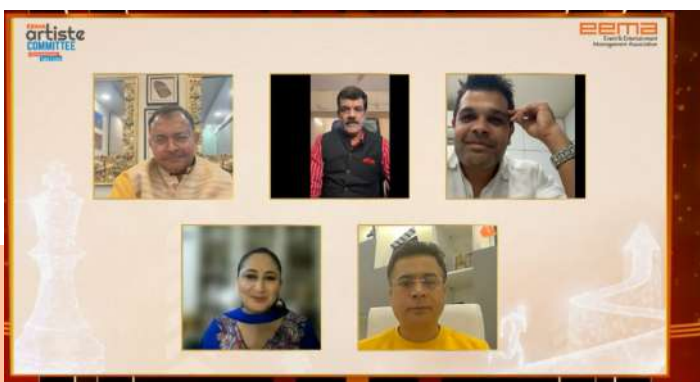
The EEMA Artiste Ally Doc - A Comprehensive Directory of Support Services for the Live Artistes of India

EEMA Artiste Committee Recommended Templates for Business Processes - Signed, Sealed & Delivered

EEMA Shivaani Sen Memorial Scholarship - Curtains Up on Your Dreams

These offerings provided immense value to **event managers, talent managers, and artistes**, helping streamline industry practices and business processes while fostering inclusivity and support for women in the field. The documents were shared via **email and WhatsApp**, soon after the unveiling, and will be uploaded on the EEMA website for easy access.

This initiative reaffirmed EEMA's commitment to empowering and elevating India's live ecosystem!



EEMA Launches The Events Studio Podcast!

The events industry thrives on collaboration, knowledge-sharing, and collective growth. Embracing this spirit, **EEMA proudly launched "The Events Studio Podcast"**, a groundbreaking initiative designed to amplify the voice of our industry.

Episode 1, Part 1 that went live on 15 February, 2025 explored with **Samit Garg, President EEMA**, how the event landscape has evolved, the minds shaping it and the lessons event professionals have learnt from most unexpected places and people.

Why Does This Matter?

- The events and experience industry is a **major economic contributor**.
- There is a pressing need for **new and long-overdue policies** to provide structure and recognition.
- Our industry has immense power and influence—it's time we **tell our own story**.

What's Next?

Upcoming episodes will explore **concert economies, weddings, venues, catering, content, corporate events, and more**, featuring real experiences and insights from industry experts.



Be a Part of the Movement!

We invite YOU to contribute! If you have a unique story or insight that can inspire the industry, write to us and be a part of this collective voice.

- **Watch Episode 1**
- **Like, Comment & Share**
- **Subscribe to EEMA India's YouTube Channel**

Let's shape the future of our industry—**together!**

Key Facts on India's Growing Event Industry:

Event Management Industry:

- **Current Market Size:** The event management industry in India was valued at approximately USD 5.23 billion in 2024.
- **Projected Growth:** The industry is expected to grow to approximately USD 7.8 billion by 2029, indicating a robust expansion trajectory.

Virtual Events Market:

- **2024 Revenue:** The India virtual events market generated a revenue of USD 4,318.5 million.
- **Projected Growth:** This market is anticipated to reach USD 16,044.7 million by 2030, reflecting a significant compound annual growth rate (CAGR).

Events and Exhibition Market:

- **2024 Revenue:** The events and exhibition market in India is projected to generate approximately USD 5.66 billion in revenue.
- **2026 Projection:** This market is expected to reach over USD 6.7 billion by 2026, indicating steady growth.

Live Entertainment Sector:

- **Booming Demand:** India's live entertainment sector is experiencing unprecedented growth, with a 35% increase in live events compared to the previous year.
- **Projected Market Value:** The live entertainment market in India is projected to be worth USD 1.7 billion by 2026.
- **These figures highlight the dynamic expansion of India's event industry, encompassing traditional event management, virtual events, exhibitions, and live entertainment. The integration of technology, coupled with a young and affluent population, is driving this growth across various segments.**

Source- <https://www.statista.com/statistics/1369234/india-revenue-of-events-and-exhibition-market/>

Here is a Tip For You

The Problem

The recent stampede at the Maha Kumbh Mela in Prayagraj has once again underscored the critical need for robust safety and crisis management strategies at large-scale events. While emergency services acted swiftly to prevent major casualties, this incident serves as a stark reminder of the risks associated with massive gatherings. Event organizers must proactively assess risks, implement safety protocols, and ensure crowd management measures to safeguard attendees and staff.

Key Solutions:

- **Crowd Management** – Use AI surveillance, barricades, and trained personnel.
- **Emergency Planning** – Set up multiple exits, conduct safety drills, and deploy medical teams.
- **Technology & Communication** – Use CCTV, mobile alerts, and PA systems for real-time updates.
- **Regulatory Measures** – Enforce entry limits, control sensitive zones, and coordinate with authorities.
- **By prioritizing safety and authenticity, the event industry can uphold its credibility and deliver impactful live experiences.**

"Safety isn't just a response—it's a proactive commitment to protecting everyone at our events. By preparing ahead, we can turn risks into reassurance."



Advertise with Us – Expand Your Reach!



EEMA
Event & Entertainment
Management Association

Tariff Card

Newsletter			
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

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			
Emailer	₹ 10,000	Per Blast	Entire Experiential Industry (10K+)

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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