

**EEMA Elevate**

# NEWSLETTER

“ Creativity  
is our currency.  
Experience is  
our product. ”

JUNE 2025

Issue #09

## Highlights

- The President's Desk
- Rajasthan Meet
- Artiste Committee  
Upskilling Series



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



Dear **Friends**,

June has been a month of momentum, collaboration, and renewed energy across our community. From the regal setting of the **Rajasthan Meet**, where we laid the groundwork for **EEMAGINE 2025**, to meaningful dialogues at the **Andhra Pradesh Tourism Conclave**, it's clear that the experiential industry is stepping into a phase of purposeful transformation.

Our **Artiste Committee Upskilling Series** continues to empower our talent with critical tools from time management to impactful presentations. These initiatives not only upskill but also unify us under a shared vision of excellence.

The thing that stands out is the growing alignment between creativity, collaboration, and credibility. Whether it's regional alliances like **AEE (Association of Event Entrepreneurs)** and **FOREM (Federation of Rajasthan Event Managers)** or national-level dialogues, EEMA is proud to be the platform where ideas take flight and partnerships take root.

As we inch closer to **EEMAGINE 2025**, let's keep the spirit alive—engaged, inspired, and ready to reimagine what's possible.

Together, we don't just create events—we shape the future!

Warm regards,

**Samit Garg**

President, EEMA India



## SOUND

- D&B AUDIOTECHNIK KSL SERIES **48 PCS**
- D&B AUDIOTECHNIK SLG **16PCS**
- D&B AUDIOTECHNIK SL SERIES FLYING SUBS **12 PCS**

## SOUND MIXER

SD10 DIGITAL MIXING  
CONSOLE **1PC**

AVID VENUE | S6L **1PC**

QUANTUM 338 DIGITAL  
MIXING CONSOLE **2PC**



## ADDED LIGHTING

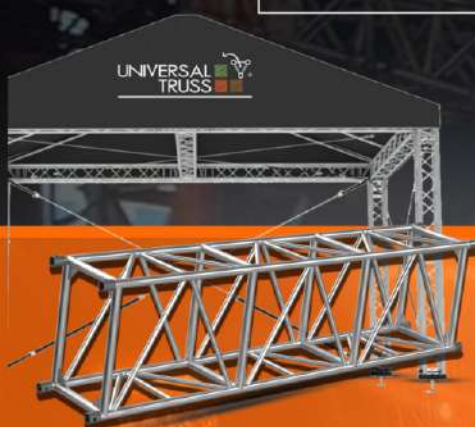
MARTIN ERA 600  
PROFILE **36 NOS**



MARTIN MAC AURA  
PXL **36NOS**

## LIGHT CONSOLE

MA LIGHTING GRANDMA3 **2NOS**  
WITH NPU



## TRUSS 1010

Universal Trussing 1010 on 60mm Tube Available in 8Pillars for better strength and structure durability with a clear span of 100ft x 60ft x 40ft clear ht  
Load Capacity 2Ton Per Side  
Structure Detail Top Section - (SST-1010 - Top Section 1010 x 670mm/60mm/6mm)  
Structure Detail Pillar Section - (SST-5204 520mm/50mm/4mm) with 4nos center beams and cross beam  
Universal Trussing 760mm x 600mm Available in 6Pillars on 50mm tube.



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## EEMA Pulse

### Internal Highlights

# A Regal Beginning to EEMAGINE 2025 Rajasthan Meet – 8th June

The **Rajasthan Meet 2025** was held on **8th June** at the **Anantara Jewel Bagh**, Jaipur, bringing together key members of the experiential industry for a focused and collaborative gathering. The agenda for the meet centered around shaping the **strategy for EEMAGINE 2025**, with powerful discussions, fresh ideas, and a unified vision at the core.



The day was marked by meaningful conversations, strategic alignment, and a renewed sense of purpose - all set against the warmth and vibrancy that Rajasthan is known for. Leaders, curators, and creators came together to share perspectives, align on direction, and ignite collective excitement for what's to come.

A special moment during the meet was the felicitation of **AEE (Association of Event Entrepreneurs)** and **FOREM (Federation of Rajasthan Event Managers)**, recognising their outstanding contributions to strengthening regional collaboration and amplifying the collective voice of the events community across India.

A truly inspiring start to the EEMAGINE journey and a reminder of what's possible when passion meets purpose.



## Artiste Committee Upskilling Series

### Episode 3:

# Beat the Clock, Not Yourself

Held on **21st June**, the third episode of the **EEMA Artiste Committee's Upskilling Series** brought together a focused group of live artistes to explore a skill that lies at the heart of every successful professional **Time Management**.

With the theme **"Beat the Clock, Not Yourself"**, the session opened on an energising note with the effervescent **Emcee Anurima Mitra**. Thereafter, **Sonu Nanda, Vice President – East**, reinforced EEMA's continued commitment to nurture skill-building in the live entertainment industry.



Star Member East Anurima Mitra hosting the webinar



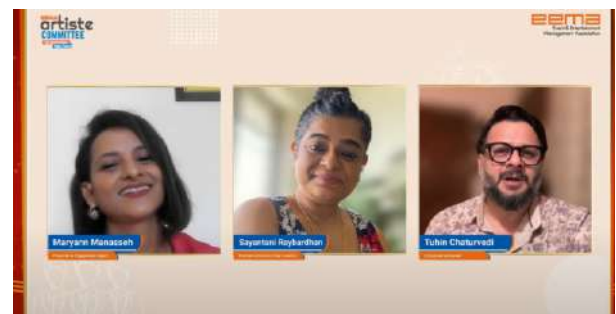
Sonu Nanda Highlighting the need for Time Management



Carol Titus, Leadership Coach giving Valuable Insights



Gitikka Ganju Dhar, Chair Artiste Committee Sharing a Funny Anecdote



An invigorating panel discussion on Respecting Each Others Time

**Gitikka Ganju Dhar, Chair of the EEMA Artiste Committee**, delivered a heartfelt welcome address and **Arpita Chowdhury, EEMA Artiste Ambassador**, shared personal reflections on balancing work, creativity, and self-discipline. This was followed by an insightful presentation by the keynotespeaker — **Carol Titus**, a renowned educator and life coach.

The highlight of the event was an engaging **panel discussion** moderated by **RJ Tuhin**, featuring **Maryann Manasseh** and **Sayantani Raybardhan**, both highly respected voices in the live performance space. The audience actively participated in the **live Q&A**, seeking advice on work-life balance, dealing with creative fatigue, and building habits that sustain long-term careers.



## The Presenters' Dialogue A Stage for Voice, Vision & Growth

Held in **Bhubaneswar** on **24th June**, the **Presenters' Dialogue** was an interactive gathering curated for emerging emcees and presenters across the region. The session offered attendees a rich blend of knowledge exchange, peer learning, and fun-filled networking.



A warm welcome by **Satyabrat Sanu Ratho, President Event Management Association of Odisha (EMAO)**, set the tone for the evening, followed by an inspiring vision statement from **Sonu Nanda, Vice President-East**, reinforcing EEMA's commitment to nurturing talent and building platforms for growth within the live events ecosystem.

**Talented local presenters** who each had 3 minutes to own the spotlight - shared their craft, stories, and individuality with authenticity and flair. A clear highlight was the **45-minute virtual masterclass** by **Gitikka Ganju Dhar**, Chair of the EEMA Artiste Committee. Gitikka shared invaluable insights on the evolving expectations from presenters in today's dynamic event landscape. Her session was followed by an engaging **Q&A**, where participants sought direct guidance on voice modulation, audience control, brand storytelling, and personal growth.

## EEMA Engages at Andhra Pradesh Tourism Conclave

On 27th June, Samit Garg, President EEMA and Sagar Pingali, Executive Vice President, represented the experiential industry at the **Andhra Pradesh Tourism Conclave** in Vijayawada. They joined a high-impact panel chaired by **Shri Himanshu Shukla, IAS**, Director, Information and Public Relations, Govt. of Andhra Pradesh, alongside key stakeholders from the tourism, hospitality, and events ecosystem.

The panel delved into the evolving landscape of **tourism, destination branding, and experiential marketing** in Andhra Pradesh. Samit and Sagar brought forward the voice of the live events industry, highlighting its crucial role in driving visibility, engagement, and economic activity across destinations.



Discussions explored how **curated experiences, strategic partnerships, and sustainable event practices** can unlock the untapped potential of Andhra Pradesh as a cultural and experiential hotspot. The panel also emphasized the need for enabling policy frameworks, industry-government collaboration, and infrastructure readiness to attract large-scale events and festivals to the state.

The two-day conclave saw active participation from industry leaders, bureaucrats, and experts, and was further elevated by an address by **N. Chandrababu Naidu**, the **Hon'ble Chief Minister**, who outlined his vision for tourism-led development in the state.

EEMA's presence marked a significant step toward **building stronger bridges between state initiatives and the experiential industry**, paving the way for long-term collaboration and innovation.





# EEMA at WOW Awards & Convention 2025

The 16th edition of WOW Awards Asia 2025 held at the Jio World Convention Centre, Mumbai on 20-21 June, 2025 presented by EVENTFAQS Media in association with EEMA elevated the experiential dialogue. **Samit Garg, President EEMA**, addressed the attendees in the inaugural session on Day 1 setting the stage for more meaningful discussions and a collaborative approach to grow the industry.



Samit Garg, President EEMA delivering the Keynote Address



EEMA Booth at WOW Awards & Convention 2025



EEMA Booth at WOW Awards & Convention 2025

EEMA's **interactive and engaging stall** served as a dynamic space to connect, converse, and collaborate. From **live discussions around INSPIRE 2025** to be held at The Westin Goa to **insightful conversations on EEMAGINE 2025** and **EEMAX Awards**, the stall offered a compelling preview of what's coming up for our vibrant fraternity. Visitors also had the opportunity to explore new initiatives, understand membership benefits, and engage with regional updates from the COREA network.



## Tips & Key highlights

### Future-Proofing Events: Trends Every Manager Should Know

#### 1. Hybrid is Here to Stay

Design events with both in-person and virtual audiences in mind. Invest in platforms that offer seamless engagement across both.

#### 2. Personalisation is Power

Use data to tailor experiences—customised agendas, AI-powered matchmaking, and targeted content are the new norm.

#### 3. Experience Over Everything

Immersive storytelling, interactive zones, and multisensory setups will define standout events. Think AR, gamification, and live co-creation.

#### 4. Community > Crowd

Focus on building communities, not just hosting one-off events. Post-event follow-ups, exclusive content drops, and niche networking keep audiences engaged year-round.

#### 5. Tech Integration is Key

AI-powered event tools, facial recognition for check-ins, RFID-enabled networking, and real-time analytics are becoming essential for smooth execution.

#### 6. Wellness-Integrated Programming

Add breaks for breathwork, hydration stations, or creative chill zones. A mentally and physically comfortable attendee is more engaged.

#### 7. Inclusive by Design

Make accessibility non-negotiable. From sign language interpreters to inclusive menus and gender-neutral spaces, inclusive design = smart design.

#### 8. Shorter, Sharper Formats

Micro-events and snackable sessions cater to shorter attention spans. Curate with intention—quality over quantity.

#### 9. Creator Collaborations

Partner with content creators, not just influencers. Let them co-create live experiences and drive real-time buzz.

#### 10. ROI is Now ROX (Return on Experience)

Success metrics are shifting—from just footfall to emotional impact, engagement levels, and long-term audience retention.

# Advertise with Us – Expand Your Reach!

## Tariff Card

### Newsletter

Location	Full Page	Half Page	Quarter Page
Cover Page	₹1,00,000		
Front Page	₹25,000	₹15,000	₹8,000
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

Emailer	₹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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New Delhi 110048

"A comprehensive system of protocols to manage everything from crowd flow and medical support to fire safety and evacuation procedures."





## Upcoming Events: Mark Your Calendars!

Event	Date	Location
<b>EEMA East Session on Inner Compass</b>	22 <sup>nd</sup> July 2025	Novotel, Kolkata
<a href="https://events.eemaindia.com/reg-events/gjdh7f-inner-compass-date-with-divine">https://events.eemaindia.com/reg-events/gjdh7f-inner-compass-date-with-divine</a>		
<b>EEMAGINE 2025 &amp; EEMAX Global Awards</b>	1st – 3rd August 2025	Fairmont Udaipur Palace
<a href="https://events.eemaindia.com/reg-events/gjdh4u-eemagine-2025">https://events.eemaindia.com/reg-events/gjdh4u-eemagine-2025</a>		

Stay informed about all the events and get inspired—**Subscribe to our newsletter**

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