

EEMA ELEVATE

NEWSLETTER

“An event's true success is not in its execution, but in how it makes people feel long after it's over.”

March 2025

Issue #06

Highlights

- The President's Desk
- South Factor
- WeCare Pushes for a Safe & Equitable Industry



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



Dear friends,

Our industry continues to scale remarkable heights, and it gives me immense pride to see the impact we are collectively creating across platforms. EEMA stands at the heart of this transformation—championing creativity, collaboration, and innovation.

We recently witnessed two significant milestones that underscore this progress:

South Factor 2025, hosted in the vibrant city of Visakhapatnam, brought together thought leaders and industry stalwarts from across the region. With its curated knowledge sessions, meaningful discussions, and unmatched networking opportunities, the event not only celebrated the spirit of Southern India's event and entertainment industry but also set new benchmarks in engagement, scale, and content.

At the same time, we are elated to celebrate 25 glorious years of IIFA—a global platform that has become a cultural bridge between Indian cinema and the world. The Hon'ble Prime Minister of India has acknowledged IIFA's extraordinary contributions to the creative economy and its pivotal role in nurturing young talent. On behalf of EEMA, I extend my heartfelt congratulations to Sabbas Joseph (National Advisory Council Member, EEMA) and the entire IIFA team for this visionary journey that has taken Indian entertainment global and created unparalleled opportunities for emerging artists.

Alongside celebrating these achievements, I'm happy to share that positive action is underway on the policy front. EEMA is actively engaging with key ministries to promote and develop MICE (Meetings, Incentives, Conferences, and Exhibitions) and Wedding Tourism as significant contributors to India's tourism and economic growth story. These dialogues are opening new avenues for structured support, investment, and visibility for our sector.

As an association, we are now gearing up to fast-track vital programs focused on skill development, education, and safety protocols. Our goal is to create a future-ready ecosystem where talent is nurtured, industry standards are elevated, and the highest benchmarks of safety and professionalism are upheld.

Let us continue this momentum, build stronger alliances, and shape the next phase of growth for our industry—one that's inclusive, empowered, and globally respected.

With gratitude and optimism,

Warm regards,

Samit Garg
President, EEMA

EEMA South Factor 2025 – A Grand Showcase of Collaboration & Excellence

EEMA South Factor 2025 unfolded in spectacular fashion at Radisson, Vizag, bringing together the entire EEMA National Executive Committee (NEC), over 250 event planners and 100+ vendors from across India. The two-day event featured thought-provoking discussions, insightful keynote addresses, and engaging panel sessions led by industry stalwarts, including **Samit Garg, President EEMA; Sagar Pingali, EVP EEMA, D.V. Vinod Gopal, VP South; Sonu Nanda, VP East; Harshal Kothari, VP West and Lalit Gattani.**



A special address by **Ms. Amrapali Kata, IAS, Managing Director, AP Tourism Development Corporation**, emphasized the role of tourism and events in driving economic growth. The event also celebrated inclusivity through an impactful **WeCare session** led by **Sushma Gaikwad**, fostering discussions on well-being and equality in the workplace. From cultural performances and a mesmerizing magic show to a rejuvenating yoga session, South Factor 2025 was a perfect blend of knowledge, networking, and celebration—truly a testament to EEMA's commitment to industry excellence.

Beyond Tokenism: Creating a Safe & Equitable Industry

Women's International Day on 8th March 2025 was celebrated at EEMA by not only focussing on women but highlighting safety and equality at the workplace, across genders. WeCare, an initiative of EEMA, organized a very scintillating virtual panel discussion at the Michael Menezes Auditorium under the E-Maestro Series. The eminent panelists representing different facets, addressed the urgent need for **genuine inclusivity and workplace safety**. Led by **Sushma Gaikwad**, Chairperson WeCare, the conversation moved beyond surface-level representation to focus on **real, actionable change** within the experiential industry.



A Panel Discussion - initiative of WeCare



Sushma Gaikwad



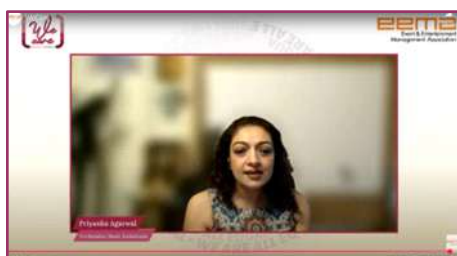
RJ Malishka



Panel moderated by Hardik Vaidya



Ankur Kalra



Priyanka Chaturvedi Agrawal



Gitikka Ganju Dhar

RJ Malishka, known Indian Radio personality, Priyanka Chaturvedi Agrawal, Co-founder & Head, Inclusional; Anjali Mohite, Zonal HR Head, Hindustan Coca-Cola Beverages; Punit Jasuja, Designer & Wedding Planner; and Gitikka Ganju Dhar (Chairperson EEMA Artiste Committee) shared personal experiences on workplace challenges, while emphasizing how harassment is about power dynamics. They also highlighted the corporate perspective on POSH implementation, and the importance of fairness in leadership.

The session concluded with an industry-wide pledge to uphold **safety, inclusion, & accountability** at every level. Many attendees later reached out to continue the dialogue, reinforcing the need for ongoing conversations and actionable commitments.

Interactive Session on HR Practices by EEMA West

EEMA West hosted an engaging **interactive session on HR Practices**, focusing on industry-specific challenges and solutions for fostering effective workplace management. **Harshal Kothari, VP West**, introduced the speaker, **Suparna Puri Thakkar**, who shared valuable insights on modern HR strategies, talent retention, and building a positive work culture.

The **hybrid event** encouraged open discussions on best practices, addressing key concerns in the events industry, and exploring ways to enhance employee well-being and productivity. Attendees actively participated, making it a thought-provoking and insightful exchange of ideas.



EEMA at the Stakeholders Consultation Meeting on E-Visa Facilities chaired by Secretary, Ministry of Tourism

On March 25, 2025, **Ankur Kalra (General Secretary, EEMA)**, **Prerana Saxena (Chairperson, EEMA Wedding Council)**, **Sabbas Joseph (EEMA NAC Member)** and **Priti Khanna (Executive Director, EEMA)**, participated in a key stakeholders' consultation organized by the Ministry of Tourism. The discussion focused on improving the visa process and enhancing air connectivity with ASEAN countries to boost tourism and business opportunities. The session brought together officials from various government departments including the Ministry of Home Affairs and Ministry of External Affairs as also industry associations.



EEMA Wedding Council Meets Director General Tourism on Wedding Tourism Strategy



Later in the afternoon, **EEMA Wedding Council** that consists of leading wedding planners met with **Ms. Mugdha Sinha, Director General, Ministry of Tourism**, to highlight key concerns within the wedding sector and how to take the wedding tourism strategy forward. The discussion included insights from **Sabbas Joseph, Vinod Bhandari, Vandana Mohan, Rajeev Jain, Prerana Saxena, Chetan Vohra, Vijay Arora and Ankur Kalra**. They proposed setting up more wedding venues PAN India that could accommodate large weddings so India could be priced competitively in Asia as well as creation of a **single-window system** for permissions. Ms. Mugdha Sinha gave a patient hearing and assured the gathering that she would try to resolve the existing problems by getting other stakeholders on the table.

EEMA at 2nd Tourism Sustainability Summit 2025

EEMA Executive Director Priti Khanna represented EEMA at the 2nd Tourism Sustainability Summit 2025 held on March 26, 2025, at Hotel Le Meridien, New Delhi. Organized by FHRAI, in collaboration with PHDCCI and HRANI, the summit convened industry leaders and policymakers to discuss sustainable tourism initiatives. With Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism & Culture, and Shri Suman Billa, IAS, Additional Secretary, Ministry of Tourism, among the distinguished speakers, discussions focused on aligning Indian tourism with global sustainability goals while ensuring long-term economic growth through responsible practices.



EEMA West Committee Engages with **Goa Members** for **Future Initiatives**

The **EEMA West Committee** had a wonderful and engaging meeting with **EEMA Goa members**, fostering a spirit of collaboration and growth. The discussion was **positive and productive**, with a mutual agreement on several **exciting initiatives** aimed at strengthening the **Goa market**.

Goa's **EEMA members expressed great enthusiasm** and a strong commitment to contributing toward elevating EEMA's presence in the region. With their support, the association is set to introduce **exciting new initiatives** that will drive innovation and growth in the industry.

Stay tuned for more updates, as we gear up to unveil these initiatives soon. Looking forward to everyone's continued support in making this vision a reality!



EEMA Advances Efforts to Address **Mathadi Extortion** in the **Event Industry**

EEMA is taking significant steps to combat the issue of Mathadi extortion, which has been affecting the event management industry in Mumbai. In a recent productive meeting with DCP Datta Kamble (Zone 3), EEMA made substantial progress in addressing this challenge. The police assured EEMA that they would take a firm stand against illegal Mathadi demands, with a dedicated point of contact established for complaints. Additionally, discussions are underway to streamline the NOC processes for events, ensuring smoother operations in the future.

EEMA remains committed to resolving these industry challenges and is planning further meetings with DCPs across key event zones to strengthen collaboration. This unified action, under the guidance of the Joint Commissioner of Police, aims to create a hassle-free environment for event organizers. EEMA urges its members to report any incidents, reinforcing our collective efforts to safeguard the event industry from unfair practices.



Celebrating the Silver Jubilee of IIFA!



For **25 years**, the **International Indian Film Academy (IIFA)** has redefined Indian cinema on the global stage, transforming Bollywood into a worldwide phenomenon. What began as a vision evolved into an unparalleled celebration of films, culture, and talent.

As IIFA marked its **Silver Jubilee**, it received a special tribute from the **Hon'ble Prime Minister of India**, recognizing its role in nurturing young talent and shaping the creative economy. The **25th edition of IIFA**, aired on **March 16, 2025, on Zee TV**, was a grand spectacle of performances and cinematic brilliance. From **London to Singapore, Dubai to Madrid**, IIFA has taken Indian cinema worldwide, becoming more than an awards show—it's a **cultural movement** uniting audiences across continents.

As we celebrate this milestone, we honor **IIFA's legacy of excellence** and look forward to an even brighter future for **Indian cinema on the global stage!**

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

The report titled "Shape the Future: Indian Media and Entertainment is Scripting a New Story" by EY highlights several key developments in India's Media and Entertainment (M&E) sector:

- **Digital Media Surpasses Television:** In 2024, digital media overtook television to become the largest segment of the Indian M&E industry, contributing 32% of the total revenues.
- **Overall Industry Growth:** The M&E sector grew by 3.3% in 2024, reaching INR2.5 trillion (US\$29.4 billion).
- **Projected Expansion:** The industry is expected to grow by 7.2% in 2025, reaching INR2.68 trillion (US\$31.6 billion), and is projected to further expand to INR3.07 trillion by 2027.
- **Transformation in Content Dynamics:** The shift towards digital has redefined content creation, distribution, and monetization, emphasizing information, escapism, materialism, and self-actualization

These insights underscore the rapid evolution of India's M&E sector, highlighting the growing dominance of digital platforms and the industry's robust growth trajectory.

Source: <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

Neha Kakkar Melbourne Concert: Challenges & Learnings

Challenges

The concert experienced unexpected delays, leading to a long wait for attendees. Limited real-time communication from the organizers caused confusion among the audience. As a result, some attendees expressed their concerns on social media, while others requested refunds. The situation highlighted the importance of efficient event management and proactive crisis handling to ensure a smooth experience for both the artist and the audience.

Solutions

- **Better Artist & Organizer Coordination:** Establish strict arrival schedules with buffer time and use real-time tracking for artist logistics.
- **Transparent Communication:** Provide live updates through event apps, social media, and venue announcements to keep attendees informed.
- **Efficient Backup Planning:** Prepare secondary performances or pre-recorded content to engage the audience in case of unexpected delays.
- **Clear Ticketing & Refund Policies:** Offer partial refunds, discounts for future events, or VIP experiences as goodwill compensation for major disruptions.
- **Crisis Management Strategy:** Train staff to handle audience concerns professionally and issue immediate public statements from both the artist and organizers to maintain credibility.

"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."



Upcoming Events:
Mark Your Calendars!

Event	Date	Location
<p>EEMA COREA 3.0</p> <p>The Congress of Regional Event Associations (COREA) is a pioneering initiative that unites regional event associations across India. Organized by the Events and Entertainment Management Association (EEMA), COREA creates a platform to foster collaboration, address industry challenges, and establish a collective voice for the events industry. The Karnataka Event Management Association (KEMA) is the local execution partner for the upcoming edition in Bengaluru.</p>	<p>23-25th April 2025</p>	<p>The Leela Bhartiya Bengaluru</p>
<p>https://ticketing.chkdin.com/event/view/corea-30-1</p>		
<p>Spotlight Awards 2025</p> <p>Celebrating excellence in the events industry—nominate now and be part of this grand recognition!</p>	<p>24th May 2025</p>	<p>Club Riviera Gurugram</p>
<p>https://spotlight.eemaindia.com</p>		
<p>EEMAGINE 2025</p> <p>EEMA's flagship convention bringing together the brightest minds to discuss the future of the experiential industry.</p>	<p>1st - 3rd August 2025</p>	<p>Fairmont Hotel Udaipur</p>

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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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