



Event & Entertainment
Management Association

EEMA ELEVATE

NEWSLETTER

“ People make events
into stories.
Stories give events
meaning. ”

May 2025

Issue #08



Highlights

- The President's Desk
- Artistes Upskilling Series
- Spotlight Awards 2025

LETTER FROM THE PRESIDENT'S *Desk*



Dear Friends,

As we step into a vibrant and transformative chapter for India's event and experiential industry, I am deeply heartened by the remarkable momentum, resilience, and spirit demonstrated by our community. From honouring the silent heroes at the EEMA Spotlight Awards 2025 to embracing the possibilities of tomorrow through initiatives like the Future Ready Series by EEMA West, we are witnessing our industry evolve, inspire, and elevate itself to new heights.

Looking ahead, innovations like Artificial Intelligence will be central to unlocking unprecedented opportunities in event planning, marketing, storytelling, and audience engagement. EEMA remains firmly committed to guiding our members through this digital revolution, ensuring that we continue to stay relevant, future-ready, and globally competitive.

The recent Upskilling Sessions curated by the EEMA Artiste Committee have further empowered our artistes and event managers with crucial skills—ranging from negotiation mastery to personal branding—skills that are essential in the fast-changing world of live entertainment. These efforts reaffirm our enduring commitment to nurturing talent and fostering excellence at every level.

Yet, while we celebrate progress, we cannot remain untouched by the pain and turmoil that surrounds us in the larger world. The tragic loss of lives in the AI171 crash leaves us heartbroken. The ongoing conflicts in the Middle East, Sudan, and Gaza continue to remind us of the fragility of peace. And closer to home, distressing episodes like the incident with Mint & Mogra in Goa shake the very foundations of our values and collective conscience.

Let us not look away. Let us, instead, raise our collective voice — for peace, for harmony, for dignity, for integrity. Let us light a new torch of humanity that stands tall against divisiveness, injustice, and cruelty.

In our world of creating joy, celebration, and shared experiences, may we also become guardians of empathy, compassion, and unwavering humanity.

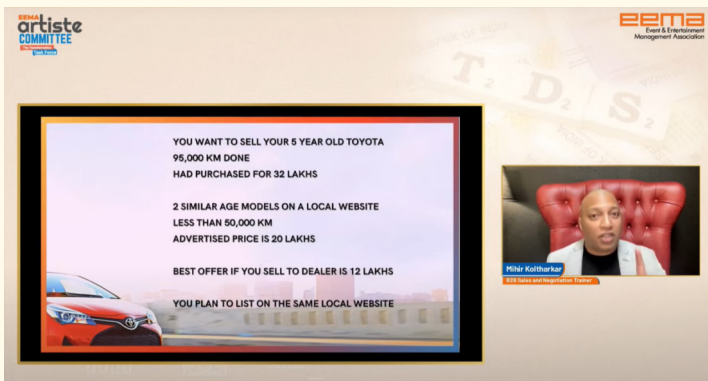
With prayers, hope, and solidarity,

Samit Garg
President, EEMA

EEMA Pulse

Internal Highlights

Upskilling Episode 1: Mastering "The Art of Negotiation" A Power-Packed Session



As part of the EEMA Upskilling Series curated by the EEMA Artiste Committee, the session on **"The Art of Negotiation"** took place on 16th May 2025 with great energy and purpose, bringing valuable insights to our Artistes and Event Professionals. Hosted by **Jyoti Sukumar**, the evening began with a warm welcome and a contextual introduction to the new Upskilling Series initiative. This was followed by an opening address from by **Taranbir Sahni, Secretary, EEMA India** and release of the **'Feedback Form'** template for all artists to use and better their craft, based on valuable inputs of their clients.

Ms. Gitikka Ganju Dhar, Chair – EEMA Artiste Committee, along with other committee representatives, outlined the importance of strategic negotiation in today's evolving industry landscape. This paved the way for an expert deep-dive session by **Mihir Koltharkar, B2B Sales and Negotiation Trainer**, who shared sharp, actionable insights on negotiation techniques tailored for artistes and event professionals.

A dynamic panel moderated by **Pavleen Gujral** followed. It addressed real-world questions around negotiating fees, growth, and earning respect, featuring powerful voices from the industry—**Karan Chettri, Founder and CEO, ESP 360 Degree**, and **Tarsame Mittal, Music Entrepreneur**. This impactful episode reinforced EEMA's unwavering commitment to upskilling, empowering, and strengthening the voice of the artiste community.

EEMA West Unlocks the Future with AI in Future Ready Series

On 17th May 2025, **EEMA West** rolled out an inspiring, hands-on 3rd edition of its **Future Ready Series**. The session, led by **Harshal Kothari, VP West, EEMA**, was conducted in a hybrid format, allowing members from across the region to engage either in person or virtually.

Two very engaging and informative sessions were held that day. The first session on '**Designing with AI - Unlock the Creative Power of Artificial Intelligence**' by **Z. Mohammed Irshad (ZMI)** guided participants through transformative tools and techniques, including AI-powered presentations, mood board creation, and creative design platforms such as Canva and Gemini.

The second session on '**Unleashing the Power of AI**' by **Vikram Chaudhary (Taxi Design Studio)** focused on practical learning and empowered event professionals to embrace AI confidently and effectively. Both sessions were very well attended and received. This reaffirmed EEMA West's commitment to upskilling its members and preparing the industry for a tech-forward future. More such enriching chapters of the *Future Ready Series* are already in the pipeline!



EEMA to the fore at **Shows of India 2025**

EEMA, was the industry partner for the **5th edition of Shows of India Conclave** that was held at **The Leela Ambience Convention Hotel, Delhi on May 22–23, 2025**. This conclave brought together industry professionals, including intellectual property and festival promoters, influencers, and leaders in branded entertainment.

The inaugural session titled **"The Future of Experiences is Ancient!"** by **Samit Garg, President EEMA** offered a compelling perspective on how India's cultural legacy holds the blueprint for tomorrow's experiences. **Sanjoy K. Roy, member of the EEMA National Advisory Council**, delved into **"The Financial Evolution of Teamwork Arts & the Cultural Economy"**. A captivating exchange unfolded between **Rajeev Jain, Founder member EEMA** and **Shri Kapil Mishra, Hon'ble Minister of Tourism, Law & Justice, Labour, Employment, Art & Culture, and Language, Delhi Government**, wherein the latter committed to making Delhi a favoured destination for concerts and large format events. Another noteworthy session, **"Behind the Beat: Legal, Licensing & Monetisation in India's Music Economy"**, saw **Ankur Kalra, General Secretary, EEMA** in conversation with celebrated lawyer **Priyanka Khimani**.

From thought leadership to trailblazing creativity, **EEMA members featured prominently as speakers, panelists, and hosts**, shaping the narrative across the event's **100+ speakers** and **40+ sessions**. Whether discussing trends in experiential marketing, the evolving role of artistes, innovations in show production, or the business of entertainment, EEMA voices brought rich insight and on-ground expertise to every stage.



Spotlight 2025

Honouring the Silent Heroes of our Industry

The **EEMA Spotlight Awards 2025** came alive at **Club Riviera, Gurugram**, on **24th May** with a stellar celebration and recognition of the 'behind the scene' warriors - our vendor partners - who contribute to the success of most iconic events. The evening began with the stirring rhythms of The **Mangal Naad Band** and a soul-touching poem by **emcee and scriptwriter Aditya Malik**. Hosted with great joie de vivre by Sahithya Jagannathan and Mitin Upadhyay, the show featured awe-inspiring performances including a powerful act by **Laadi Maa**, followed by the versatile singer & composer, **Shankar Mahadevan**, renowned Sufi singer **Bismil**, and the popular & energetic Punjabi singer, **Jasbir Jassi**.

Over **119 awards** across **50+ categories** were presented, acknowledging excellence across the vast ecosystem of the event and experiential industry. The most poignant moment came with the **Lifetime Achievement Award** being conferred upon **Mr. Vijay Batra, Rama Tent House**—an industry stalwart who has not only grown his business but that of several event agencies and wedding planners.

From the stirring speech by **Samit Garg, President, EEMA** to insights from **Jury Chair Viraf Sarkari, Co-founder of Wizcraft** and heartfelt tributes from **Vijay Arora, Chair, Spotlight Awards**, **Rajeev Jain, Co-Chair Spotlight Awards**, **Atul Chabra, Spotlight Committee lead** and **Ruchin Kohli, VP North**, every moment was a reminder of the collaborative spirit and silent perseverance that fuels our industry.

The night concluded with an electric afterparty featuring the **Suryaveer Band**, where the community came together to celebrate, dance, and honour the people who make magic happen—because without them, there is no spotlight.





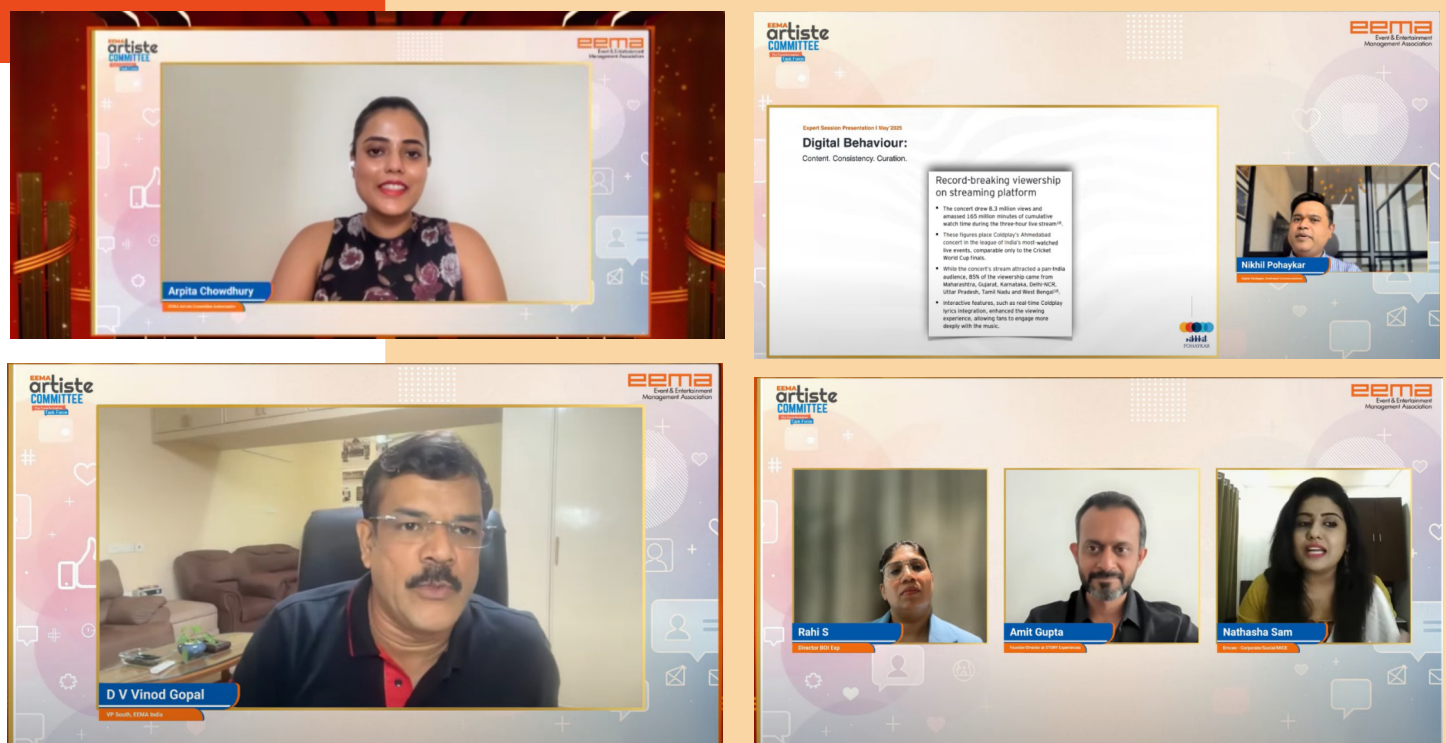
Upskilling Episode 2: Mastering Climbing the Social Ladder

Leveraging Social Media to Drive a Creative Career in Events

Episode 2 of EEMA's Upskilling Series by the EEMA Artiste Committee: **"Climbing the Social Ladder"** was a vibrant and value-packed session held on **31st May 2025**, exclusively curated for Artistes and Event Managers. Designed to help artistes build personal brands and navigate the nuances of India's ever-evolving live industry, the session opened with an engaging welcome by **Aakriti Anand**, followed by inspiring words from **DV Vinod Gopal, VP South**.

The spotlight then turned to **Ms. Gitikka Ganju Dhar, Chair – EEMA Artiste Committee**, whose powerful message on empowering artistes set the tone for the evening. The audience was also welcomed by **Arpita Chowdhury, EEMA Artiste Ambassador**, before diving into the highlight of the evening—an expert masterclass led by **Nikhil Pohaykar, Digital Strategist at Overheard Communications**. His session was packed with actionable tips and tools to help artists thrive in today's competitive landscape.

A dynamic panel discussion followed, featuring industry insights from **Rahi S, Director – BOI Exp**, and **Amit Gupta, Founder/Director at STORY Experiences**, moderated by **Natasha Sam, EEMA Artiste Member**. A live Q&A session added further depth, addressing real-time questions from participants



EEMA at **AV-ICN Conference 2025:** Powering the Future of Events

EEMA brought its signature energy and expertise to the **AV-ICN Conference 2025**, held alongside **PALM Expo** from **29th to 31st May** at the **Bombay Exhibition Centre, Mumbai**. With a dedicated session titled **"The Indian Event Industry Market: Impetus from Latest Stage Sound, Light & Display Technology"**, right after the keynote session, EEMA's presence was both influential and impactful. The session featured an insightful panel of speakers including **Harshal Kothari, VP West, Meghaa Ghosh**, Founder & CEO, Fierce Ventures, **Ravi Mehta**, Jt. Secy. West Zone, **Dhruv Davar**, CEO, Inextis Events and **Rahul Soni**, MD, Hexagon Events.

The second session curated by EEMA **"Gen Z is Taking Over the Stage! Are You Ready?"** was moderated by **Devinder Sablok**, Founder & CEO, Allied Media Projects India LLP. It featured a very diverse panel consisting of **Rahul Dhir**, Founder & CEO, Aarya Digital, **Swarupa Ananth** aka Tablanaari, **Shubham Patnekar**, Studio Head, Zero Design, and **Ramnarayan KG**, Founder & Creative Head, Wobble Creative & Content. The session highlighted how Gen Z is shaping the next wave of immersive live experiences.

Further amplifying the association's presence, **Harshal Kothari** also addressed the media at the **official press conference**, reinforcing EEMA's leadership in driving the industry's evolution.



India's Booming Concert Economy:

Key Highlights

- **Rapid Industry Growth:** India's organized live event segment surpassed ₹12,000 crore in 2024 and is projected to grow at a CAGR of approximately 19% over the next three years.
- **Significant Economic Impact:** Coldplay's two-night 'Music of the Spheres' concert in Ahmedabad attracted over 222,000 attendees, generating an estimated ₹641 crore in economic impact.
- **Boost to Local Economy:** The concert spurred growth across sectors—tourism, hospitality, retail, and transportation—with Ahmedabad Airport handling over 138,000 travelers during the event period.
- **Employment Generation:** Approximately 15,000 personnel were involved in organizing the event, highlighting the employment potential of large-scale concerts.
- **Sustainability Initiatives:** The event set new benchmarks by diverting over 34,000 kg of waste from landfills and promoting eco-friendly practices.
- **Government Recognition:** Prime Minister Narendra Modi acknowledged the growing concert economy, emphasizing its potential to drive cultural tourism and economic growth.



These insights underscore the transformative potential of India's live entertainment sector, positioning the country as a burgeoning hub for global concerts and cultural events.

Read full report here: <https://www.ey.com/content/dam/ey-unified-site/ey-com/en-in/insights/media-entertainment/ey-india-s-rising-concert-economy.pdf>

Tip For You

Sustainable Events: Smart Practices for Green Events

As event professionals, we have the power to influence not just experiences—but the environment too. With growing awareness around climate change and eco-conscious living, **sustainability in event planning is no longer optional, it's essential. People, Planet & Profit - the 3Ps** - are essential for a sustainable approach that considers economic, social and environmental impact.

Here's how we can lead the change—without compromising on creativity or excellence.

Go Digital : Ditch the paper. Use e-invites, digital check-ins, and online brochures to cut down on waste.

Eco-Friendly Venues : Choose venues that follow sustainable practices like energy-saving, waste segregation, and green certifications.

Single-Use Plastics : Opt for reusable or biodegradable cutlery, plates, and straws. Set up water refill stations.

Source Local : From food to décor—collaborate with local vendors to reduce transport emissions and support the community.

Reuse & Repurpose Décor : Rent, repurpose, or use recyclable décor materials. Say no to balloons and glitter.

Manage Waste Wisely : Set up clear disposal points—recycling, compost, and landfill. Partner with green waste vendors.

Greener Transport Options : Encourage carpooling, public transport, or event shuttle services. Offer digital maps and carpool apps.

Offset Carbon Footprint : Balance out emissions by supporting tree-planting or clean energy projects.

Eco-Friendly Gifting : Choose meaningful, low-impact giveaways—like seed paper, sustainable merchandise, or digital tokens.

Educate Through Action : Display your sustainability efforts on-site and online. Inspire attendees to carry the change forward.

Upcoming Events:
Mark Your Calendars!

Event	Date	Location
Upskilling Series "Time Management" by EEMA Artiste Committee	21 st June 2025	Michael Menezes Auditorium
Upskilling Series "Makeup & Grooming" by EEMA Artiste Committee	5 th July 2025	Michael Menezes Auditorium
EEMA Inspire Series - Leadership Retreat by Education & Upskilling Taskforce	13 th -15 th July 2025	The Westin Goa
EEMAGINE 2025 & EEMAX Global Awards EEMA's Flagship Annual Event	1 st – 3 rd August 2025	Fairmont Udaipur Palace
Early Bird Ends 20th June & Rooms are First-Come, First-Registered – Don't Miss Out!	https://register.eemaindia.com	
Stay informed about all the events and get inspired, subscribe to our newsletter		

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



Advertise with Us – Expand Your Reach!

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

Mailer	₹ 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.

For enquiries please contact:

Taranbir Sahni

✉ secretary@eemaindia.com

Rimi Bhattacharya

☎ +91 84481 17413

✉ operations@eemaindia.com

EEMA Office Address:

E 330 Ground Floor, Greater Kailash Part II,
New Delhi 110048

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

Senior Zonal Manager - North & East

Tushar Malik

☎ +91 8448693114

✉ zmnorth@eemaindia.com

Zonal Manager - South & West

Ankita Mukherjee

☎ +91 8448693113

✉ zmwest@eemaindia.com

For any queries, write to us at: info@eemaindia.com

📷 www.instagram.com/eema.india

🌐 in.linkedin.com/company/event-entertainment-management-association

📘 www.facebook.com/eemaindia/