

## MINUTES OF THE MEETING

<b>Venue</b>	EEMA Office	<b>Date</b>	17/09/22
<b>Subject</b>	National Executive Council Meeting	<b>Time</b>	11:30 AM
<b>Attendees</b>	1. Samit Garg, President 2. PVN Vidyasagar, Exe. Vice President 3. Vinod Janardhan, General Secretary 4. Siddharth Ganeriwala, Secretary 5. Ankur Kalra, Treasurer 6. Raghav Roy Kapur, VP West 7. Vipul Pandhi, VP North 8. DV Vinod, VP South 9. Sonu Nanda, VP East	<b>EEMA Secretariat:</b>	1. Srishti Soni

1. The Meeting was called to Order by President of EEMA, Samit Garg. He welcomed the newly elected NEC members for the term 2022-24 to the first NEC Meeting. The meeting was initiated with a formal round of introductions and exchange of pleasantries. The meeting began on point with the drawn and pre-shared agenda.
2. The Last minutes were read as passed and recorded by General Secretary, Vinod Janardhan with Highlights read from EEMAGINE 2022, Constitution, Elections 2022 and Zonal Updates. The NEC appreciated the efforts of the past presidents and congratulated various members for their efforts during EEMAGINE 2022.
3. In President Samit Garg's First address, he emphasised that the NEC and EEMA are together and the mantra is 'We are One'. He mentioned that change is the law of the world and It is much better to execute one's own duties imperfectly than to learn the responsibilities of another. He highlighted the contribution of all the past presidents of EEMA and mentioned that our goals needed to be set higher than what's already been laid as a legacy for us.
4. KRAs & Expectations were presented by Secretary, Siddharth Ganeriwala.
  - a. KRAs of each of the NEC members were read and highlighted as mentioned in the Election Manual. The NEC asked the Secretary to create KRA's for Zonal Teams as well and present them at the next meeting.
  - b. The president and NEC members decided that Zonal Teams were to highlight revenue perspectives with proper plans and function as independent business units.
  - c. A mechanism would need to be discussed, formed and placed in the next two months along with highlighting Zonal Agendas to be delivered by Zonal Vice Presidents.
  - d. The president emphasized on directing all focus on:

- i. Retaining existing members.
  - ii. Increasing the member base in different regions and their cities including untapped cities.
5. The following matters were tabled and actions / resolved by the president.
  - a. The matter of the Constitution was taken by the president. The first email was referenced from the last NEC meeting resolves and comprising the earlier document along with the revised draft that was then shared with EEMA Members on the 5th August, 2022 for their respective suggestions and feedbacks. A reminder mail for the feedback again was also mentioned as sent on 15th September, 2022.
    - i. It was decided that Key office bearers including Mr. Samit Garg, Mr. PVN Vidyasagar along with Mr. Vinod Janardhan and Mr. Ankur Kalra will take this forward and connect with their respective feedbacks from the NEC and members by 30<sup>th</sup> September, 2022, 3:00 PM.
    - ii. Post all thoughts, notions and feedbacks received, a Special General Body Meeting of all Platinum Members, would then be conducted on 18<sup>th</sup> October 2022.
  - b. On the matter of Event Policy
    - i. President updated that discussions were ongoing with EY & KPMG and progress has been marked. KPMG has confirmed to work with EEMA on creating an Event Policy on Pro-Bono basis as against charging around 12-15 lacs overall.
    - ii. He announced that the prelude of what the event policy will comprise has been shared with the NEC. The NEC will hence share their respective feedbacks post going through the same.
    - iii. President Samit mentioned that KPMG aims to share a progressive first draft within 6 weeks.
    - iv. It was decided to amplify the PR Announcement revolving around the overall agenda to be executed.
  - c. On the matter of MSME engagement; president updated that a team from EEMA had interacted with Mr. Nitin Gadkari, former Minister for Road Transport & Highways and the Minister of Micro, Small and Medium Enterprise, Government of India, to discuss the agenda towards getting a status in the MSME and to be recognised as an Industry. A complete dossier with all requests and industry statistics was also submitted then. He further stated that the position is now being held by Mr. Narayan Rane. It was decided that Vipul Pandhi, VP North along with Mr. Archanath Gurtu would now be taking this ahead with Government bodies and getting the dossier approved.
  - d. The NEC decided unanimously that EEMA be the Industry Partner for 'Thaisthan', an exciting and insightful convention for the experiential business in Thailand, from 19<sup>th</sup> – 23<sup>rd</sup> Sep, 22. EEMA to partner with similar opportunities and expanding its horizons

- e. Similar association as with Thailand was also decided to be considered with destination Nepal along with industry stakeholders. Titled as Experience Nepal and tentatively scheduled from 13<sup>th</sup> & 14<sup>th</sup> October 2022, it was decided to have a few NEC members attend to build newer relationships.
6. As perusal to forward planning an open discussion was initiated for EEMAGINE, EEMAX & Spotlight Awards.
  - a) The dates for EEMAGINE 2023 was decided to be announced in the last quarter of 2022.
  - b) As a planning towards EEMAGINE 2023 the final two cities shortlisted to possibly conduct the event were decided as either Delhi or Hyderabad. It was noted that the final decided city must match the criteria of:
    - i. Involvement of Government bodies and Key spokespersons
    - ii. Encourage a strong participation.
  - c) It was advised that a Structured plan be presented, discussed and taken forward.
  - d) Siddharth Ganeriwala, Raghav Roy Kapur and Vinod Janardhan volunteered to lead the committee.
  - e) The NEC advised to put together a Masterplan for next year's EEMAGINE to lead several areas.
  - f) Spotlight Awards
    - i. It was also decided that Spotlight Awards will now be a regional affair and it will be led by Mr. Vipul Pandhi. The final event would happen in Delhi.
    - ii. Master Plan for Regional Spotlight Awards would be shared by Mr. Vipul Pandhi on or before 30<sup>th</sup> October, 2022.
    - iii. This will be done on a regional basis as it will involve greater participation.
    - iv. 4 Zonal spotlight ceremonies will happen simultaneously on the same day.
    - v. Tentative month will be August and the venue also will be finalized.
    - vi. The master plan will be presented by Mr. PVN Vidyasagar by October end.
7. The NEC resolved that in its aim to achieve large scale reach and high standards, a program be created. 4 workshops are to be conducted highlighting the areas of functional, self-management and special knowledge. It was resolved that the EVP, PVN Vidyasagar would take the lead.
8. Mr. Samit Garg updated the NEC on his meeting with industry officials about the upcoming G20 Summit and stated that there are huge plans for events, envisaged by the government to conduct across the country. EEMA must get in touch with the G20 Summit team of MEA for a further dialogue to try and find an engagement opportunity.
9. It was suggested by Vinod Janardhan that a Townhall be conducted 2<sup>nd</sup> Saturday of every month for EEMA members along with outsiders (non EEMA members also allowed). Townhall to be

given a good generic catchy name. The content flow would be devised and worked accordingly by General Secretary & Secretary along with Zonal VPs.

10. Vinod Janardhan submitted that EEMA must encourage entrepreneurship. Must have an inclusive program to encourage young talent to learn and expand their horizon in the field of experiential business. A strategy is to be devised to take this plan further. The NEC directed to involve members as stakeholders to the same.

11. EVP - PVN Vidyasagar proposed 2 workshops in the Partner workspace for Zonal Development.

- a. It was decided that in all upcoming EEMA Events, value of association is to be provided to all partners.
- b. Large format value events are to be planned for the South and East Zones by associating with various regional associations.
- c. There was a need discussed to identify and build Regional PR & Media around the above mentioned events.

Here are the updates submitted to the NEC by the regional VP's:

*i. North Zone Updates:*

- a) Proposed to create an EEMA Helpline with Legal, HR & WeCare, initially.
- b) A team would be employed and a small call centre will be set up. Also, option of Chatbots to be evaluated. The overall helpline to be launched in one month.
- c) Other initiatives proposed have been as follows:
  - i. Coffee With EEMA events
  - ii. Presenters Dialogue
  - iii. Skill Development Workshops. Proposed an MoU with Avixa to help towards a better growth.
  - iv. Regional tie-ups for outreach.
  - v. Creation of framework for Zonal resources.

*II. West Zone Updates:*

- a) Discussion to be re-initiated on the hotel tie-up with Marriott.
- b) Proposed for a Marriott EEMA card for EEMA Members
- c) Highlighted areas for betterment of the zone.
  - i. Insurance for events to be rekindled
  - ii. Participation with Industry events including member IP tie-ups.
  - iii. Sourcing to be made a means to bring in revenue for the apex body.

*III East Zone Updates*

- a) Proposed on creating a 12 member Taskforce to take the initiative of spreading EEMA's reach in the eastern state capitals.

- b) Setting up of a regional office for better coordination and quick actions
- c) Membership retention and drive by addressing issues and collection of payments.
- d) Conducting one small scale monthly event for activation purpose.
- e) Members get-together inviting members from neighbouring states such as cyclothon, Awards, etc.
- f) An annual large scale event such as an East conclave.
- g) Strategy to be build focussing on
- h) Government Engagement:
  - I. EEMA Certification and the process to get it
  - II. Publicity and Branding for events and the zone
  - III. WeCare and CSR Drives for more and stronger engagement.

*iv.. South Zone updates*

- a. Highlighted state wise allocation of members. The states included Andhra Pradesh, Karnataka, Kerala & Telangana.
- b. Showcased a strategy to capture a strong member base in these states
- c. Highlighted the below mentioned key areas for increasing engagement and a strong member base for the region.
  - i. Internship & Placement
  - ii. College Festival
  - iii. Crash Course & Certification

12. Financial Performance and Forecast By Ankur Kalra

- a) NEC was informed by Ankur Kalra that an email has been sent to all NEC members with all the details of pending member dues from each zone.
- b) NEC team were encouraged to make calls to these members and try to encourage those members to pay.
- c) A final emailer would also be sent to all the members who haven't paid asking for their final update.
- d) A status review would be done in the next NEC meeting.
- e) It has also been resolved that Samit Garg - president, Vinod Janardhan - General Secretary and Ankur Kalra - Treasurer, of EEMA are hereby authorized official signatories for all financial transactions and documentation.

13. Committees and Councils

Artist Committee

- a. The existing members in the committee were listed as Aarti Mattoo, Nanni Singh, Gitikka Ganju Dhar, Kinjal Bhattacharya, Soumini S Paul, Tarsame Mittal and Nitin Arora.
- b. PVN Vidyasagar to figure out a revised list of members. Earlier members to be considered as part of the same. Post discussion EVP to highlight the key objectives of the committee.
- c. Some of the key agendas chalked were
  - i. The committee to try curbing malpractices such as behavioural issues, etc.
  - ii. Prevention of misunderstanding between event managers and artist community
  - iii. Skill & Progression of Talent Development
- d. PVN Vidyasagar was asked to evaluate all the details and share the final way forward with the NEC.
- e. Vipul Pandi, VP North since was currently spearheading the presenters dialogue and working in accordance was advised to plan and execute in October 2022.

#### Education Committee

- a. The current members include Atul Nath, Sushma Gaikwad, Navneet Mohan, Debangshu Dasgupta, Vipul Pandhi, Sultan Syed Ahmed, Devinder & Sablok.
- b. Key highlighted agendas of the committee are:
  - i. Certification of Event Managers – Focus on Education & Talent
  - ii. Earlier there were associations with few event institutes and colleges, who invited EEMA members for Guest lectures and workshops. The same also needs to be re-initiated.
  - iii. Move ahead with the development of the EEMA Learning Management System
- c. PVN Vidyasagar & Siddharth Ganeriwala are to discuss and create an objective and the way forward for the committee.

#### Health, Safety & Sustainability Committee

- a. The NEC was informed that Ratika Bhatnagar had been leading the Sustainability part and Siddhartha Chaturvedi from the previous NEC had been taking care of the health and safety part, while Khushroo Kekobad has also been involved on the insurance part.
- b. The core objectives of the committee had been as follows:
  - i. Event Safety – Involving safety of the events crew, proper rigging, putting SOPs in place, etc.
  - ii. Sustainable events – ideating new means to organize sustainable events.
  - iii. Waste Management

- c. It was suggested that members or non-members as Rohan Oberoi from Momentum, Divya from Skrap, Vincent Samuel, etc. are to be approached to assist in taking this committees plans ahead.
- d. It was suggested that 2-3 Workshops are to be organized in a year.

The NEC was informed by Samit Garg that on the Single Window Clearance most of the work in this has already been done and it has also been announced during EEMA's showcase at the Dubai Expo. This process was and would be in the future also led by Siddhartha Chaturvedi as he is in touch with the representative from Film Federation Office, Mr. Vikramjit Roy. Ankur Kalra was asked to speak to Siddhartha Chaturvedi to take this further.

#### Government Interaction Committee

- a. The committee was created during the Pandemic and was led by Lalit Gattani and included members such as Sonu Nanda from the East, Archmath Guru from West, Mahavir Sharma from North and PVN Vidyasagar from South.
- b. The NEC unanimously proposed the names to the committee as Rajeev Jain, Archmath Gurtu, Gautam Jain and Sabbas Joseph.

#### Wedding Council

- a. First physical meeting was conducted on 28<sup>th</sup> May 2022.
- b. The purpose of this council was defined as
  - i. Liaison work with the Ministry of Tourism.
  - ii. Put together a chapter of Wedding tourism in their dictionary
- c. A meeting with Shri. Arvind Singh, Tourism Secretary, Ministry of Tourism, Govt. of India, has happened in the past.
- d. Conversations have also happened in the past between the Ministry of Tourism, FICCI and us.
- e. Promotion of Wedding Tourism is the main objective of the Wedding Council.
- f. Final names will be discussed and a final list will be released.

#### Bureau of Industry Standards (BIS)

- a. While formulating an Indian Standard for Media and Entertainment – Event Management Services a document consisting of Vocabulary and Categorization of Events and Venues has been drafted by the BIS Events Committee. The draft document was shared with EEMA Members asking for their respective on the same before finalizing the documents as Indian Standards.
- b. As no feedback was received, the same was escalated to the BIS team by the previous director general. Further updates from the BIS committee are currently awaited.

- c. It was decided that Vinod Janardhan and Ankur Kalra will now represent in the BIS meets.

#### WeCare

- a. WeCare committee now was suggested to be led by Ms. Sushma Gaikwad as Ms. Poonam Lal has decided to move out of the committee.
- b. She would be asked to put together a team of 2-3 people who would take this initiative ahead.
- c. The initial meeting was to be conducted. Ms. Sushma Gaikwad within a week.

#### Young Leaders Council

- a. The idea of this council is to bring in the next line of leaders in the experiential industry. It will involve:
  - i. Younger Agencies who have been new to the business and operating since 4-5 years.
  - ii. Next Level of leaders like VPs, GMs could be brought in and engage with them.
- b. This council would make these groups connect with various EEMA councils such as Wedding, Health, Safety & Sustainability, etc. This will engage interaction and provide them a path for succession.
- c. The entire plan and framework would be shared in the next NEC meeting. Siddharth Ganeriwala, Ankur Kalra and Vinod Janardhan to work on the same.

#### 14. Creation of EEMA Auditorium

- a. As we have proposed a monthly Townhall, we would need a virtual EEMA Auditorium to conduct the same.
- b. In discussion with WebContxt on the same. Siddharth Ganeriwala to evaluate more proposals and update shortly or at the next NEC meeting.

#### 15. PR & Communications

- a. Discussion to be done with the PR Agency of regular and continuous interactions and updates.
- b. PR & External Communications bit to be led Mr. Siddharth Ganeriwala
- c. Regular updates and information to be shared with the media.
- d. Once a month a newsletter to be created and released to the members.
- e. The same set of news will also be shared with EventFAQs and other relevant media.

#### 16. Experience & Feedback mechanism from Founders, Members, and Industry Stakeholders

- a. Currently evaluating different association software and demos
- b. The plan and the framework will be shared in the next 15 days



c. Vinod Janardhan to evaluate and share the update.

17. EEMAGIC App

- a. The app idea was created and launched at the EEMA showcase during the Dubai Expo
- b. The outreach program will be planned to populate it and then promote it further.
- c. The financial implications will also be taken into consideration.
- d. The final plan will be presented in the next NEC meeting.

18. The meeting ended with the NEC members thanking the chair. The president thanked all members to have taken time and participated at this first NEC Meeting.  
The next meeting was suggested to be online to be conducted next month.

CERTIFIED TRUE MINUTES OF THE MEETING, for and on behalf of Event & Entertainment Management Association.



Vinod Janardhan (Oct 8, 2022 17:37 GMT+5.5)

Vinod Janardhan  
General Secretary



Siddharth Ganeriwala (Oct 8, 2022 17:40 GMT+5.5)

Siddharth Ganeriwala  
Secretary