

MINUTES OF THE MEETING

Venue	Zoom Meeting App	Date	28/09/23
Subject	National Executive Council Meeting	Time	10:20 AM
Attendees	<ol style="list-style-type: none"> 1. Samit Garg, President 2. PVN Vidyasagar, Executive 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 	EEMA Secretariat:	1. Ankita Mukherjee

AGM Introduction Key Action Suggestions by President, Samit Garg (00:15:36:06 - 00:19:52:15)

The President highlighted key action points and suggestions, including the creation of a national ecosystem, government engagement, and policy development.

Action Suggested:

- Corrective measures for HR issues: Implement a comprehensive strategy to address and rectify HR related issues at the Secretariat.
- Improved regional interaction: Develop and implement mechanisms to enhance interaction among members in Category B and Category C towns.
- Successes were acknowledged, such as the Michael Menezes Auditorium initiative, the "EEMAGNIFY" newsletter, and the collaboration with MakeMyTrip.
- Utilization of the Michael Menezes Auditorium: Promote and encourage the use of the auditorium for EEMA events and activities.
- Regular publication of the "EEMAGNIFY" newsletter: Ensure the timely release of the newsletter every two months to keep the EEMA community informed.
- Continued collaboration with MakeMyTrip and promotion of its benefits.

Benefits of MakeMyTrip and Value Creation (00:19:52:17 - 00:20:48:21)

The President emphasized the advantages of directly using MakeMyTrip and encouraged those who have not yet utilized its services to give it a try. The initiative was recognized as part of the value creation matrix that EEMA is building for its members.

Action Suggested: Promotion of MakeMyTrip Services: Develop a communication strategy to encourage members to explore and utilize MakeMyTrip services for their benefit.

Marriott Bonvoy Initiative (00:20:48:21 - 00:21:51:10)

The President acknowledged Marriott Bonvoy as a fantastic initiative that took about six months to become effective. Recognition and applause were given to Raghav and VJ for initiating this program. The President highlighted the savings potential for enterprises exceeding two crores in hospitality expenses annually.

Action Suggested: Education and Communication on Marriott Bonvoy Privileges: Encourage members to seek clarification from senior Marriott personnel regarding the effective utilization of Marriott Bonvoy privileges.

KPMG-Drafted Event Policy (00:22:18:21 - 00:23:21:16)

The President presented the final version of the draft event policy created by KPMG. The policy aims to be presented to the Ministry of Commerce soon, pending discussions. Recognition was extended to the efforts of those involved in the creation of this policy.

Action Suggested: Encourage members to review the draft event policy and provide feedback for refinement before its submission to the Ministry of Commerce.

Korea Initiative and Regional Associations (00:23:21:21 - 00:27:46:23)

The President shared the genesis of the Congress of Regional Living Association (Korea) initiative, highlighting its historic significance. Recognition was given to the regional association presidents. The President acknowledged that Korea is a work in progress and emphasized the importance of its evolution.

Action Suggested: Promotion and Participation in Korea Initiative: Encourage active participation and collaboration among regional associations within the Korea framework.

Acknowledgment of Key Contributors (00:33:02:07 - 00:33:52:21)

The President acknowledged the significant contributions of key individuals in the evolution of EEMA. Recognition was given to the individual who played a crucial role in creating the first constitution of EEMA. The President highlighted the challenges faced during the process, including the need for votes to approve amendments.

Action Suggested: Extend gratitude to the key contributors mentioned for their efforts in shaping the organization.

Amendments to the Constitution (00:34:19:08 - 00:35:45:23)

The President explained the process of amending the constitution and the challenges faced, emphasizing the importance of obtaining a two-thirds majority vote. He recognized the efforts of individuals, including Sagar, in reaching out to members to secure the necessary votes.

Action Suggested: Acknowledge and appreciate the efforts of Sagar and others involved in securing votes for constitutional amendments.

Achievements and Recognition (00:38:14:08 - 00:39:50:07)

The President highlighted the achievements of EEMA, including recognition from the Ministry of Tourism and Ministry of Commerce. He expressed gratitude for the successful attendance at the launch of a new IPO and an invitation to the inauguration of a convention center by the Honorable Prime Minister.

Action Suggested: Celebrate the achievements and promote the positive image of EEMA, leveraging recognition from government bodies.

Closing Remarks and Industry Significance (00:41:23:04 - 00:46:43:21)

The President concluded his speech by emphasizing the significance of the event management industry in building the brand of India. He highlighted the role of event managers in various creative endeavors, including film production, and encouraged unity and collaboration within the industry.

Action Suggested: Promotion of Industry Significance: Emphasize the crucial role of event managers in nation-building and creative endeavors.

General Secretary's Address (00:46:43:23 - 00:50:26:13)

The General Secretary, Mr. Vinod Janardhan, expressed gratitude for the President's motivational speech and provided a poetic introduction. He briefly discussed the key initiatives, projects, and events that took place over the last year, aligning with the President's earlier remarks.

Action Suggested: Continuation of Positive Messaging: Continue to share positive messages and updates about EEMA's activities and achievements.

Initiatives and Projects (00:50:26:19 - 01:00:44:13)

The General Secretary highlighted various initiatives and projects undertaken by EEMA during the past year:

- **EEMA Wedding Council:** Established during COVID to connect with the IT industry and impact the wedding industry significantly.
- **WeCare Initiative:** Introduced by Shushma, focuses on social responsibility and community contribution
- **Swadesh Vigyan and Tourism Conclave:** Event at Vigyan Bhavan showcased EEMA's capabilities and involvement in promoting tourism.

- **Marriott Marketplace:** Strategic partnership with Marriott offering exclusive benefits and discounts for EEMA members.
- **EEMA Card Launch:** EEMA card launched, offering unique benefits and privileges to platinum members.
- **Regional Fraternity Meets:** Various regional meets, including Chennai and North, organized to strengthen connections and discuss industry matters.
- **Deloitte Onboarded for Wedding Tourism Policy:** Deloitte's collaboration with EEMA for the wedding tourism policy marked a significant achievement.
- **Gurukool and Michael Maneze's Launch:** Gurukool initiative continued, providing masterclasses. Michael Maneze's project launch was celebrated.
- **Association with BW Applause and FICCI Virasat:** EEMA associated with prestigious entities like BW Applause and FICCI Virasat, enhancing its industry presence.
- **EEMA Artist Committee Launch:** Launch spearheaded by Nani and Geetika to support and engage artists within the industry.
- **MakeMyTrip Partnership:** This partnership highlighted, offering exclusive benefits and discounts to EEMA members.
- **Licensing Stakeholders and Wedding Trends Session:** EEMA worked with licensing authorities, and Raghav initiated the Wedding Trends session.
- **Sri Lanka Event Management Association Collaboration:** EEMA collaborated with the Sri Lanka Event Management Association to draft policies and SOPs for the event industry in Sri Lanka.
- **EEMAGINE 2023 Highlights:** Various events, including EEMAGINE, the Wedding Council meet, and the Harmony of Parts series, were successfully executed.
- **Hotel Advisory Committee and Warehouse Sessions:** Initiatives like the Hotel Advisory Committee and Warehouse Sessions were introduced, contributing to knowledge-sharing and industry growth.
- **South Factor:** A separate session was announced to discuss the South Factor, a significant initiative for the southern region.
- **Membership Drive:** Acknowledgement and gratitude were extended for the continuous support and participation of EEMA members.
- **Action Suggested: Recognition and Appreciation:** Acknowledge the efforts of individuals and teams involved in each initiative and project.
- **Communication of Benefits:** Clearly communicate the benefits and privileges associated with various collaborations and partnerships.
- **Future Planning:** Discuss plans for sustaining and expanding successful initiatives.

Minutes of the Meeting - Financial Report (Unknown - Until Slide 1:00:44:13)

The Treasurer, Ankur Kalra, presented a financial report for the period leading up to the current AGM. Key points discussed:

- **Revenue Growth:** 2022-23 revenue: 2.46 crores, a significant increase attributed to the efforts of the entire NEC and the contributions of the previous team.
- **Net Profit:** Current fiscal year: Net profit of almost a crore, a positive shift from the previous year's net loss of 32 lakhs.
- **Reserves and Surplus:** Inclusive of building value, increased from 4.27 crores to 5.24 crores, showcasing growth attributed to previous NECs.
- **Corpus Fund:** Increased from 2.24 crores to 2.46 crores, generated from joining fees without GST.
- **Fixed Deposits (FDS):** Experienced a decrease on March 31 due to the conversion of funds into cash for specific reasons.

Financial Highlights:

- Significantly increased to 2.46 crores.
- Net profit of almost 1 crore, marking a positive shift from the previous year's loss.
- Reserves and Surplus Growth: Reserves and surplus, including building value, increased to 5.24 crores.
- The Corpus Fund grew from 2.24 crores to 2.46 crores.
- Specific adjustment in FDS, converting funds into cash in the bank.

Key Notes:

- The financial report acknowledged the contributions of the entire NEC, past and present, to EEMA's financial health.
- Ankur Kalra's role as Treasurer was highlighted, emphasizing his responsibility for managing and overseeing EEMA's finances.

Action Suggested: Q&A Session: Open the floor for questions regarding the financial report.

Acknowledgment: Express gratitude to the NEC and members for their contributions to EEMA's financial success.

Industry Significance and Closing Remarks (00:41:23:04 - 00:46:43:21)

Key Points Discussed:

President's Emphasis on Industry Significance:

The President highlighted the paramount importance of the event management industry in building and promoting the brand of India.

Event Managers' Role in Creative Endeavors:

- The President underscored the integral role of event managers in diverse creative ventures, specifically mentioning their involvement in film production.
- Call for Unity and Collaboration encouragement was extended within the event management industry, emphasizing the collective strength of professionals working together.

Action Suggested:**Promotion of Industry Significance:**

- Develop a comprehensive communication strategy to emphasize the indispensable role of event managers in nation-building and creative endeavors.
- Utilize social media, press releases, and industry publications to showcase success stories.

Encourage Unity and Collaboration:

- Initiate industry-wide initiatives and forums for collaboration, knowledge-sharing.
- Organize networking events, workshops, or conferences to promote unity.

Advocate for Recognition:

- Work towards national recognition and establish awards for outstanding achievements within the event management sector.

Educational Outreach:

- Develop outreach programs to educate the public about the multifaceted role of event managers.
- Collaborate with educational institutions to integrate event management as a recognized field of study.

International Collaboration:

- Explore opportunities for international collaborations to showcase the global impact of the Indian event management industry.
- Participate in international events, forums, and collaborations to enhance the industry's visibility and foster global connections.

Financial and EEMA Membership Update**Financial Update:**

- The treasurer presented the financial status, highlighting that the FD stands at four crores as of today, and the bank balance exceeds a crore.
- Last year's FD was 2.8 crore, and the bank balance was 15 lakhs, but the figures reversed on 31st March.
- Direct expenses for events last year were 11 lakhs, while indirect expenses, including running the secretary, increased from 30 lakhs to 47 lakhs.
- Salary costs decreased from 48 lakhs to 32 lakhs due to changes in senior positions.
- EEMAGINE 2023 collection the year before was nil due to COVID, but last year it exceeded 1 crore. Bad debts of 15 lakhs were written off.

Action Suggested: Regular financial reporting to members for transparency. Explore ways to optimize expenses without compromising on quality.

Membership Update:

- Reported 630 total members, a substantial increase from previous years.
- Detailed breakdown per zone showed additions in platinum, gold, silver, associate, and star categories.

Action Suggested:

- Acknowledge efforts of NEC, regional vice presidents, and members for growth.
- Encourage existing members to pay current fees for sustained financial strength.
- Consider initiatives to further boost membership for positive organizational impact.

Make My Trip Collaboration Announcement:

- Collaboration with Make My Trip providing exclusive benefits to EEMA members.
- Highlighted special corporate fares, additional discounts, zero/low cancellation fees, free seat selection, meals, and seamless GST benefits.
- Over 5 crores worth of business transacted by EEMA members through this program.

Action Suggested:

- Encourage all members to utilize the benefits of the Make My Trip collaboration.
- Monitor and promote ongoing engagement and transactions through the program.
- Explore similar collaborations with other industry partners for mutual benefits.

Legal and Industry Relations Update:

- Efforts to establish exclusive arrangements with the Indian music industry were discussed, with ongoing discussions and meetings.
- Aman, a key contributor in legal battles, was acknowledged for his dedication.

Action Suggested:

- Keep members updated on progress in legal matters and industry relations.
- Maintain transparency in communication regarding exclusive arrangements with the Indian music industry.

Regional and Industry Engagement:

- Detailed efforts in reinforcing and integrating the event management ecosystem across different regions were presented.
- Various events and interactions with associations, government officials, and industry leaders were highlighted.

Action Suggested:

- Continue efforts to strengthen relationships with regional associations and industry stakeholders.
- Utilize these engagements to build a collective voice for the event management industry.
- Leverage positive interactions with government officials for policy advocacy.

Membership Growth and Engagement: Recognized the need for membership growth and active engagement.

Action Suggested:

- Develop a targeted membership growth strategy, including outreach programs and personalized communication.
- Implement a system for regular member interaction, feedback, and participation tracking.

Regional Activities and Collaboration:

- Emphasized the importance of regional initiatives and collaboration.

Action Suggested:

- Encourage regional VP's to plan and execute diverse activities, workshops, and networking events.
- Facilitate regular meetings or forums for regional teams to share best practices and collaborate on projects.

Training and Upskilling: Acknowledged the need for upskilling within the industry.

Action Suggested:

- Implement a structured training program, both online and offline, covering relevant topics identified by members.
- Collaborate with industry experts and educational institutions to provide quality training sessions.

Expansion Strategy: Discussed the goal of expanding organizational reach to different regions.

Action Suggested:

- Develop a strategic plan for expansion, considering potential partnerships with local event associations.
- Conduct feasibility studies for new regions and establish outreach programs.

Hotel Advisory Committee Collaboration: Mentioned the MOU with the Leela group and other hotel chains.

Action Suggested:

- Actively engage with the Hotel Advisory Committee to ensure favorable terms for members.
- Communicate the benefits of these collaborations to the membership and facilitate the booking process.

State Head Responsibilities: Highlighted the role of state heads and their importance.

Action Suggested:

- Define clear responsibilities and expectations for state heads.
- Provide training sessions or resources to support them in their leadership roles.

Annual Events and Fam Trips: Celebrated successful events and fam trips.

Action Suggested:

- Plan and organize regular annual events to celebrate achievements.
- Continue organizing fam trips and similar activities to foster a sense of community and engagement.

Continuous Evaluation and Improvement: Stressed the need for continuous evaluation.

Action Suggested:

- Establish a feedback mechanism for members to provide input on initiatives.
- Regularly review and adapt strategies based on feedback and changing industry needs.

Collaboration with Other Organizations: Discussed the potential for collaboration with other industry-related organizations.

Action Suggested: Actively explore partnerships and collaborations with relevant organizations. Attend and participate in industry events to identify collaboration opportunities.

Communication and Recognition: Emphasized effective communication and recognition.

Action Suggested: Implement a structured communication strategy to keep members informed. Establish a recognition program to appreciate the contributions of members, partners, and sponsors.

Punjab Event and Regional Initiatives

Successful Event Execution in Punjab: Overcame venue challenges in Punjab; organized successful event with efforts from Tony, Deepak, and Banu.

Action Suggested: Share best practices and event execution strategies with regions facing similar challenges. Encourage collaboration and knowledge-sharing among regional teams.

Membership Growth in Punjab: Achieved signing 14 new members in 3 days during Punjab event.

Action Suggested: Document strategies used in Punjab for attracting new members. Share successful approaches with other regions and implement similar membership drives.

Appointment of State Head for Punjab: Announced Deepak as the State Head of Punjab.

Action Suggested: Clearly define roles and responsibilities of the State Head. Provide necessary support and resources to ensure successful leadership.

Spotlight Awards in Punjab: Mentioned the intention to host Spotlight Awards in Punjab.

Action Suggested: Develop a detailed plan for organizing Spotlight Awards in Punjab. Include venue selection, award categories, and nomination processes. Collaborate with sponsors and partners for support.

Introduction of New Members and Team Recognition: Introduced new members and recognized the efforts of Tony, Deepak, and Shaleen.

Action Suggested: Continue acknowledging and appreciating contributions of team members. Implement a structured recognition program to motivate and reward outstanding efforts.

Focus Areas for Pinaki and Tushar: Highlighted focus areas of Pinaki and Tushar, including engagement with hotels, education institutes, and market activation.

Action Suggested: Collaborate with Pinaki and Tushar to develop strategies for effective engagement. Implement initiatives to activate regions.

Achievements in North Region and Uttar Pradesh: Celebrated achievements in the North region, including a successful fam trip and membership growth. Set goals for Uttar Pradesh.

Action Suggested: Analyze success factors in the North region and replicate them in other areas. Develop specific plans for achieving growth targets in Uttar Pradesh.

Acknowledgment of Team Efforts: Acknowledged collective efforts of the team and emphasized the importance of collaboration.

Action Suggested: Foster a culture of collaboration and teamwork. Implement regular team-building activities and initiatives that strengthen relationships within the organization.

Key Points Discussed and Action Suggested - East Zone

Challenges and Objectives: Faced challenges when taking on the term, including the need to create inclusivity, increase the member base, and provide tangible benefits.

Action Suggested: Develop strategies to overcome challenges, focusing on inclusivity, member growth, and value addition.

Initiatives and Achievements: Successfully organized various events, including music tie-ups, Dandiya events, and Marriott Bonvoy events.

Action Suggested: Document successful event execution strategies. Explore opportunities for unique collaborations and events in the future.

Membership Growth: Added 25 new members in the past year, with a focus shifting to bringing the West back on track in the coming year.

Action Suggested: Implement targeted membership drives and engagement activities. Develop plans to enhance the West's participation in initiatives.

Roadmap for the Next Year: Outlined upcoming initiatives, including another session of "Walk the Talk," the Future Eddy series, Collab Club, and fan trips.

Action Suggested: Develop detailed plans for each upcoming initiative. Ensure effective communication and participation.

Team Acknowledgment: Appreciated and acknowledged the efforts of the team members - Ravi, Nehaal, Harshal, and Ankita Mukherjee.

Action Suggested: Continue fostering a collaborative and supportive team environment. Recognize and reward team members for their contributions.

Announced the hosting of EEMAGINE 2023 in Mumbai by the EEMA West team.

Action Suggested: Develop a comprehensive plan for EEMAGINE 2023. Coordinate with other zones for a successful and impactful event.

Workshops and Learning Initiatives: Conducted over 30 hours of workshops resulting in a 20% growth in member revenues.

Action Suggested: Continue organizing workshops, focus on diverse topics, and explore innovative learning formats. Share insights with other zones.

Workshop Impact: Demonstrated a 100% growth in teacher participation and 20% growth in member revenues through workshops.

Action Suggested : Analyze the success factors of workshops. Optimize and expand the impact of workshops in the upcoming year.

Future Events and Initiatives: Outlined plans for the Future Eddy series, Collab Club, and fan trips.

Action Suggested : Develop detailed plans for each initiative. Collaborate with relevant partners and sponsors for successful execution.

Team Introduction: Introduced new members to the audience.

Action Suggested : Welcome and integrate new members into the team. Assign roles and responsibilities based on their expertise.

Team Appreciation: Expressed gratitude to the team members for their contributions.

Action Suggested : Continue appreciating and recognizing the efforts of team members. Foster a positive and

motivating team culture.

Upcoming Initiatives: Outlined the roadmap for the next year, including sessions, fan trips, and flagship events.

Action Suggested: Develop detailed plans for each initiative. Ensure effective communication and collaboration among team members.

Formation and Virtual Workshop: Acknowledged team formation on September 6th and successful virtual workshops on October 2nd and April 12th with over 100 professionals.

Action Suggested: Document successful experiences and lessons from virtual workshops. Plan future workshops for continued learning.

Importance of Systems and Processes: Discussed the significance of systems and processes for an event management company.

Action Suggested: Develop guidelines for effective implementation. Share insights with other zones.

Speaker Insights and Testimonials: Shared insights from speakers Mr. Mandeep Singh and Mr. Ankur Kalra, along with testimonials from industry professionals.

Action Suggested: Compile speaker insights into a resource. Continue organizing events with valuable speakers.

Collaboration Opportunities: Highlighted collaboration opportunities within the ecosystem through meet and greet sessions.

Action Suggested: Continue organizing collaborative sessions. Foster partnerships for business growth.

Expansion and Vision: EEMA East's plan for expansion and ambition to become a cornerstone for regional associations.

Action Suggested: Develop a strategic plan for expansion. Collaborate with regional associations for mutual growth.

Collaboration with Regional Associations: Four regional associations joined COREA, leveraging opportunities.

Action Suggested: Strengthen collaboration with regional associations. Share experiences for industry enhancement.

Recognition and Destination East Conclave: Launched EEMA Destination East Conclave to showcase the region's potential for events.

Action Suggested: Plan and execute Destination East Conclave. Enhance recognition within the industry.

South Zone Achievements:Celebrated significant achievements and collaborations with various associations.

Action Suggested: Document successful strategies. Share insights with other zones for mutual learning.

Flagship Events and Initiatives:Successfully executed flagship events like EMAK and Silent Heroes Award in the South Zone.

Action Suggested: Analyze success factors. Plan future events showcasing the region's strength.

Presenters Meet and Artist Collaboration:Successful presenters meet in Chennai, Hyderabad, and Coimbatore, leading to collaborations with artists.

Action Suggested: Continue organizing presenters meet events. Explore collaborations for enhanced event offerings.

South Zone Strength:Recognized South Zone's strength through flagship events and collaborations.

Action Suggested: Foster collaborations and organize flagship events. Share success stories with other zones.

Future Plans and Recognition: Focused on Destination East Conclave as a major initiative, aiming for recognition and setting new benchmarks.

Action Suggested: Develop detailed plans for Destination East Conclave. Collaborate with stakeholders for a successful event.

Key Points Discussed and Action Suggestions - General Meeting

Punjab Event and Hotel Challenges:Punjab event organized with short notice. Hotel space challenges discussed due to high demand in Punjab during weekends.

Action Suggested: Explore alternative event venues and strategies to secure hotel spaces. Collaborate with hotels for future events.

Recognition of Tony , Deepak, and Shaleen Recognition of Tony, Deepak, and Shaleen for organizing a successful event in Punjab, signing 14 new members in 3 days.

Action Suggested: Acknowledge and reward the efforts of organizers. Consider similar strategies for future events.

Announcement by Hotel Chains: Hotel chains willing to host EEMA and Tony will make an important announcement as anticipated.

Action Suggested: Follow up with hotel chains for the announcement. Explore partnership opportunities for future events.

Introduction of Deepak as Stage Head of Punjab: Deepak introduced as the stage head of Punjab, credited for the successful signing of new members.

Action Suggested: Recognize and appreciate the contribution of Deepak. Consider similar appointments in other regions.

Tony's Submission and Spotlight Awards: Tony's submission about hosting Spotlight Awards in Punjab. Followed by other team members' updates.

Action Suggested: Collaborate with Tony for the execution of Spotlight Awards. Plan and promote the event for maximum participation.

Execution Partners and Achievements: Recognition of execution partners in various regions. Acknowledgment of achievements, especially in Uttar Pradesh.

Action Suggested: Strengthen relationships with execution partners. Learn from successful strategies and replicate in other regions.

Introduction of Pinaki and Tushar: Introduction of Pinaki and Tushar, focusing on market, government, education institutes, and engagement with hotels.

Action Suggested: Support Minaki and Tushar's initiatives. Explore collaboration with education institutes and hotels for future events.

Team's Achievements and Future Plans: Achievements of the team, including member recruitment and plans for future growth.

Action Suggested: Document successful strategies for member recruitment. Plan and execute future initiatives for continued growth.

West Team's Initiatives and Events: Overview of the West team's initiatives, including events like Walk the Talk, Marriott Bonvoy, and the West Meetup.

Action Suggested: Analyze the success of past initiatives. Plan future events based on the positive outcomes.

Roadmap for the Next Year: Presentation of the roadmap for the next year, including upcoming initiatives, sessions, and flagship events.

Action Suggested: Develop detailed plans for upcoming initiatives. Communicate the roadmap to members for active participation.

Acknowledgment of Team and EEMAGINE 2023: Acknowledgment of the West team members. Announcement and invitation for EEMAGINE 2023 hosted by the West team.

Action Suggested: Appreciate the efforts of the team members. Promote and prepare for active participation in EEMAGINE 2023.

Introduction of Ankita Mukherjee: Introduction of Ankita Mukherjee as a new team member. Acknowledgment of her involvement in EEMAGINE 2023.

Action Suggested: Welcome Ankita Mukherjee and ensure a smooth transition into her role. Collaborate for the success of EEMAGINE 2023.

Key Points Discussed and Action Suggestions - South Factor Event

Introduction of South Factor Initiative: Sushilam introduces the South Factor initiative in Coimbatore highlighting the potential of the Kuniyamuthur belt as a wedding destination.

Action Suggested: Explore strategies to capitalize on the Kuniyamuthur region for future events. Consider making it a regular wedding destination focus.

College Student Engagement: Around 750 college students are invited to the event with an interest in joining the event industry.

Action Suggested: Connect with college students for future events and explore ways to involve them actively in the event industry. Consider partnerships with educational institutions.

South Factor Symposium (Idoposium): Idoposium announced in Kuniyamuthur with an unexpected turnout of 850 registrations and 645 attendees.

Action Suggested: Document the success of Idoposium for future reference. Plan similar symposiums in other regions based on the positive response.

Sterling Resort Collaboration and Impact: Collaboration with Sterling Holiday Resorts resulting in 15 people from Idoposium working part-time. Positive impact on both earning and learning.

Action Suggested: Explore more collaborations with hotels and businesses for mutual benefits. Document success stories for future initiatives.

Madam Pati Rangharajal's Address: Address by Madam Pati Rangharajal, a personality managing two weddings on the same day using a helicopter for transportation.

Action Suggested: Extract key learnings from Madam Pati's experiences. Consider similar innovative approaches for future events.

South-Track Video and Core Committee Recognition: Presentation of South-Track video showcasing the core committee's efforts. Recognition of the core committee members.

Action Suggested: Acknowledge and appreciate the core committee's dedication. Learn from their strategies for successful event execution.

Testimonials and Appreciation: Testimonials and appreciation from team members highlighting the challenges and achievements of South Factor.

Action Suggested: Document the testimonials for internal and external communication. Use positive feedback to motivate and inspire future efforts.

Challenges in Tier 2 City Events: Challenges faced in organizing events in Tier 2 cities like Koyam Batur, including logistical issues and unexpected demand.

Action Suggested: Develop contingency plans for logistical challenges. Collaborate with local partners for smoother event execution.

Division of Team Responsibilities: Team's division of responsibilities among members for different aspects of event management.

Action Suggested: Analyze the success of the division of responsibilities. Consider replicating the approach for other events.

Expression of Gratitude and Future Targets: Expression of gratitude for the opportunity to support EEMA through South Factor. Presentation of future targets and growth.

Action Suggested: Evaluate and refine future targets. Plan for sustained growth and increased impact in the coming years.

Member Reactivation and New Numbers: Reactivation of members, welcoming back individuals such as Hari and Sanjeev. Presentation of new member numbers.

Action Suggested: Continue efforts to reactivate members. Explore personalized strategies for member engagement and retention. Document the success of reactivation initiatives.

Discussed and Action Suggestions - Membership Growth and Future Plans

Current Membership Status: The current membership stands at 89.

Action Suggested: Acknowledge and appreciate the efforts of the South EEMA team for achieving this milestone. Set a target for further membership growth.

Geographical Expansion: Membership growth focused on cities like Madurai, Coimbatore, Vijayawada, Pondicherry, Mamalakuram, and Tirupati.

Action Suggested: Continue the strategy of expanding membership in tier 2 and tier 3 cities. Encourage new members to join from diverse geographical locations.

Way Forward and Strengthening Connections: Emphasize the unity and camaraderie fostered by South Factor. Focus on strengthening connections among members.

Action Suggested: Plan and execute **Idoposium events** in major cities. Leverage resources within the education sector for mutual benefit. Promote EEMA South members in other zones to enhance networking.

Vendor Recommendations and Zone Strength: Encourage the prioritization of EEMA members for vendor recommendations within social groups. Acknowledge the need for strengthening Karnataka.

Action Suggested: Promote the practice of recommending EEMA members first within the network. Develop strategies to strengthen EEMA's presence in Karnataka. Enhance collaboration with local vendors and businesses.

Membership Pyramid Approach: Emphasize the importance of building a strong membership pyramid, including platinum, gold, silver, and associate members.

Action Suggested: Implement strategies to diversify membership categories. Set specific targets for the addition of silver and associate members from tier 2 and tier 3 cities.

Achievements and Recognition: Celebrate the achievement of securing new platinum members through the Make My Trip tie-up.

Action Suggested: Recognize and appreciate the efforts of DV for initiating the Make My Trip tie-up. Consider similar partnerships for future collaborations.

Future Plans and Financial Year Goals: Express the vision of building a robust pyramid structure by the next financial year, including a substantial number of silver members.

Action Suggested: Develop a clear roadmap for achieving the membership pyramid goal. Encourage Ankita to continue engaging with potential platinum members. Monitor progress and make adjustments as needed.

Appreciation and Conclusion: Express gratitude to all Vice Presidents for their concise presentations.

Action Suggested: Acknowledge the collaborative effort of the entire team and maintain a positive and motivated atmosphere for future endeavors.

Minutes of the Meeting (MOM): Q&A Session

AGM Attendance and Participation:Question: Are gold and other members allowed to attend AGM? If yes, should they not question and vote too?

Response: The AGM is open only to platinum members.

Appointment of State Heads:Question: EEMA has appointed a state head in Rajasthan. Is there a plan to appoint in all other states, and how is their role defined and balanced with other officials from the region?

Response: Yes, there is an intent and plan to appoint state heads in other states based on the strength of membership and activities in each state. The state heads will work closely with respective zonal VPs.

Next-Gen or Youth Committee:Suggestion: Install a next-gen or future youth EEMA committee.

Response: Acknowledged and welcomed the suggestion. SK volunteered to take the lead, and collaboration was encouraged.

Expansion of Leadership Positions:Question: Will the 13 positions of the four extra positions be elected positions? What are the plans for expansion?

Response: The 13 positions will be elected, expanding from 9 to 13 in the next elections. Certain provisions will be implemented in October, not related to elections.

Profitability of EEMAGINE :Question: Is **EEMAGINE** a profit center? Was the last event profitable, and what is the projection for this year?

Response: **EEMAGINE** is not required to be profitable. Last year's event had a profit of approximately 40 lakhs. While this year's **EEMAGINE** may not be as profitable, the focus is on brand equity and overall impact.

Financial Transparency and Reporting:Question: Is the profitability of **EEMAGINE** reflected in the balance sheet?

Response: The profitability of **EEMAGINE** does not need to be reflected in the balance sheet. The emphasis is on the overall impact and contribution to brand equity.

Implementation of Constitutional Changes:Question: When will the constitutional changes be implemented?

Response: Constitutional changes related to elections will be implemented in the next election cycle. Other provisions will be put into action from October 1st.

Future Plans and Membership Growth: Closing Remarks: Emphasized the need for grassroots engagement, expansion of membership, and strengthening connections. Encouraged collaboration among members and thanked participants for their questions.

Minutes of the Meeting (MOM): Q&A Session - Part 2

Profitability of Events:Question: If events can add more profit to the organization, why not have more such theoretical events?

Response: Profitability in events is often dependent on partnerships, and not every region can secure such partnerships. Zonal captains are working on events, like the EEMA East Conclave, but making a profit is challenging due to the need for significant investments.

Suggestion: Make **EEMAGINE** Free for Vendors and Members: **Suggestion:** Propose making **EEMAGINE** free for all vendors and members to attract more participants.

Response: Acknowledged the suggestion and expressed the desire to explore the possibility. Emphasized the need for collective efforts and contributions from members.

Response to the Suggestion: Additional Comments: Highlighted the belief that nothing given for free is valued and suggested that each member should contribute in terms of time and effort. Mentioned challenges faced during the Constitution voting process and expressed doubts about the practical feasibility of making events entirely free.

Closing Remarks:Acknowledgment: Thanked the participant for the suggestion and emphasized the importance of collective efforts and contributions. Acknowledged challenges and expressed the intent to explore possibilities.

Minutes of the Meeting (MOM): Health and Safety, State Heads, and Industry Registration

Health and Safety Concerns Raised: Highlighted the absence of attention to health and safety issues within the industry, particularly as events expand to smaller towns and cities.

Emphasis on Importance: Urged the need to prioritize health and safety as a crucial parameter while expanding into smaller regions and building initiatives.

Regional Growth and Retention of EEMA East Conclave: Concern Raised: Expressed appreciation for South Fact's growth but highlighted the need for EMA East Conclave to retain and grow similarly.

Suggestion for Learning: Encouraged the East region to learn from the South's journey and implement strategies for gradual growth.

Importance of State Heads: Proposal: Advocated for considering the potential and importance of each state while appointing state heads, even if the current number of members may not be high.

Focus on Potential Markets: Emphasized the significance of recognizing the potential of a state in terms of the market and the number of event managers and associations.

Government Engagement: Recommendation: Stressed the need for deeper engagement with government bodies at both the central and state levels.

Role of State Heads: Proposed that state heads could play a vital role in facilitating discussions and collaborations with government officials at the regional and state levels.

EEMA Member ID and Registration: Initiative Mentioned: Discussed the initiative of EEMA Member ID and event industry registration started in 2018 with the Skills Development Council.

Suggested Test: Proposed implementing a simple test for event management professionals during registration to ensure a basic level of competence.

Government Tender Example: Shared an example of a government tender requiring registration as a conference organizer, suggesting EEMA take the lead in such registrations.

Skill Development Council and Industry Registration: Update on Skill Development: Shared that a meeting with the skill development team had taken place recently, indicating ongoing efforts in that direction.

Consideration for Industry Registration: Discussed the possibility of EEMA taking the lead in industry registration, making it a parameter for professionals and organizations.

Commerce Ministry Involvement: Proposed involving the Commerce Ministry and associated ministers to push forward the agenda of industry registration.

Financial Report Inquiry: The Inquiry on Financial Figures raised questions about the increase in indirect expenses despite a decrease in salaries.

Explanation by Ankur: Clarified that the increase was due to legal fees related to the Ten Events case and recommended categorizing legal fees separately from running the secretary expenses.

Focus on Industry Impact Beyond Profit: Perspective Shared: Emphasized that the real measure of success should go beyond financial profit and focus on the impact on the industry.

Call for Industry Growth: Urged the NEC to focus on changing the industry positively, making a difference in clients' lives, colleagues' lives, and overall industry reputation.

Motion for Approval of Balance Sheet: Motion Proposed: Put forth a motion for the approval of the balance sheet, and members were asked to show hands in favor.

Acknowledgment and Appreciation: Expressed gratitude and appreciation for the work done by the NEC, commending their efforts in advancing the industry.

Minutes of the Meeting (MOM): AGM Closure and Music Licensing Update

AGM Closure Formalities: Acknowledgment of Motions: Thanked the members for their participation in the AGM and moved on to discuss the formalities.

First Motion - Balance Sheet Approval: Proposed a motion for the approval of the balance sheet. Members were asked to show hands in favor.

Second Motion - Auditor Appointment: Discussed the appointment of auditors, highlighting the change from two auditors to one, Mr. Sanjeev Ray. Put forth a motion for approval of the appointment of Mr. Sanjeev Ray as the auditor.

Result of Auditor Appointment Motion: Outcome: Received a show of hands for the approval of Mr. Sanjeev Ray as the auditor, with the discontinuation of Mr. Jitesh Khandelwal.

Confirmation: Confirmed the continuation of Mr. Sanjeev Ray as the auditor.

Closure of Formal AGM Proceedings: Acknowledgment of Completion: Thanked the members for their cooperation and announced the conclusion of the formal part of the AGM.

Appreciation: Expressed gratitude for the members' involvement and participation in the AGM proceedings.

Status and Update on Music Licensing: Query Raised by Ankur : Ankur inquired about the status and update on music licensing.

Response from Samit: Government Intervention: Highlighted the limited role that individuals and organizations can play in the matter.

Government Initiatives: Shared information about a meeting on August 23, 2023, where the Ministry of Commerce is taking up the issue with stakeholders from the music licensing industry.

Potential Government Mandate: Anticipated a potential mandate from the central government within the next six months for a single-window system for music licensing.

Legal Boundaries: Emphasized that resolving issues related to music licensing requires proper legal frameworks, and discussions have been initiated at the government level.

Additional Information from Ankur: Mentioned a meeting initiated with top officials of PPF to address and regulate the issues surrounding music licensing.

Closure of the Meeting: Announcement: Concluded the meeting and informed members of upcoming performances by their fellow members. Bid farewell to the members, signaling the end of the AGM proceedings.