

MINUTES OF THE MEETING

Venue	ONLINE – (Zoom Meeting)	Date	Friday, 12 th APRIL 2024
Subject	National Executive Council Meeting	Time	12:00 noon to 2:30 pm
Attendees	<ol style="list-style-type: none"> 1. Samit Garg, President 2. PVN Vidyasagar, Executive Vice President 3. Vinod Janardhan, General Secretary 4. Ankur Kalra, Treasurer 5. Vipul Pandhi, VP North 6. Sonu Nanda, VP East 7. Raghav Roy Kapur, VP West 8. DV Vinod Gopal, VP South 	EEMA Secretariat:	<ol style="list-style-type: none"> 1. Ankita Mukherjee 2. Tushar Malik 3. Roopa Sandhir

Key Points Discussed:

1. EEMA Membership Query Resolution:

- a. DV, Ankur, and the President discussed an issue regarding Salim's Gold Membership from Event Crew, who faced a legal issue with EMAK. The President suggested that DV double-check the member's details and close this query.

2. Silent Heroes Awards Nominations:

- a. The President & PVN Vidyasagar, Executive Vice President discussed this and shared upon EEMA Member (Martin Dsouza's) request that [Brian Tellis](#) and Tarun have been suggested to be part of the awards from EEMA's End.

3. Financial Performance Review:

- a. Ankur presented the year's Balance Sheet. President suggested Ankur change the membership fee and share an operating PNL with him for a deeper understanding of the finances.

4. Announcement of EEMA Election Process 2024:

- a. VJ and Ankur shared the cost for E&Y & Deloitte to manage the end-to-end process of the EEMA Election scheduled in 2024. After deliberation by the NEC, it was decided that Ankur, VJ, and the President will discuss this and finalise the vendor for this task at the earliest. Tentative dates suggested by Deloitte and VJ were discussed (2nd May 2024 and 16th May 2024, respectively).

5. EEMAGINE Sponsorship Pitch Deck/ Video 2024:

- a. The President suggested using last year's PPT for the EEMAGINE 2024 sponsorship pitch. VJ & Sonu Nanda, Vice President of EEMA West can collaborate and create one to pitch for EEMAGINE Sponsorship 2024.

6. Contract Signing for EEMAGINE 2024:

- a. VJ was tasked to sign the contract with ITC Royal Bengal Kolkata at the earliest as suggested by the President.

7. Revision of Registration Cost for EEMAGINE & EEMAX Global AWARDS 2024:

- a. During the call, all NEC members discussed changes in the registration cost for EEMAGINE & EEMAX Global AWARDS 2024. The president proposed adjustments to enhance the value for attendees. Suggestions included a 10% increase in the registration fee, removing the Speed vending table, and reducing the fee for overseas delegates to \$500. The President advised VJ to promptly share an updated and final registration cost that aligns with the suggestion shared in the meeting.

8. Event & Alcohol Sponsorship for Events:

- a. The President highlighted the importance of closing events and alcohol sponsorships to achieve a profit target of at least INR 1 crore rupees by the end of the year.

9. Creation of EEMA Committee for Events:

- a. Ankur Kalra Treasurer of EEMA proposed setting up an EEMA Committee for EEMAGINE & EEMAX Global AWARDS 2024. The President informed all NEC members that he has made a list of responsibilities for the NEC members for the event and will share the same with the NEC at the earliest.

10. Pending Payment from Unpaid EEMA Members:

- a. The President, VJ, Ankita, and Tushar discussed the current membership status numbers. Subsequently, the President mentioned he would email all members under the unpaid category and assist in closing this task. Additionally, he suggested that the Marcom Team design a creative message to be shared on all EEMA WhatsApp groups to help members renew their membership, considering the upcoming events.

11. Events Planned by Zonal Heads:

- a. Raghav Roy Kapur, Vice President of EEMA West shared upcoming events planned by Team West for the next quarter (April/ May/ June 2024). Sonu Nanda, Vice President of EEMA East also shared planned events for the same period.

12. Resource for EEMA State Head Rajasthan:

- a. Vipul Pandhi, Vice President of EEMA North shared with Sagar (PVN Vidyasagar), Executive Vice President, EEMA that Suman Raina (EEMA State Head Rajasthan) needs assistance to organize EEMA events in Rajasthan. Sagar (PVN Vidyasagar) suggested sharing the budget for the same for further review and discussion internally.

13. South Factor Awards and Membership Drive:

- a. DV Vinod Gopal, Vice President of EEMA South shared details on the South Factor Awards, collaboration with Indian Terrien, and membership drive plan for the first quarter of 2024. Active members have grown from 38 to 104 since September 7, 2022.

14. Evaluation of Marcom and Social Media Team Support:

- a. DV raised concerns regarding social media posting and design coordination faced during the South Harmony Meet. Sagar (PVN Vidyasagar) suggested an internal meeting with Siddharth Generiwala, Secretary of EEMA to discuss this. Additionally, Sagar (PVN Vidyasagar) suggested all NEC members share a tentative calendar of events scheduled from 15th April 2024 onwards with Roopa (Marcom Manager, EEMA Secretariat) in

advance for her to plan the posting of the social media posts and coordination on the design and approval from respective NEC as designated in each Zone.

Additional Discussion Points:

- 15. Email Campaigns and Brand Associations:** Strategies and plans for email campaigns and brand associations were discussed to enhance engagement and visibility.
- 16. Event Planning Updates:** Ongoing initiatives and future events were reviewed, including discussions on event formats, venues, committee structures, and revenue generation.
- 17. Membership Growth Strategies:** Further deliberations on increasing membership numbers and retaining existing members were held, with a focus on effective communication and engagement.
- 18. Social Media Strategies:** Plans to improve social media outreach, including content creation, hashtag usage, and encouraging user-generated content, were discussed to enhance the organisation's online presence.
- 19. Event Sustainability Efforts:** Ideas and suggestions for incorporating sustainability into events, such as using organic food, minimal LED sets, and showcasing cultural elements, were explored to align with environmental goals.
- 20. Administrative and Operational Matters:** Various administrative issues, including event registration processes, communication standards, and coordination among team members, were addressed to ensure smooth operations and effective execution of plans.

Action Suggested:

- DV to verify Salim's membership details.
- Ankur, VJ, and the President to finalize the vendor for the EEMA Election Process 2024.
- VJ to sign the contract for the EEMAGINE 2024 venue.
- VJ to share the updated registration cost for events promptly.
- VJ & Sonu to collaborate on creating a sponsorship pitch for EEMAGINE 2024.
- President to email unpaid members and coordinate with Marcom for renewal message.
- All NEC members are to share the event schedule with the Marcom Manager.
- Ankur to share the list of responsibilities for the NEC members for the event (EEMAGINE & EEMAX Global AWARDS 2024) at the earliest.
- The President to review the consolidated membership list.
- Internal meeting to address Marcom and Social Media concerns.
- Formation of EEMA Committee for EEMAGINE 2024

Vipul is to share the budget for assisting Suman Raina in organizing EEMA events in Rajasthan with Sagar (PVN Vidyasagar) for further discussion and resolution of the query.

Signature: 
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