

## MINUTES OF THE MEETING

Venue	ONLINE – (Zoom Meeting)	Date	18th May, 2024
Subject	National Executive Council Meeting	Time	3pm to 5pm
Attendees	<ol style="list-style-type: none"> <li>1. Samit Garg, President</li> <li>2. Siddharth Ganeirwala, Secretary</li> <li>3. PVN Vidyasagar, Executive Vice President</li> <li>4. Vinod Janardhan, General Secretary</li> <li>5. Ankur Kalra, Treasurer</li> <li>6. Vipul Pandhi, VP North</li> <li>7. Sonu Nanda, VP East</li> <li>8. Raghav Roy Kapur, VP West</li> <li>9. DV Vinod Gopal, VP South</li> </ol>	EEMA Secretariat:	<ol style="list-style-type: none"> <li>1. Ankita Mukherjee</li> <li>2. Tushar Malik</li> <li>3. Roopa Sandhir</li> </ol>

### I. Welcome and Introductions

President Samit Garg opened the meeting by welcoming all attendees and providing a brief overview of the agenda.

### II. South Factor 2024 (Pondicherry)

**Progress Report:** With preparations nearly complete (80-90%), the focus has shifted towards finalising details.

**Registrations:** A total of 220-225 attendees are registered, with a breakdown of 20% EEMA members, 20% COREA members, and 60% non-members. Discussion highlighted the challenge of converting non-members, particularly senior Platinum members.

**Revenue:** ₹32.5 lakhs have been collected towards the revenue target of ₹32-34 lakhs.

**Event Schedule:** The event kicks off on May 21st at 3 PM with sessions, networking opportunities, and cultural performances. May 22nd features a conference (11 AM - 1:30 PM), followed by lunch, evening networking, and cultural activities. A potential conflict with regional association events was raised.

Possibility of The Hon Chief Minister of Pondicherry gracing the event is very strong. We need to be prepared for that. The Tourism Department has also stepped forward to provide a lot of support for South Factor.

### **Action/ Support Needed by the NEC for South Factor 2024:**

- Develop strategies to convert non-members, particularly senior Platinum members.
- Formulate a plan to engage non-members from regions with conflicting events.
- Leverage the South Factor platform to announce the EEMAGINE 2024 and EEMAX Global Awards.

### **3. EEMAGINE 2024 and EEMAX Global Awards 2024**

**Recommendation :** A 10-minute session during South Factor may be dedicated to introducing the EEMAX Awards 2024.

#### **Event Flow & Presentation Shared by Sonu Nanda, VP EEMA West:**

- May 9th: Arrivals, AGM (3 PM - 7 PM), followed by themed entertainment (classical Nawabi style performances) at ITC Sonar.
- May 10th: Sessions (11 AM - 5 PM), B2B interactions, and evening entertainment.
- May 11th: Sessions, closing ceremony (11 AM - 5 PM), culminating in the EEMAX Awards ceremony at 7 PM.

**Budget:** The total budget for the event is ₹1.40 crores, with an expected income of ₹1.9 crores from participation fees, sponsorships, awards, and exhibitions.

#### **Support Required:**

- Development of a mobile app.
- Finalisation of hotel contract details.
- Securing sponsors and exhibition space.
- Regional efforts to drive registrations and promote award entries.
- Assembly of a show-running team.

#### **EEMAX Global Awards 2024 NEC Discussed and Decided the Revised Participation Fee**

- Entry Fee and Creative Design Banner: Finalised during the meeting.
- Entry fee:
  - EEMA Members: INR 8500 + taxes
  - Non-Members: INR 9999 + taxes

### **4. Spotlight Awards 2024**

A virtual Spotlight Awards ceremony is planned for early July, tentatively scheduled on July 7th. Action was assigned to coordinate a consolidated virtual event across all EEMA zones.

- **Award Categories:** (Include a brief list of the award categories to be recognised, e.g., Best Event of the Year, Most Innovative Marketing Campaign, etc.)
- **Nomination Process:** (Outline the nomination process, including deadlines and eligibility criteria).
- **Selection Process:** ( Briefly describe the selection process for award winners, e.g., jury selection, voting procedures).

**Action Needed:** Coordinate a consolidated virtual event across all EEMA zones, ensuring a seamless experience for all participants and nominees.

## 5. Foundation Day and Event Managers Day 2024

### Tentative Plan :


- Vipul Pandhi shared a plan to celebrate Event Managers Day on July 7th at Thyagraj Stadium, Delhi. This event aims to unite the event management industry with activities, games, entertainment, and subsidised food and beverages. EEMA will explore offering upskilling workshops in the future.


**Action Needed:** The President suggested:

- President suggested a parallel event in all 4 zones to celebrate the Foundation Day of EEMA so that everything can be stitched together into 1. This may also be celebrated as Event Managers Day.
- Allocate a total budget of 12 lakh INR to be divided amongst all 4 zones for this event.
- Consider merging this Event Managers Day celebration with the EEMA Founders Day which also falls on July 7th.
- Communication has to be clear and should be marketed online so that the key message of the Foundation Day and Event Managers Day reaches our target audience and industry peers.

## 6. Event Logistics and Coordination

Responsibilities for media management, sponsorships, registrations, entertainment, logistics, and budget allocation have been divided amongst dedicated committees. Emphasis was placed on effective communication and collaboration for streamlined event execution.

**Signature:**   
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