

MINUTES OF THE MEETING

Venue	Hybrid	Date	9/11/22
Subject	National Executive Council Meeting	Time	2:00 PM
Attendees	<ol style="list-style-type: none"> 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 	EEMA Secretariat:	<ol style="list-style-type: none"> 1. Srishti Soni 2. Tushar Malik 3. Beenu Dutta 4. Subhash Naithani

Action Points and Observations

1. The Meeting was called to Order by President of EEMA, Samit Garg. He welcomed everyone to the 3rd NEC Meeting being conducted in a hybrid format. The meeting began as per the shared agenda.
2. The Last minutes were read as passed and recorded by General Secretary, Vinod Janardhan with Highlights. Actions points were extracted to be spoken and discussed for the 3rd NEC meeting. The entire Secretariat team was also a part of the meeting.
3. Constitution
 - a. The work on the document is still in progress. The final draft will be completed and shared with the NEC for their inputs in 2-3 days. Once approved, it'll done be circulated to the members.
 - b. A voting process will be adopted and in order to take feedback from the members.
 - c. Secretary, Siddharth Ganeriwala will be sharing a google form comprising of the voting questions along with feedback section from members.
 - d. The document will then be released post evaluating all feedbacks and votes.
4. Finalization of COREA (Congress of Regional Event Associations)
 - a. EEMA is constituting another annual IP titled COREA - Congress of Regional Event Associations. This will be like a small parliament inviting key representatives from the partnered associations.
 - b. It was proposed to be a two day event, which]will involve the regional associations along with the current EEMA Leadership team and the NAC.
 - c. Tushar from the EEMA Secretariat has been actively involved in putting the list of Regional Associations in place and arranging the MoUs. Going forward both Tushar and Beenu from the EEMA Secretariat will be leading it as per their respective zones.
 - d. There are nearly 22 Associations in the list and EEMA has till date signed with 6 Associations. 2-3 are already on the verge of finalization. We hope to close them by the end of November.
 - e. EEMA will pitch for 8-10 more associations in December and sign the MoUs with the.
 - f. Zonal VPs need to action further on these tie-ups. In order to move towards growth, it's imperative to have these associations aligned with EEMA.
 - g. Discussions on COREA have already begun with Regional Associations. The Date and Venue will be announced by end of November.
 - h. Vinod Janardhan, General Secretary and Siddharth Ganeriwala, Secretary will be leading the amplification of this.

<ul style="list-style-type: none"> i. Deliberation with EMA Sri Lanka started last year. It has been reinitiated team EEMA is on the verge of closing this arrangement. The same will be announced physically in Colombo, Sri Lanka in the presence of several dignitaries in December. j. The announcement will be done with a formal event in Colombo, Sri Lanka. k. Conversations with Bangladesh and Nepal are also in process.
<p>5. Marriott EEMA Card</p> <ul style="list-style-type: none"> a. Announcement of the Marriott EEMA Privilege card was done during the Marriott India Market Place conducted on the 18th October 2022. b. VP West, Raghav was advised by Marriott team that the execution will take nearly a month. c. President, Samit Garg, General Secretary, Vinod Janardhan and VP West, Raghav Roy Kapur will be discussing the final process of execution with the Marriott Team. d. The Card will then be launched as a PR activity.
<p>6. Event Policy Draft</p> <ul style="list-style-type: none"> a. KPMG is working on the process of onboarding EEMA as a new client. This process will be completed with a week and the work on the event policy will start post that. b. NEC members to share recommendations for additional members to be invited to contribute in the draft. c. All names will be submitted to General Secretary, Vinod Janardhan.
<p>7. MSME</p> <ul style="list-style-type: none"> a. President Samit Garg had a word with Archannath Gurtu, member EEMA on the update. He requested for the docket comprising of all letters and recommendations submitted to Mr.Nitin Gadkari, former Minister for Road Transport & Highways and the Minister of Micro, Small and Medium Enterprise, Government of India, which was shared with him. b. VP North, Vipul Pandhi will discuss and revert with an update in order to take this further. c. EVP, PVN Vidyasagar also spoke to Archan, he will revert with the meeting details.
<p>8. EEMA NEC will share their set of recommendations on the Membership part and share with Samit within a week.</p>
<p>9. Wedding Policy Draft</p> <ul style="list-style-type: none"> a. Deloitte after various discussions have asked for 5 lacs for the preparation of the draft. The final proposal will be received within a week and the same will then be taken forward. b. The NEC unanimously agreed for the same.
<p>10. MakeMyTrip Tie-Up</p> <ul style="list-style-type: none"> a. Ankur Kalra, briefed the NEC on the overall concept along with the next steps of action. b. Team MMT will be sharing relevant information documents which will be detailed in a NEC meeting. c. The same will be then discussed with the Zonal team who will then take it forward with the EEMA members. d. This will be signed, sealed and deliver by the end of November.
<p>11. Michael Menezes Auditorium</p> <ul style="list-style-type: none"> a. The Auditorium will be now be named as Sir Michael Menezes Auditorium. b. Revenue aspects will be analyzed and a proposal will be submitted to the NEC for review. Secretary, Siddharth Ganeriwala along with Treasurer Ankur Kalra will work on a monetization plan of the same and take this forward. c. Siddharth will have a review call with Webcontxt and evaluate the same further.
<p>12. EEMAGINE, EEMAX & Spotlight</p> <ul style="list-style-type: none"> a. EVP, Sagar Pingali Suggested HiTex Hyderabad as a venue for EEMAGINE. As Novotel is near, it will be convenient for members stay. Also we can look for nearby options so those can evaluate. b. Dates suggested 16-18th June 2023. Announcement to be done in December. c. HiTex has agreed to provide venue for EEMAGINE 23. d. Spotlight options will be evaluated and shared in the next meeting post Sagar's discussion with the VPs. e. All NEC members shared their views on organizing EEMAGINE in 2023. f. DV Vinod, VP West to share a list of nearby luxury hotels in order to analyse the scenario.
<p>13. North Zone Update – Vipul Pandhi, VP North</p> <ul style="list-style-type: none"> a. North Team is working towards planning an event on the 26th of January, 2023. The work will begin shortly on the same. Proper agenda along with its amplifications will be created and presented to the NEC.

- b. A networking Round Table event for Delhi NCR Hotel GMs. Naveen, new member from Spalba wishes to support in organizing the same.
- c. An event/workshop to be planned for Event Management institutes/colleges. These can be executed in the EEMA Auditorium. This will help event management professionals to understand how the actual industry works.
- d. Creation of the EEMA LMS / Knowledge bank for sharing strong knowledge amongst the students pursuing event management.
- e. Vipul suggested Spotlight be bifurcated into various segments and separate events can be accordingly created. There can be different flagship events.
- f. Vipul to share a list of ideas with implementation and timelines.

14. West Zone Update – Raghav Roy Kapur, VP West

- a. Memberships in the pipeline – Platinum (2), Gold (2), Silver (1) and Star (2).
- b. 11 old members across various categories from the West have also paid their dues.
- c. Shared the payment updates in the West Zone where 65 payments have been received and 116 have been outstanding payments.
- d. Initiatives
 - i. All About Music Tie-Up received a lot of applause and a strong brand visibility. Spread across 3 days, the footfall has been 2000+.
 - ii. Ranglo Re 2022 – A dandiya event organized by one of our member agency. Nearly 40 members received invites for the event.
 - iii. Wedding Sutra Engage - In regards to another industry tie-up, EEMA partnered with WeddingSutra and invited members for an empowering Panel discussion. Harshal Kothari, Jt. Secretary West, EEMA represented the association as a Panelist of an empowering discussion titled 'Homegrown Brands, Millennials and Celebrations.' The event also provided an interactive networking platform with Creative Entrepreneurs who were keen to engage with the Event Industry.
 - iv. Marriott India Marketplace 2022 – EEMA recently partnered with Marriott India and curated their most coveted event the Marriott India Marketplace 2022, on the 19th October 2022 at the JW Marriott Mumbai Sahar. This provided EEMA a strong brand promotion with a huge networking opportunity.
- e. Upcoming Initiatives
 - i. Walk the Talk - EEMA in association with The Indian School of Protocol is hosting a first of its kind workshop for the professionals in experiential business on November 19, 2022. Titled, '**Corporate Etiquette and Business Protocol**', the workshop will be led by masters Brian Tellis and Kyla D'Souza and provide a strong boost to both emerging and established professionals. The same is priced at INR 2500+taxes. Registrations are being pushed.
 - ii. Tie Up with National Institutes of Event Management – Plan in progress
 - iii. Session for Small & Medium Agency owners
 - iv. FAM trip for west members
 - v. Tie-Up with Recreate Spaces with special discounts for EEMA members nationally.
- f. Shared the list of support requirements from the national team.
- g. Also recommended on using registration software for various events.

15. South Zone Update – DV Vinod Gopal, VP South (2:22)

- a. Shared that EEMA is now a strong name in the South. Thanked the NEC for providing a free hand to undertake various tasks for the overall betterment.
- b. New members joined EEMA in October – November are 5 (Platinum – 1, Gold – 2 and Associate – 2). Also shared the target for next month and the 6 months growth strategy. 9 old members have also paid their dues
- c. Regional Partnerships with Event Associations such as EMAK, TEMA, APCEI have been completed. Whereas, KEMA, TCEI and TELANGANA are in the pipeline.
- d. Thanked Samit Garg, President and Secretary, Siddharth Ganeriwala for their efforts.
- e. Proposed names for State Heads to lead initiatives State wise.

<p>f. Suggested on hosting The South Factor in January in Hyderabad / Coimbatore.</p> <p>g. Proposed for State wise initiatives</p> <p style="padding-left: 20px;">i. College Connect Program – Look for budding event professionals and provide them with work experience with renowned event agencies. Will be reaching out to various colleges. Beenu from the EEMA Secretariat is working on compiling the list of colleges and institutions.</p> <p style="padding-left: 20px;">ii. The Presenters Dialogue – This will be done state wise.</p> <p style="padding-left: 20px;">iii. Coffee Chat – State wise networking session with event managers.</p> <p>h. Presented the first draft of the required budgets for several events to be organized in the region.</p>
<p>16. Financial Performance and Forecast – presented by Treasurer, Ankur Kalra</p> <p>a. Samit suggested on creating an allocation budget sheet for all zones. Ankur agreed on the same and also requested all VPs to share their tentative budgets with expectations and requirements in order to get approved and incorporated in the respective sheet.</p> <p>b. 45 new members have joined since this NEC has taken over out of which 10 are new to EEMA. Total revenue collected since then is INR 54,71,000/- lacs.</p> <p>c. Vinod & Samit will work towards creation of a Welcome kit. The same will be shared with all members on the 1st Jan 2023 and the same will be given to every new member.</p> <p>d. Proposals have been asked for the Music Licencing case from TMT Law and also discussed with Rafael, who has shared his set of thoughts and suggestions.</p> <p>e. Ankur suggested on doing a discussion with Rafael to evaluate his proposal.</p> <p>f. Suggestions on creating an EEMA Advisory were also highlighted by Ankur citing the Payment terms and will be a framework.</p> <p>g. The Minutes of every NEC meeting will be shared with Samit, Vinod and Siddharth on a google document so the changes and be done and those can be released as early as possible.</p> <p>h. In regards to the two Auditors which EEMA has for monthly and yearly audits, we will now be proceeding with Sanjeev our internal auditor who will be taking care of both internal and annual audits. Everyone unanimously agreed on the same.</p> <p>i. List of EEMA assets to be shared with General Secretary, Vinod Janardhan.</p>
<p>17. PR & Communication</p> <p>a. Hiring of a Creative Design Agency – Srishti from the EEMA Secretariat has met a couple of agencies and has shortlisted one. The respective agency will be evaluated on a project basis.</p> <p>b. On the PR segment, Srishti is working on the PR media list and will incorporate all relevant media publications and portals. Once done by her, it will done be shared with the NEC so more details can be incorporated by them.</p> <p>c. Continuous interactions to be done with various PR channels (Online & Offline) on a regular basis for constant promotions. Timely updates and information to be shared with them.</p> <p>d. PR & External Communications bit to be led by the Secretary - Siddharth Ganeriwala.</p> <p>e. A Monthly newsletter to be created and released to the members.</p> <p>f. The same set of news to also be shared with Online, Offline and other relevant media.</p>
<p>18. President, Samit Garg thanked everyone for their participation in this first NEC Meeting.</p>

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


Vinod Janardhan (Nov 23, 2022 19:22 GMT+5.5)

Vinod Janardhan
General Secretary


Siddharth Ganeriwala (Dec 3, 2022 00:22 GMT+5.5)

Siddharth Ganeriwala
Secretary












3rd NEC Meeting_9th November 2022

Final Audit Report

2022-12-02

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Status:	Signed
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