

MINUTES OF THE 3rd NEC Meeting 2024-2026

Venue	EEMA office GK2, New Delhi	Date	7 Oct 2024
Subject	National Executive Council Meeting	Time	1230 to 1830 hrs
Attendees	<ol style="list-style-type: none"> 1. Samit Garg, President 2. PVN Vidyasagar, Executive Vice President 3. Ankur Kalra, General Secretary 4. Taranbir Sahni, Secretary 5. Jagmohan Singh, Treasurer 6. Harshal Kothari, VP West 7. Ruchin Kohli, VP North 8. Ravi Mehta, Joint Secretary West 9. Vanessa Williams, Joint Secretary North 	<p>EEMA Secretariat</p> <p>:</p> <p>Absent</p>	<p>Tushar Malik</p> <p>Ankita Mukherjee</p> <p>Roopa Sandhir</p> <p>Rimi B</p> <p>Sonu Nanda</p> <p>DV Vinod Gopal</p> <p>Anupama D</p> <p>Sanjay Agarwal</p>

GS Ankur Kalra opened the meeting by welcoming all attendees and presenting the NEC Meeting Agenda, which includes the following key points:

A. Creation of Various Task Forces- Formation of various task forces to oversee specific initiatives and objectives.

B. EEMA Committee Members Assigned - Identification of committee members responsible for leading, managing, and participating in each task force.

C. NEC Members Task Variables/ Responsibilities - Outlining the scope, deliverables, and timelines for each assigned task.

Key Points Discussed

Weekly EEMA Secretariat Meetings

Secretariat meetings are scheduled every Tuesday at 12:00 noon. Any NEC member is welcome to attend these.

HR Templates Implementation

HR templates have been successfully implemented and shared with all relevant stakeholders, ensuring streamlined processes and role clarity.

Organizing EEMA Video & Members Documents Database

The task to organize the EEMA database is currently in progress, with a deadline of 30th November 2024. Upon completion, the database will be made available to all relevant members.

Webcontent PPT Proposal Shared on EEMA Website User Interface and Indexation Improvement

Ankur Kalra (GS) shared the plan from Siddharth Shah (Webcontext) on the integration of the CRM and members' details with the NEC. President Samit Garg emphasized the need for a simplified and user-friendly interface, along with effective indexation for better accessibility and streamlined operations.

New Social Media Agency Proposal

A new proposal from a reputed social media agency has been received and is under review for potential engagement. Next step - GS, Secretary & Treasurer to do a physical meeting with the agency and come back with their recommendation to the NEC.

EEMA Event Tie-Up Templates

All EEMA event tie-ups must follow a standardized template for consistency and clarity in documentation.

Secretary Taranbir Sahni to create this template that can be used for all events / projects that EEMA to partner with and ensure that Brand EEMA is given the due importance that it deserves. He highlighted the importance of submitting creatives 10-15 days prior to any event to ensure timely execution. Additionally, a focus on incorporating SEO keywords is recommended to improve EEMA's visibility and ranking in the event management domain.

International Clown Festival MoU to be Closed by VP West and Martin Dsouza

Harshal Kothati VP West to share the final MOU with final deliverables from Martin and share the next step to proceed on the marketing communication for the same.

Proactive Media Outreach

Roopa (Marcom EEMA) has compiled a list of about 25 journalists who are 'friends of EEMA'; these journalists would be given regular information about our events and initiatives from time to time. President Samit Garg suggested focusing on inviting journalists who cover the Events and Entertainment sector specifically.

Legal Notices from Novex

GS Ankur Kalra shared that EEMA received Legal Notices from Novex on account of music played at EEMAGINE 2024. He has had a detailed conversation with the Managing director of Novex Mr Ketan Kanakia to understand the reason for getting these notices - and has been able to amicably resolve the situation. Mr Kanakia has assured that no further action would be taken on the notices and EEMA should help promote compliance in the music industry.

F&F Settlement of Ex-Employee Subhash Nathani

GS Ankur Kalra updated that there was an outstanding issue on the F&F payment with our ex employee Mr Subhash Nathani for over a year. The same has been resolved amicably and a F&F undertaking has been received from Mr Nathani - matter stands closed now.

EEMA Accounts Update on Pending Payments

- Almost all payments (cheque) have been completed; only cash payments are pending.
- Payments received thus far amount to approx Rs 1.80 Cr, while disbursements made approx Rs 2.2 Cr
- Approximately INR 40 lacs plus GST still due from various sponsors
- There is an outstanding amount of approx Rs 5 lacs from EEMAGINE 2023 which was not part of the P&L approved also some reimbursements to the tune approx Rs 2.5 lacs have been promised to participating artists at EEMAGINE 2024. President Samit Gard to take care of the matter and amicable close the same.

EEMAPlatinum Member's Listing

- Each Platinum member should have only one authorized representative for EEMA
- It was discussed that Whats app groups can not accommodate more than 1000 members therefore if Platinum members wish to add co-directors they should have the option to do so
- GS Ankur Kalra to create a template and share with Zonal Managers - if any of the members wish to add their co directors, they can send a request in the same format and we should allow them to do so.

Membership for Ex President Brian Tellis

- As discussed in the previous meeting - the membership of Mr Brian Tellis lapsed due to the fact that he does not represent an agency which is a platinum member anymore.
- It was agreed that since Mr Tellis is our Ex president and NAC member, he should be given the status of a platinum member individually without the requirements of the stipulated turnover etc.
- As a token Mr Tellis to be charged the cost of an associate member, however he would enjoy all the privileges and responsibilities of a platinum member.
- EVP Sagar Pinali to close this discussion with Brian and share an update within a week's time.

EEMA Tech Stack Development Update

- GS Ankur Kalra presented a proposal for the Tech Stack which was received from our members Webcontxt (Siddharth Shah). The discussion covered EEMA's tech vision, key initiatives, and the development roadmap.
- The primary focus is on building a Membership Management System that will automate membership payments and renewals.
- The second phase of this system will include integrations with webinars, EEMA events, CRM, and mass email functionalities, creating a centralized platform for membership management.
- Target Launch Date for Phase 1: 26th January 2025.

EEMA WhatsApp Group Clean-Up

- Members who have not paid their fees till 31 March 2024 to be removed from the respective EEMA WhatsApp groups by 1st December 2024.
- WhatsApp creatives to be made, and notifications will be sent in advance to all affected members. This process is to be managed by Taranbir Sahni (Secretary) and Ankur Kalra (GS).

Zonal Event Planning Strategy

- President Samit Garg highlighted the need for strategic event scheduling to maintain engagement.
- He recommended that each zone conduct one major event every quarter, supported by smaller monthly group events to ensure ongoing member interaction and networking opportunities.

Event Plans from Zonal VPs

- VP West Harshal Kothari gave a brief overview of some of the activities suggested in the region over the next few months
- VP North Ruchin Kohli also provided a similar overview of the vision in the North Region.
- Each of the Zonal Vice Presidents were requested to submit a proper plan for the next 6 months - for the period from October 2024 to March 2025, including tentative dates before the next NEC meeting so that they can be approved and implemented.
- This will assist the National Executive Committee (NEC) in effective planning and resource allocation for all zonal activities.

Formation of EEMA Task Forces & Committees

- A survey form was sent out to all members asking them to highlight their key focus areas for EEMA over the next 2 years as well as volunteering for any of the EEMA task forces.
- GS Ankur Kalra shared that we have received an excellent set of responses - almost 90 - 100 members responded and expressed their willingness to participate in the task forces.
- Significant time was spent by the NEC discussing each and every sub-committee and suggesting members and leaders for each of the Task Forces.
- GS Ankur Kalra took the entire NEC through about 100 responses that were received from Members
- Listed below are the suggested names of the Committee Members suggested by members of the National Executive Council for each of the task forces.

Names of final Committees / Taskforces to taken forward currently are listed below

- a. We Care
- b. Artist Committee
- c. Govt Engagement Committee
- d. COREA
- e. Health, Safety & Sustainability
- f. Wedding Council
- g. Education & Upskilling
- h. Client Engagement & Visibility
- i. Value Creation / Tie ups
- j. Spotlight Awards
- k. Music Licensing
- l. Tech Stack for EEMA

GS Ankur Kalra to connect with each of the Task Force leaders and get a confirmation on their sub committee members as well as a one page agenda for the task forces.

The meeting was adjourned at 1900 hours, the next meeting to be held in a month's time tentatively on 7th November - GS to check on availability of NEC members and confirm the same.