

### MINUTES OF THE 4th NEC Meeting 2024-2026

Venue	Zoom Meeting	Date	29 November 2024
Subject	National Executive Council Meeting	Time	16:00 hrs - 19:00 hrs
Attendees	<ol style="list-style-type: none"> <li>1. Samit Garg, President</li> <li>2. PVN Vidyasagar, EVP</li> <li>3. Ankur Kalra, General Secretary</li> <li>4. Taranbir Sahni, Secretary</li> <li>5. DV Vinod Gopal, VP South</li> <li>6. Ruchin Kohli, VP North</li> <li>7. Sonu Nanda, VP East</li> <li>8. Sanjay Agarwal, Joint Secretary East</li> <li>9. Anupama Deshmukh, JS - South</li> </ol>	<p>EEMA Secretariat:</p> <p>Absent</p>	<p>Rimi B.</p> <p>Jagmohan Singh, (Treasurer) Harshal Kothari, (VP West)</p>

The meeting was opened by the President Samit Garg who formally welcomed all the attendees to the 4th NEC meeting and requested General Secretary Ankur Kalra to share the progress at the secretariat to take the meeting forward.

GS Ankur Kalra officially began the 4th NEC meeting with a welcome to all NEC members and started with an update of the EEMA Secretariat as follows:

- **Weekly Secretariat Meeting:** Regular Tuesday meetings are being conducted at the Secretariat each week with a robust task management system in place for all secretariat members by GS Ankur Kalra. The meetings are attended by all secretariat members as well as Secretary Taranbir Sahni and Treasurer Jagmohan Singh as per their availability
- **HARD Drive clean up process** - A total of 40 TB of data was collected from 14 different hard drives, reduced to 8 TB, and stored on a single hard drive which is at the EEMA office. Cleanup efforts are underway to free up additional space. Data from the past 5 years of EEMAGINE is available, and we are working with older members to gather more data. The GS cited huge difficulty in collecting all data relevant to the previous years and requested each of the NEC members to kindly share any data that they might have.
- **Google Drive** - Central folder created for each of the secretariat members in the drive of the GS and all Gmail drives being cleaned up of all unnecessary data - process to be completed by 31st December and being pursued aggressively.
- **Event Closing PPTs** - GS updated that an event closing ppt template has been created on which the EEMA West Meet ppt is ready and saved on the drive. Similar closing ppts are being made for all other regional events as per data available with the secretariat. Going forward a similar ppt to be created for each and every event that is held in any of the regions including photographs, descriptions and event flow.

- **COREA PPT:** A pdf document was shared by the GS that could be used as a combined document for both the COREA events held thus far and was approved by the NEC. The same can be shared with Member databases for their reference.
- **EEMA Brochure** - GS presented EEMA brochure which has been shared with the NEC - once approval is received it can be shared with all members as well as prospective members.
- President Samit Garg requested MARCOM Manager Roopa to include a section about the sorting of data in the next newsletter.
- **New Visiting Card** - New cards have been designed for all NEC members and sent for printing, should be received by 15 December
- **Membership Data Compilation:** The GS showed the membership sheet and explained that document has been collected from more than 90% of the member database and updated as a link on this sheet for easy access and reference
- **EEMA Office Clean-Up** - After a laborious sorting exercise all old unnecessary papers and material has been removed from the EEMA office and space created
- **New signages** have been successfully installed at the facade of the office as well as the main door - further creatives are being made for reception room and conference room.
- **Whats App Group Clean up:** A clean up exercise has been carried out in all the EEMA whats app group after following due process of sending out mails and reminders to those members who have not paid for 2 years or more. The exercise has been completed and has resulted in various members clearing their long unpaid dues to the tune of Rs 15 - 16 lacs.

The GS then requested Secretary Taranbir Sahni to share a Social Media update to the NEC

#### **Updates by Secretary Taranbir Sahni**

- **Social Media Update:** Effective Social media coverage was carried out for the PHDCCI Wedding Summit, International Clown Festival as well as the EEMA West Meet by the agency (BE Foundation) with the help of our Marcom Manager Roopa Sandhir.
- **Review of Social Media Agency:** Secretary Taranbir Sahni updated the NEC that the role of BE Foundation was under review and a new agency was being met with and considered for the Social Media Mandate of EEMA with effect from 1st January 2025.
- **Advertisement Rate Chart:** A rate card was presented by the secretary and GS which included costs for Website Banner, Newsletter Advertisements, WhatsApp and Email Blasts. It was suggested that a flat fee is proposed with a discount of 10-15% for Corea Members and 25% for EEMA members. The GS, Secretary and Treasurer to work on a revised sheet and share with NEC.
- Sec. Taranbir also shared that he received a request from Geetika to promote Vir Das on EEMA Platform but the same was not done as Vir Das was not an EEMA member.

President Samit Garg agreed and mentioned that promotion should be done of those artists who are members of EEMA.

- Sec. Taranbir updated that he is in talks with Praveen who did the EEMAGINE 2024 app in Kolkata and has offered to do the EEMA website at a cost of Rs 75,000.
- President Samit Garg asked the Secretary to promote the Kho Kho world cup on the EEMA website as a banner from 15 dec to 15 Jan at the applicable costs.
- **Circulation of Newsletter:** Newsletter work is in progress and will be circulated soon post approval from the president. In addition to whats app a few copies to be printed and shared with association members, NEC and a few clients.
- He also requested all the Zonal VP's to share their plans well in advance so that we get enough window to promote it on Social Media.

### **Other Points Discussed**

**International Clown Festival** by EEMA Member Martin was a great example of a win-win situation with various EEMA members picking up shows across the country and EEMA promoting the event on all their platforms.

**Code of Conduct** - President Samit Garg informed that Geetika & Sanjoy worked tirelessly and it is pending at his final approval. It will be reviewed and rolled out in December itself

### **TASK FORCE UPDATES:**

An update was provided by the GS on each of the Task Forces

1. **COREA - Executive VP** Sagar to share the minutes with GS Ankur and Ops. Manager Rimi.
2. **Health, Safety & Sustainability:** GS Ankur will speak to Siddhartha C. to confirm about his leadership in a week else NEC will choose another leader.
3. **Education / Upskilling** - As Brian has been busy and is traveling, President Samit Garg to speak with Sultan and check his interest in this task force. Further, EVP Sagar suggested Tanaz's name, GS Ankur to speak with Tanaz and circle back with interest and availability also to take the conversation forward with Brian as soon as he is back in the country and available.
4. **Client Engagement / Visibility** - Saurabh Khurana is working on one pager charter and has chosen 3 team members, he will close another 3 - 4 members in the coming week.
5. **Spotlight - VP North** Ruchin Kohli to speak to Vijay Arora as he is already in hunt for the Venue offline. EVP Sagar and VP North Ruchin to speak offline and finalise dates.
6. **Value Additions Task Force:** All VP's & Joit Secretaries to be added to this Task Force and work towards doing Tie-ups that benefit EEMA members

## ZONAL PLANS by VP's of Each Regions

Each of the Zonal VP's were requested to share their plans for the first quarter of 2025 (till 31st March 2025)

### **Update by VP East Sonu Nanda**

**East Conclave** - March 28th - 29th @Mayfair Bhubneshwar with a gathering of 250-300 people as FOC deal. Promod and Sanjay are working on the Agenda.

**EEMA Chintan Shivir** - Non-members & EEMA Members will do a round table conference in Assam West Bengal & Orissa.

**Eduposium / Gurukool Session** - Aparajita is working on wherein they will initiate this activity at Event Management Institute.

- Two Sessions in Dec will take place at Bhubeneshwar & Guwahati respectively are confirmed dates TBD.

- Jan / Feb / March - three more sessions to be conducted - Date / Venue TBD.

He will share the 1 pager charter by 3rd December.

### **ZONAL Update by VP North Ruchin Kohli**

**EEMA NORTH factor** - Presenters meet venue is being finalised - expecting replying from Hyatt.

**Rajasthan Meet** - to be scheduled in 2nd half of Dec 24 hard to decide on dates - in touch with Suman and Pritesh.

**Punjab Meet** - Had a word with Deepak they have season rush in Dec hence they want to do it before Lohri, tentatively between January 5th to January 13th, 2025.

**Podcast** - Naveen Gupta has worked on a template for an EEMA podcast. The Same will be shared over an email and deliberations to be done with the NEC so that it can be launched in January 2025. The plan includes reaching out to vendors and sponsors, deciding on fees, and calculating costs. Additionally, the venue to be provided free of charge.

**"Presenter's Dialog" EEMA North Factor** - working for Venue for the spotlight Awards.

**Wellness Workshops (online)** - In talks with Lavina Thakur for the presentation skill workshop, she is working on the Module. Which he planned from Dec until March - 1 session each month.

**UP Plan** - Lucknow is in pipeline but venue is an issue. EVP Sagar suggested a small coffee table session with 10-15 people between Dec 2024 to Mar 2025.

President Samit Garg recommended Mahakumbh which is starting from January 2025. He asked Ruchin to make a plan for a 1 or 2 days retreat. As the exposure is vast in terms of ATL and BTL

separately. GS Ankur Kalra suggested Ruchin to make the Zonal plan as per 15 days window while sharing it with NEC.

**ZONAL PLAN - VP South DV Gopal**

**Presenter's meet:** 15th December is tentatively booked for Hyderabad and he is in touch with Geetika who is working on a module.

**Jan 1st week Presenter's Meet:** 3 hrs session as hi-tea meet only.

**Partial payment received from Pondicherry.** - Rs 5 lacs is pending on account of EEMAGINE Sponsorship

**ICF** - They had licensing issues and Martin was notified by the minister of Pondicherry about the promotion as the EEMA logo was featured.

**South Factor** - Planned for 18th to 20th March 2025 received a good deal from Park Hotel Vizag for about 200 rooms. They have about 50 rooms at their Conventions centre too so in total we can get 250 rooms. He advised COREA 3.0 to be finalised in Vizag itself around the same dates of South Factor.

President Samit Garg advised him to integrate these two events once all is set then Present will write a formal Invitation letter to CM Mr. Chandrababu Naidu.

Silent Hero's Is scheduled for April 10th in Cochin and is supported by EEMA.

GS Ankur Kalra requested all Zonal VP's to share their plans from 1st December 2024 till 31st March 2025 in the form of an excel sheet so that it can be integrated into one sheet and no overlapping happens.

It was also suggested that we do not create new IP's and use the old names across all zones for higher recall and standardization purposes, some of the old IPs that have been used earlier are as follows:

1. Presenters Meet
2. Upskilling Workshop
3. Eduposium
4. South Factor (or East Factor / west factor)
5. Gurikool
6. Manthan

GS also updated the NEC that Ms Priti Khanna has been identified for the position of Executive Director for the EEMA Secretariat and has been approved by the President as well, she will join her official duty from 11th December 2024.

This marked the end of the meeting and GS closed the meeting officially.