

Annual General Meeting, EEMA

Minutes of Meeting

Date: Friday, 9th August, 2023

Location: Ballroom, The Westin Mumbai Powai Lake, Mumbai.

The Agenda:

1. Welcome and Opening Remarks
2. Review of Agenda
3. Initiatives and Achievements Overview
4. Constitution Amendment Process
5. Upcoming Events and Collaborations
6. Key Takeaways from International Engagements
7. NEC presentations
8. Questions and Answers
9. Closing Remarks

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1. WELCOME AND OPENING REMARKS

Speaker: Samit Garg, President.
Summary: Samit discussed the timing of the meeting, explaining that although initially planned for 2:30 pm it was decided to start at 3:30 for quorum and better alignment.

2. REVIEW OF AGENDA

Speaker: Samit Garg, President.
Summary: President, EEMA expressed gratitude to everyone for their efforts and mentioned the long-term vision for the organization, acknowledging past NEC's and executive committee's and their contributions to the association.

3. INITIATIVES AND ACHIEVEMENTS OVERVIEW

Speaker: Samit Garg, President
Summary:

- a) Emphasized gratitude towards key contributors and partners.
- b) Announced the establishment of the Michael Menezes Auditorium.
- c) Highlighted the launch of the newsletter "EEMAGNIFY"
- d) Discussed the yearly partnerships with MakeMyTrip and Marriott Bonvoy, outlining the benefits for members.
- e) Announced collaboration with KPMG for a draft event policy.
- f) Announced collaboration with DELOITTE for creation of a wedding tourism policy draft and the submission of the same to Ministry of Tourism. Excerpts from the same were taken up by the PMO to push wedding tourism in India.
- g) The Wedding Council of EEMA with Prerana Saxena in the lead.
- h) Spoke of the landmark congregation of COREA created at a national level. COREA is the Congress of Regional Event Associations.
- i) Creation of We Care 2.0
- j) The EEMA kit for all the members was also spoken about and shared

4. CONSTITUTION AMENDMENT PROCESS

Speaker: Samit Garg, President

Summary:

- a) Detailed the lengthy process of amending the constitution.
- b) Thanked members for their participation and approval.
- c) Noted to the special general body meeting held on October 18, 2022, to incorporate various amendments.

5. UPCOMING EVENTS AND COLLABORATIONS

Speaker: Samit Garg, President

Summary:

- a) Mentioned the invitation from the Ministry of Commerce to attend the launch of the new ITPO.
- b) Announced the opening of the new convention centre in Dwarka, Delhi, on September 17.
- c) Highlighted ongoing discussions with the Ministry of Commerce on music licenses.

6. KEY TAKEAWAYS FROM INTERNATIONAL ENGAGEMENTS

Speaker: Samit Garg, President

Summary:

- a) Shared insights from the meeting with the Sri Lanka Event Management Association.
- b) Announced the government's indication for EEMA to draft event industry policies for Sri Lanka as the relationship and interaction develops.
- c) Mentioned that a trip for FAM will be planned for the EEMA fraternity to Sri Lanka in the times to come.

7. NEC PRESENTATIONS

Speaker: P V N Vidyasagar, Executive Vice President

Summary:

- a. National Initiatives and Achievements
 - i. COREA and Industry Leadership: Highlighted the impact of COREA in propelling EEMA to the forefront of the industry
 - ii. Best Association Award: EEMA received the Best Association Award at Jaipur, Rajasthan
 - iii. Regional Association Events: Participation in various regional association events: FOREM – RAJASTHAN, SILENT HEROES – EMAK, EEMA NORTH – RAJASTHAN, KEMA – BANGALORE, EEMA NORTH

– CHANDIGARH, EMF EAST – JAIPUR, Sri Lanka
Tie-up - Established a tie-up with EMA in Sri Lanka.
EEMA's initiatives were widely covered in the Sri
Lankan media, including by the Minister for Culture

- b. Key Focus Areas:
 - i. Integration: Regional and international collaboration
 - ii. Upskilling: Programs for members
 - iii. Ecosystem: Support for artists and allied industries
 - iv. Government Interactions: Advocacy and policy engagement
 - v. Education: Nurturing new talent, including the BRIAN initiative
 - vi. Welfare: Workshops and other member support programs

Speaker: Siddharth Ganeriwala, Secretary

Summary:

- a) Social Media Initiatives: Increased real-time updates on platforms like Facebook, Instagram, LinkedIn, and Twitter. Enabled two-way interactive engagement to foster a sense of community among members. Attracted new members and created awareness of EEMA's activities. Showcased achievements of members and shared their success stories.
- b) Secretariat Updates: The EEMA secretariat is fully functional with a dedicated team. The team is working closely with members across different categories. Focused on addressing member queries and providing comprehensive support
- c) Social media and secretariat initiatives have been crucial in strengthening EEMA's communication, visibility and member engagement at this evolving industry landscape.
- d) Technology & Innovation: Launched an EEMA Innovation Lab to incubate new-age event technologies and solutions.

Speaker: Ankur Kalra, Treasurer

Summary:

- a. **Profit & Loss and Balance Sheet:**
 - i. The treasurer presented the profit and loss account and balance sheet.
- b. **Auditor Appointment:**
 - i. It was proposed to continue the services of M/s Sanjeev Kumar Dey as the statutory auditor.
 - ii. The key highlights of the balance sheet were presented at the AGM included strong revenue and profit figures, healthy reserves and surplus, a robust

corpus fund, substantial fixed deposits and bank balances.

- iii. On the expense side, direct event-related costs, indirect expenses, salaries, the EEMAGINE collection, and bad debts were discussed.
 - iv. The general body unanimously passed both the profit & loss account, balance sheet, and the auditor appointment through a show of hands.
- c. The association also reported adding a significant number of new members and highlighted a strategic partnership forged with Make My Trip.

Speaker: Vipul Pandhi, VP North.

Summary:

- a) Expansion of Northern Region Footprint: Opened regional front in Chandigarh and Jaipur to better serve eema regionally at grass route level in the North. Increased regional headcount to strengthen local teams and capabilities.
- b) Enhanced Member Engagement: Conducted workshops and roundtables to gather feedback and understand evolving needs. Achieved a increase in member retention. Engaging with members and offering timely relevant solutions.
- c) Talent Development Programs: Launched a leadership development program.
- d) Thought Leadership Initiatives: Organizing an annual EEMA North conference to foster industry discussions. Quarterly insights reports on trends and best practices in the region through eema connect sessions.
- e) EEMA Certification Program: Developing a comprehensive certification program to upskill industry professionals. Collaborating with leading educational institutions to design the curriculum.

Speaker: Sonu Nanda, VP East.

Summary:

- a) Online Event on "Systems and Process": 100+ participants joined the online event. Discussed the ROI and implementation status across various agencies
- b) Presenter Meetups: Convened in-person meetings in Bhubaneswar, Kolkata, and Guwahati.
- c) Leadership Meetings: Leadership team met in Guwahati, Kolkata, and Bhubaneswar.
- d) Wedding Tourism Docket: Presented the wedding tourism docket to Odisha Tourism and Chandigarh Tourism.
- e) Membership Drive: Onboarded 20 new members

- f) COREA Initiative: Facilitated first meet for 4 associations in Delhi.
- g) Mentorship Program: Held a mentorship session for vendor partners in Bhubaneswar.

Speaker: Raghav Roy Kapur, VP West.

Summary:

- a. Highlighted the key strengths and composition of the West region members
- b. Challenges Discussed & Reviewed challenges faced in the previous term
 - i. Objectives for the Upcoming Term
 - ii. Create inclusivity among members
 - iii. Deliver tangible benefits
 - iv. Increase member base
 - v. Facilitate knowledge and experience sharing
 - vi. Generate value for members
 - vii. West Region Initiatives
 - a. "All About Music" event
 - b. "Rangilo Re" program
 - c. "Wedding Sutra" conclave
 - d. Marriott & EEMA partnership
 - e. Participation in Palm Expo.
 - f. Warehouse session for members

Speaker: D Vinod Gopal, VP South.

Summary:

- a) Reactivation of platinum members in the southern region
- b) Presenters meets held in Hyderabad and Chennai
- c) Successful "South Factor" event organized in Ooty
- d) Eduposium in Coimbatore attended by 700 students
- e) Membership doubled within a year
- f) Upcoming Strategy: The strategy for the upcoming year is to concentrate on expanding efforts in smaller cities across South India.

8. QUESTIONS AND ANSWERS

Speaker: Vinod Janardhan, General Secretary

Summary:

- a) Provided a detailed review of initiatives and projects, Highlighted key events, collaborations and achievements over the past year in a calendar format.
 1. **Teachers Day (September 5):** Initiated the journey with the first NEC meeting and Chennai fraternity meetup.
 2. **North Fraternity Meet:** Participated in various events, including the Gourmet Fest.

3. **First Gurukul (October):** Introduced masterclasses and industry contributions during COVID.
 4. **EEMA Wedding Council:** Launched and discussed wedding initiatives.
 5. **Eventsthan:** Ongoing discussions and initiatives.
 6. **WeCare Initiative:**
 - a. Creation of a new logo.
 - b. Contributions and inputs from Sushma Gaekwad.
 7. **Swadesh Vigyan Conclave at Vigyan Bhavan:** Landmark achievement.
 8. **Marriott Marketplace:**
 - a. Launched with significant discounts and benefits for members.
 - b. Highlighted savings and benefits of using Marriott properties.
 9. **Special General Body Meeting of Platinum Members:** Launch of the EEMA card.
 10. **Congress of Regional Event Associations:** Compared to a G20-like experience with senior membership involvement.
 11. **Deloitte Collaboration:** Onboarded for the wedding tourism policy.
 12. **Gurukul and Michael Menezes Launch:** Significant contributions by Siddharth Ganeriwala and Siddharth Shah.
 13. **BW Applause and FICCI Virasat:** Association and recognition.
 14. **EMMA Artist Committee:** Launched with contributions from Nanni Singh and Gitikka Ganju Dhar .
 15. **MakeMyTrip Initiative:** Encouragement for all members to utilize the platform.
 16. **Meeting with Narayan Rane for MSME:** Engagement with ministers and policy suggestions.
 17. **Licensing Authorities:** Discussion on licensing issues.
 18. **Wedding Trends:** Sessions on current trends and initiatives.
 19. **Sri Lanka Engagement:**
 - a. Government invitation to draft event industry policies.
 - b. Planned trip for EEMA fraternity to Sri Lanka.
 20. **Rajasthan Meet:** Participation and initiatives.
 21. **Hotel Advisory Committee:** Launched with contributions from Vipul.
 22. **Warehouse Sessions:** Initiated by Raghav, Ravi, and Harshal.
 23. **South Factor:** Presentation on South Factor by D Vinod Gopal.
- b) Emphasized the importance of ongoing member engagement and value creation.

9. CLOSING REMARKS

Speaker: Vinod Janardhan

Summary:

- a) Thanked all members and partners for their contributions and support.
- b) Encouraged continued collaboration and participation in future initiatives.

Meeting was Adjourned with a vote of thanks to the chair.

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