

EEMA Elevate

# NEWSLETTER

December 2025

ISSUE #13

“Leadership in events  
is measured not just  
by scale, but by the  
standards we set.”

**HAPPY**  
*New year*  
**2026**

Embrace the new year with hope, joy, & purpose.  
Wishing you a Happy New Year!

## *Highlights*

- The President's Desk
- EEMA-FICCI FLO Webinar
- EEMA at e4m Red Carpet Summit
- EEMA at APCEI Excellence Awards



## LETTER FROM THE PRESIDENT'S

*Desk*

Dear Friends,

The events and experiential industry continues to evolve at a remarkable pace, shaped by creativity, technology, responsibility, and a deeper understanding of human experience. As professionals, our role today extends far beyond execution; it is about designing moments that are meaningful, inclusive, and future-ready.

The initiatives highlighted in this edition reflect EEMA's commitment to thought leadership and continuous learning. From insightful conversations on design aesthetics in weddings to strong industry representation at national platforms, and from regional engagement to focused upskilling, each effort reinforces the importance of knowledge-sharing and collaboration within our ecosystem. These conversations are essential as client expectations rise, formats change, and sustainability, safety, and people-first practices become non-negotiable.

Equally important is the strength of our community. The growing participation of members across regions, leadership involvement at industry forums, and partnerships that enable better outcomes for all stakeholders reaffirm EEMA's role as a collective voice for the industry. As we welcome new members and deepen existing collaborations, our focus remains on empowering professionals with insights, resources, and platforms that enable long-term growth.

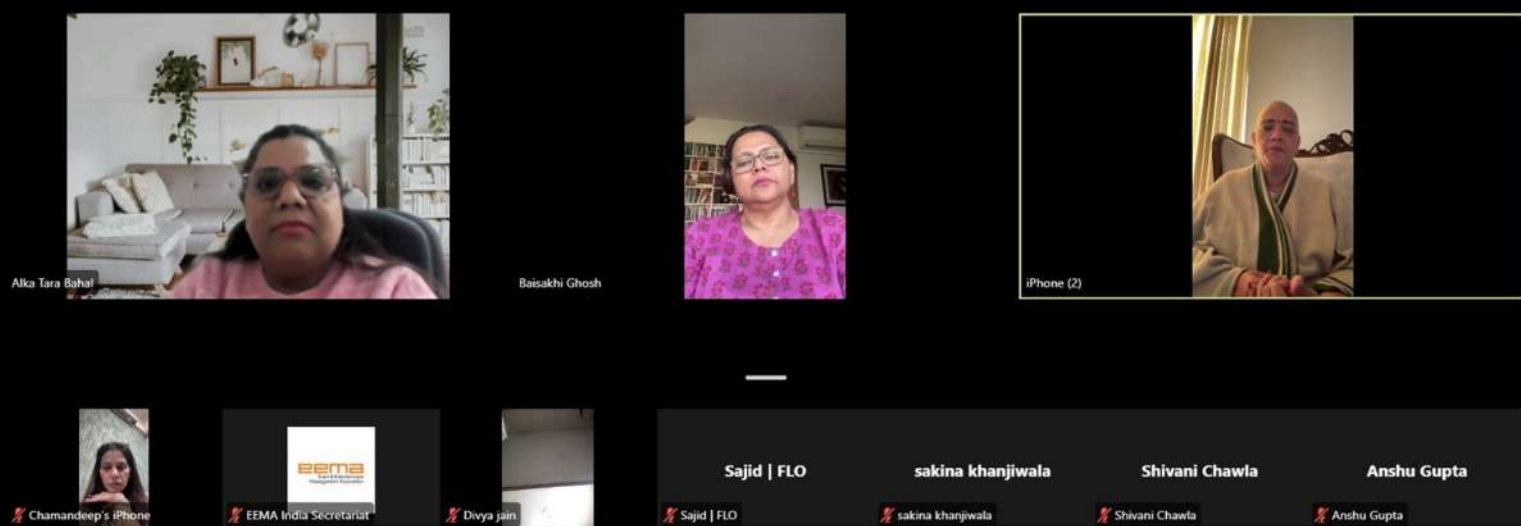
As we look ahead to upcoming programmes and flagship events, I encourage each of you to stay engaged, share knowledge, and contribute to shaping an industry that is resilient, responsible, and globally competitive. Thank you for your continued trust, participation, and commitment to growing with EEMA.

Warm regards,  
**Samit Garg**  
President, EEMA India



**EEMA Pulse**  
 Internal Highlights

## EEMA with FICCI FLO – Insightful Session on Design Aesthetics & Scope in Weddings



Weddings in India today are powerful cultural narratives-layered with emotion, design intelligence, and immersive experiences. As a **knowledge partner**, EEMA curated a ***Skill to Scale Session on Design Aesthetics & Scope in Weddings*** to open up meaningful conversations around what truly goes into crafting a memorable wedding experience. The session explored how design extends far beyond décor, delving into the role of pandals, florals, architecture, cultural influences, ritual flow, and thoughtfully orchestrated guest journeys. EEMA members **Baisakhi Ghosh, Managing Director, Baisakhi Flowers Pvt. Ltd.** and **Rakhi Kankaria, Founder Director, Rachnoutsav Events Pvt. Ltd.** shared nuanced industry perspectives, particularly around the expanding role of women within the wedding décor and styling ecosystem. The conversation was thoughtfully moderated by **Alka Bahal** from FICCI FLO, bringing together creative insight and industry context, while offering participants a deeper understanding of professional pathways, mentorship, and long-term growth in wedding design.



# Industry Perspectives from EEMA Members at the e4m Red Carpet Summit



EEMA members featured prominently as speakers and panelists at the **4th edition of the e4m Red Carpet Experiential Marketing Summit**, held at Eros Park Royal, New Delhi bringing strong industry perspectives to the stage. The keynote session opened with **Lalitt Gattani, CEO, Showcraft Global**, followed by **Ankur Kalra, General Secretary, EEMA**, who shared insights on leadership, scale, and the evolving dynamics of the experiential ecosystem. The panel discussion on 'Crafting High Emotion, High Recall Experiences in a Digital First World' saw participation from **Nanni Singh, CEO, Showcase Events** and **Sharad Mathur, Director, EMG Entertainment & Biome**. Other EEMA members who spoke at the event were **Vipul Agarwal, Committee Member, EEMA North**, **Parag Anand, MD, Benson Trophies**, **Aditya Malik, Emcee, Script Writer & Team Building Facilitator**, and **Sanchalli Arora, Global Emcee & Actor**. Together, the speakers brought diverse viewpoints-from strategy and execution to storytelling and audience engagement-highlighting the depth of expertise within the EEMA community and its continued contribution to industry-wide conversations.





## EEMA Leadership at APCEI Event Excellence Awards



EEMA was very well represented at the APCEI Event Excellence Awards held at Vijayawada on 13th December, 2025 by **Sagar Pingali, Executive Vice President** and **D.V. Vinod Gopal, Vice President, EEMA South** among others. D.V. Vinod's lively and inspiring session was well received by the Andhra fraternity. Their presence reinforced EEMA's commitment to **thought leadership, knowledge-sharing, and active industry engagement**. Through their perspectives and experience, they highlighted emerging trends, evolving client expectations, and the importance of structured growth within the events and experiential ecosystem. Their contribution added depth to the discussions and reaffirmed EEMA's role as a key stakeholder shaping the future direction of the industry.

## Tips for Memorable Experiential Events

- 1. Experience over scale**  
Focus on guest journey, emotions, and meaningful moments—not just size or spend.
- 2. Sustainability matters**  
Reusable structures, local sourcing, and waste reduction are now client expectations.
- 3. Purpose-led technology**  
Use tech only when it improves experience, efficiency, or engagement.
- 4. Storytelling is key**  
Events that follow a clear narrative are more memorable than high spectacle alone.
- 5. People-first approach**  
Crew welfare, PoSH awareness, and safe work environments are now industry differentiators.
- 6. Hybrid mindset**  
Design events with digital amplification and post-event content in mind.
- 7. Regional intelligence**  
Understanding local culture, vendors, and audiences leads to smoother execution.
- 8. Skill evolution**  
Creative, design, and experiential thinking are becoming as important as operations.
- 9. Collaboration wins**  
Strong partnerships across agencies, vendors, and talent drive better outcomes.
- 10. Longevity of content**  
Plan events so content lives beyond the venue through social and digital platforms.



# EEMA

## Member Benefits

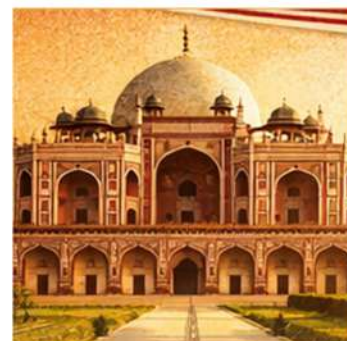
### Sabhyata Foundation

*Heritage venues- Purana Qila, Sufdarjung Tomb & Humayun's Tomb*

- 20% concession on venue rental fees and security deposits
- Permission for own fabrication and caterers
- Access to toilet facilities for guests and the workforce
- Facilitated movement of production and catering vehicles

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### COTRAV



- End-to-end travel solutions: flights, trains & accommodation
- Nationwide on-ground transportation
- White-labelled services with revenue sharing
- Branded vouchers and personalised communication
- Dedicated concierge support for large-scale events
- GST-enabled billing across 23+ states
- 0.25% on flight billing and 1% for hotels (on amount without GST)

**CONTACT:**

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### MakeMyTrip

- Reduced or zero convenience fees on flights and hotels
- Wallet cashback on domestic and international hotels
- Free cancellation on domestic flights (24 hours prior)
- Flexibility on date changes, meals and seat selection
- Preferential airline rates and a dedicated EEMA help desk
- A dedicated EEMA help desk

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## ECO Mobility & Hospitality Pvt. Ltd.



- 15% discount on standard rate cards for EEMA members
- Dedicated single point of contact

### CONTACT:

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## AAFT University of Media & Arts

- Workforce and talent support
- Preferential placement opportunities

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## Inclusional

- Leadership POSH workshop for senior members focused on compliance, workplace safety, and the business case for POSH, with complimentary employee e-courses.
- Free POSH awareness e-learning and compliance webinars for EEMA members and their teams.
- Dedicated EEMA WeCare harassment redressal forum with trained Ombudspersons and Inclusional support.

### CONTACT:

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# An Opportunity to Advertise with us

## Expand your Reach!

### Tariff Card

#### Newsletter

Location	Full Page	Half Page	Quarter Page
Cover Page	₹1,00,000		
Inside Cover Page	₹25000	₹15000	₹8000
Back Pages	₹25000	₹15000	₹8000
Inside Pages	₹25000	₹10000	₹8000

#### Website Banner

₹25,000 Per Month	Maximum of 5 Banners on EEMA Website Masthead
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#### WhatsApp Blast

EEMA Member Groups	Only Groups (Platinum/Social/Regional)	₹5,000 Per Message	Event Industry Professionals
Entire Database	10k Industry Members groups	₹15,000 Per Message	Leaders / Associations / Corporates

#### Email Blast

Emailer	₹ 10,000	Per Blast	Entire Experiential Industry (10K+)
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#### EEMA Conference Room Rental

EEMA Office	Half Day (10 AM - 2 PM / 2 PM - 6 PM)	Full Day (10 AM - 6 PM)	Inclusive of AC, Electricity, Tea, Coffee (Upto 10 Pax)
Rental	₹ 4,000	₹ 6,000	

#### Rate Categories

Non Members	As quoted above
COREA Members	10% less on all rates quoted above
EEMA Members	25% less on all rates quoted above

Note: All creatives to be provided by the client.

All rates are exclusive of applicable GST.  
To be paid to EEMA in advance.

For enquiries please contact:

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Scan for Location:



"Event safety is the comprehensive system of measures, plans, and protocols used to protect attendees, staff, and vendors from potential hazards and risks during an event."



## Upcoming Events: Mark Your Calendars!

Event	Date	Location
South Factor	24-25 <sup>th</sup> March 2026	Pragati Resorts, Hyderabad
EEMAGINE & EEMAX Awards	7-9 <sup>th</sup> August 2026	ITC Grand Chola, Chennai

Stay informed about all the events and get inspired. **Subscribe** to our newsletter.

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