

**EEMA ELEVATE**

# NEWSLETTER

“ India is writing the next chapter of the global experience economy and the pen is firmly in our hands. ”

APRIL 2026

Issue #17



## Highlights

- The President's Desk
- EEMA Education & Upskilling Session at AIEM, Kolkata
- WXO Awards Won by the President
- EEMA at EEMAC Connect, Raipur
- Presenter Meet 2026 by EEMA East
- Gurukool Session by Vice President, East

# LETTER FROM THE PRESIDENT'S *Desk*



Dear Friends,

Every now and then, an industry reaches a point where it must pause, not to slow down, but to **redefine what progress really means**. I believe we are at that point today.

For years, we have taken pride in scale, speed, and seamless execution. But the conversations I'm seeing now, across our members, partners, and platforms, signal something deeper. There is a growing intent to **move from doing more... to doing what truly matters**.

We are beginning to ask better questions. Not just "How big can this be?" but "How meaningful can this become?" Not just "How do we deliver?" but "What are we really creating?" And that shift changes everything. Because the future of our industry will not be defined by the number of events we execute, but by the **value we create, for brands, for audiences, and for each other**.

I see this reflected in the way our community is evolving. There is a stronger willingness to **share knowledge, support one another, and build collectively**. There is honesty in conversations, and a growing understanding that while we compete in business, we **grow as an ecosystem**.

At the same time, the world outside is moving fast and it is unforgiving to anything that feels inauthentic or outdated. Audiences today are intuitive. They can tell the difference between something that is **designed with intent** and something that is simply put together. They are not looking to be impressed; they are looking to connect, feel, and belong. This places a responsibility on all of us—to be more thoughtful in what we create, more disciplined in how we operate, and more aware of the impact we leave behind.

It also means being honest about where we need to improve. As an industry, we must continue to strengthen our **business fundamentals, our processes, and our professional standards**. Creativity may open doors, but it is consistency and credibility that keep them open.

Looking ahead, there will be opportunities some expected, some unforeseen. But not every opportunity needs to be chased. The real advantage will lie in knowing **which opportunities align with who we are becoming as an industry**. Because in the long run, it is not growth alone that defines us, it is the **quality of that growth**.

I remain optimistic about what lies ahead, not because of the market, but because of the **people driving it**. If we continue to think deeper, act responsibly, and move forward together, we will build an industry that is not just successful, but truly **respected and future-ready**.

Warm regards,  
Samit Garg  
President, EEMA India

From Events to Experiences:

# EEMA Education & Upskilling Session at AIEM, Kolkata

EEMA Pulse

Internal Highlights

On 6th April, EEMA East, through its **Education & Upskilling Taskforce**, hosted an insightful session, **Designing Experiences, Not Just Events**, at the **Asian Institute of Management, Kolkata**. The session was facilitated by **Aparajita Chowdhury, Member, Education & Upskilling Taskforce**, along with **Sanjay Agarwal, Joint Secretary, East**, who supported and guided the session seamlessly. Led by **Clifton Caradozo, Founder of Eventant**, the session brought together **students and employees from EEMA member companies** for a deep dive into **experience-led event thinking**. Moving beyond traditional execution, the session emphasized **immersive, audience-first journeys that create lasting impact**. Initiatives like these are crucial in shaping **India as a skilled powerhouse, building sharper minds, encouraging creative thinking, and nurturing industry-ready professionals**.



# WXO Awards Won by the President



At **World Experience Organization's** London Experience Week on **21st April 2026**, India's presence was strongly felt on the global stage of the Experience Economy.

**Samit Garg, President, EEMA & Co-Founder & Managing Director, E-Factor Experience**, was honoured with the inaugural **Outstanding Contribution of the Year** award a significant global recognition for India.

Alongside him, industry leaders **Manika Garg, VP, E-Factor Experiences Ltd**, and **Vinod Janardhan, Managing Director, Team Rustic Private Limited**, represented the strength and spirit of India's experience ecosystem.

A proud moment for the industry, and a strong signal of **India's growing influence on the global experience map**.



EEMAC Connect Raipur:

# EEMA at EEMAC Connect, Raipur

On April 16, the EEMAC Connect Event in Raipur brought together industry leaders, creators, and innovators under one roof, creating a dynamic platform for collaboration and forward-thinking dialogue.

The session was further elevated by the presence of Executive Vice President, EEMA – Sagar Pingali, who attended as the Guest of Honour. His insights and perspectives offered valuable direction, continuing to inspire and shape the future of the events and entertainment industry.



Empowering Presenters:

# Presenter Meet 2026 by EEMA East

EEMA East, led by Sonu Nanda, hosted the Presenter Meet 2026 on **16th April 2026** in collaboration with the anchoring community at Lyfe Hotel, Bhubaneswar. Co-driven by anchor Pinky, the session brought together presenters and anchors for an engaging exchange of ideas, insights, and real industry experiences. Covering key aspects such as **personal branding, pricing & negotiation, client relationships, and stage presence**, the meet served as a practical guide to navigating the evolving anchoring landscape. With an added **open mic segment** encouraging real stories and learnings, the initiative reinforced the importance of **community building, skill development, and collective growth**, strengthening the foundation of India's live events and presenter ecosystem.



# Gurukool Session by Vice President, East



Empowering the **next generation of event professionals**, EEMA continued its commitment to nurturing young talent through a **Gurukul Session at NIEM Bhubaneswar on 20 March 2026**. Led by **Sonu Nanda, Vice President – East, EEMA**, the session offered students valuable insights into the **evolving landscape of the events industry**. From exploring **emerging career opportunities** to understanding **industry growth trends and future possibilities**, the interaction served as an **inspiring and knowledge-driven platform**, equipping aspiring professionals with the perspective and confidence to step into the **dynamic world of event management**.



## EEMA INSIDER NOTES

# *Real insights. From the floor. For the future.*

The events industry is evolving faster than ever, and those leading it aren't just executing better, they're thinking differently. Here are perspectives shaping what's next:

➤ **Design for Impact, Not Just Applause**

A great event doesn't end with appreciation, it delivers outcomes. Whether it's brand recall, business leads, or cultural influence, start with the end goal and design every element to serve it.

➤ **Own the Room, Not Just the Run Sheet**

Execution is expected. What stands out is your ability to adapt in real time to read energy, shift flow, and make instinctive decisions that elevate the experience.

➤ **From Vendors to Value Partners**

The strongest ecosystems are collaborative. When partners feel like co-creators instead of vendors, they bring ideas, innovation, and ownership, not just delivery.

➤ **Attention is the Real Currency**

In a distracted world, every minute of your event must earn its place. Build sharp, engaging, and participative moments that hold attention and create recall.

➤ **Build IP, Build Legacy**

One-off events generate revenue. Owned IPs build identity, community, and long-term value. Start creating formats that people come back to year after year.

➤ **Data is Your Competitive Edge**

Beyond instinct lies insight. Track engagement, audience behavior, and feedback to create smarter pitches and sharper experiences every time.

➤ **Clarity Builds Confidence**

Clients trust those who simplify complexity. The clearer your ideas, budgets, and execution plans, the faster decisions move in your favour.

➤ **Stay Ready for the Unexpected**

Events are dynamic by nature. Strong teams prepare for uncertainty with backup plans, agility, and calm decision-making under pressure.

➤ **Your Brand Never Switches Off**

Every interaction is a reflection of who you are. Consistency in communication, professionalism, and delivery builds a reputation that speaks for you.

➤ **Think Like the Future**

Today's event professional is not just an executor—but a creator, strategist, and business leader. The shift has begun. The question is, are you evolving with it?

Event safety encompasses physical, operational, and cyber security measures implemented to safeguard people, infrastructure, and sensitive information before, during, and after an event.



## Mark Your Calendars!

04  
June

**Inspire 2.0**

Fairmont,  
Mumbai

9-10  
June

**East  
Conclave**

Mayfair Tea Resort,  
Siliguri

19  
June

**Spotlight  
Awards**

A Dot,  
Gurugram

7-9  
Aug

**EEMAGINE &  
EEMAX Awards**

<https://eemaindia.com/eemagine2026>

ITC Grand Chola,  
Chennai

# EEMA Member Benefits

## 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 the amount without GST)



**Contact: Parmod Yadav - 7290030233 | [parmod.yadav@cotrav.co](mailto:parmod.yadav@cotrav.co)**



- 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
- A dedicated EEMA help desk

## MakeMyTrip

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Contact: Sudhanshu Arora - 9313696617 | [sudhanshu.arora@ecorentacar](mailto:sudhanshu.arora@ecorentacar)



- Workforce and talent support
- Preferential placement opportunities

AAFT University of  
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Contact: Arijit Mukherjee - 9883408300 | [arijit.m@aaftonline.com](mailto:arijit.m@aaftonline.com)

# EEMA ADVERTISING **BULK** PACKAGES

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Elevate Your Brand. Connect with Decision Makers.

## SILVER PACKAGE - ₹50,000

Price: ~~₹75,000~~

**Save ₹25,000**



**Half Page**

Newsletter Feature



**1 WhatsApp Blast**

(Targeted Group)



**1 Email Blast**

(10,000+ Database)



**Website Banner**

(15 Days)

## GOLD PACKAGE - ₹1,00,000

Price: ~~₹1,50,000~~

**Save ₹50,000**

*Best Value*



**Full Page Newsletter**

(Premium Placement)



**2 WhatsApp Blast**

(Different Segments)



**2 Email Blast**

(10,000+ Database)



**Website Banner**

(1 Month)

## WHY PARTNER WITH EEMA?

**Reach 10,000+  
Industry Professionals**

**Target Event & MICE  
Decision Makers**

**Strong Brand  
Recall**

**Access to the Experiential  
Industry Network**

**EEMA Member discount 25% | COREA Members 10% | Non-EEMA Members As above**

## FOR ENQUIRIES, PLEASE CONTACT

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## Terms & Conditions:

- All creative material, including artwork, copy, logos, and videos, must be provided by the client and adhere to EEMA's technical and content guidelines.
- EEMA will not be responsible for errors, omissions, or inaccuracies in client-provided content.
- WhatsApp text copy must not exceed 1024 characters.
- Video ad should be in Mp4, 16MB with preferred resolution of 1280 × 720 (HD).
- Mailer should be 600 x 1200 px.
- WhatsApp promotion image can be 1080 x 1080 px.
- All advertisements are subject to review and approval by EEMA before release.
- Ad placements, dispatch schedules, and visibility are subject to availability and internal planning.
- Under no circumstances does EEMA share its member contact information or any other database details with advertisers.
- Delivery reports, engagement metrics, or database reports will not be shared or submitted post-campaign.
- Bookings will be confirmed only upon receipt of advance payment.
- Discounts applicable to COREA Members and EEMA Members are as stated and cannot be clubbed with any other offers.
- EEMA reserves the right to defer, reschedule, or withdraw any advertisement in case of unforeseen circumstances.
- All quoted rates are exclusive of GST and any other applicable taxes. Taxes will be charged over and above the offered costs.
- All payments will be made in the name of EEMA using the bank account details mentioned below.

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