

EEMA ELEVATE

NEWSLETTER

“ In an experience-first economy emotion drives recall more than visibility. India is in a strong position to lead this shift. ”

MAY 2026

Issue #18

Highlights

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- EEMA Kerala Chapter
- EEMA Tamil Nadu Chapter
- Extraordinary General Body Meeting
- Meeting on Music Licensing with Shri Piyush Goyal
- North Harmony Dialogue 2026
- Meeting with DGIPR Maharashtra



LETTER FROM THE PRESIDENT'S *Desk*



Dear Friends,

As we approach the NEC Elections at EEMA, we find ourselves at an important moment, not just to elect leadership, but to reflect on the direction, responsibility, and ambition of our industry.

Over the past few years we have had the privilege of witnessing our ecosystem evolve, adapt, and strengthen in ways that have been both inspiring and defining. From navigating challenges to unlocking new opportunities, this journey has been shaped by the trust, support, and collaboration of each one of you. For that, I remain deeply grateful.

Together, we have reinforced EEMA's position as the collective voice of the experience economy in India. We have strengthened industry dialogue, built meaningful engagement with stakeholders, and continued to push for recognition of our sector as a critical contributor to culture, business, and the broader economy.

As we look ahead, the next phase calls for clarity of vision, stronger representation, and a sharper focus on building a future-ready, globally competitive industry. The opportunity before us is not just to grow in scale, but to lead with innovation, originality, and purpose.

The National Executive Committee NEC plays a critical role in shaping this journey. It is not only responsible for guiding industry initiatives but also for fostering collaboration, inclusivity, and progress across our diverse ecosystem. The leadership we bring in today will define how effectively we respond to emerging opportunities and challenges tomorrow.

This is also a moment to reaffirm our commitment to our seniors, our teachers, our people, the entrepreneurs, creators, partners and young professionals who form the backbone of this industry. Building a sustainable future will require us to invest in skills, knowledge, and inclusive growth, ensuring that the next generation is empowered to take our industry forward with confidence.

India today stands at the cusp of becoming a global leader in experiences. Our strength lies in our diversity, creativity, and cultural depth. By focusing on original formats, intellectual property, and exportable ideas, we have the potential to position India not just as a market, but as a global creator of experiences.

As we enter this important phase, I encourage each one of you to engage actively, participate thoughtfully, and contribute with a shared vision for what EEMA and our industry can achieve together.

The journey ahead is filled with opportunity. Let us move forward with purpose, unity, and ambition, and continue building an industry that is not only larger, but more meaningful, more responsible, and truly world-class.

Warm regards,
Samit Garg
President, EEMA India



RAFFLES

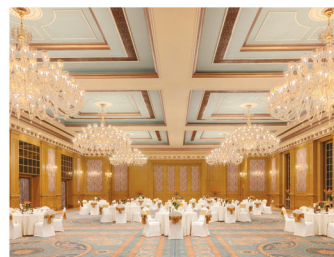
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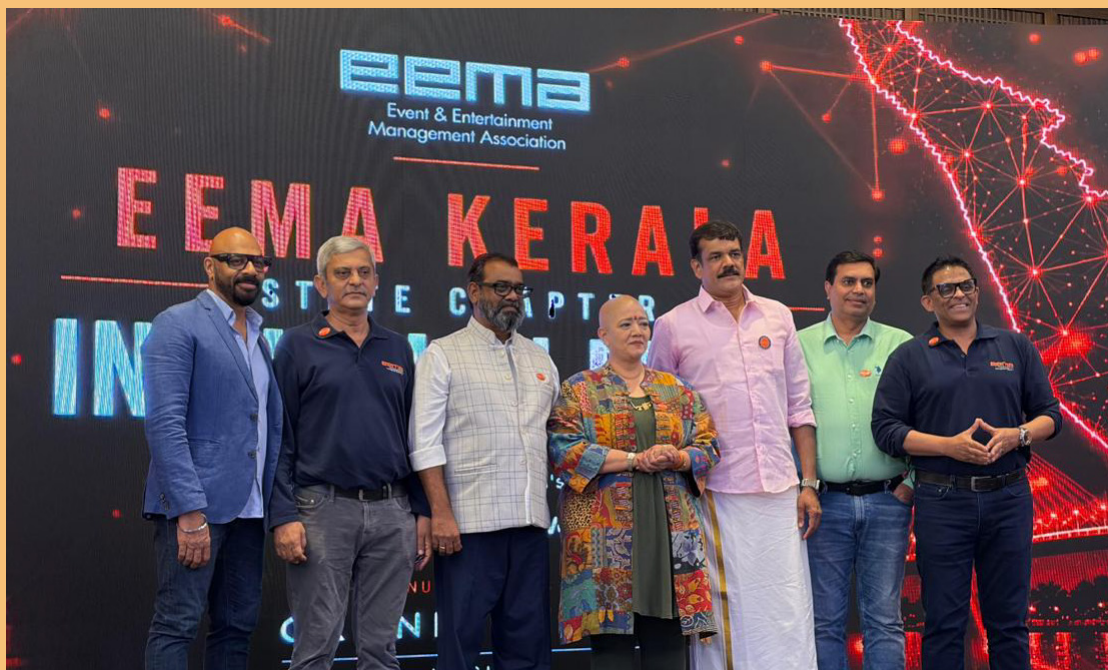
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Strengthening Regional Synergies:

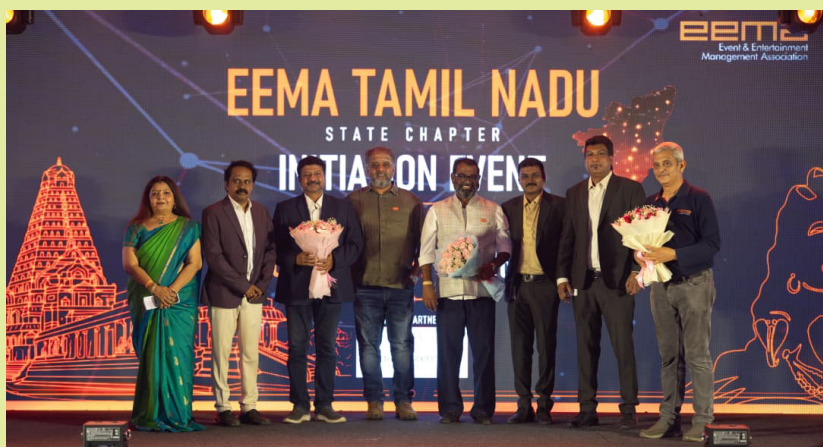
EEMA Kerala Chapter Announced

The **EEMA Kerala Chapter Initiation** event held on **5th May 2026** at **Grand Hyatt, Kochi**, marked a significant step towards **strengthening the regional events and experiential ecosystem**. Led by the **Kerala State Head, Martin Emmanuel, Razzmatazz Ventures**, the event brought together **industry leaders, creators, and stakeholders** to **drive collaboration, knowledge exchange, and new growth opportunities**.

Set against Kerala's rich cultural backdrop, the session highlighted the **growing importance of regional markets**, the need for **sustainable and scalable event models**, and the state's potential as a **key destination for immersive and innovative experiences**. The initiative reinforced EEMA's commitment to **building stronger networks and shaping a future-ready industry**.



EEMA Expands Its Footprint with EEMA Tamil Nadu Chapter



The EEMA Tamil Nadu Chapter Initiation Event, held on 7th May 2026, in Coimbatore was spearheaded by Sudarshan Seshadri, State Head, Tamil Nadu. It marked an important milestone in **expanding EEMA's regional footprint in South India**. The gathering brought together **local event professionals, industry stakeholders, and emerging talent** to initiate meaningful conversations around **collaboration, capability building, and regional growth**.

The session spotlighted the state's growing potential as a **dynamic hub for events and live experiences**, with discussions centred on **strengthening local networks, encouraging innovation, and creating scalable opportunities**. The initiative reflected EEMA's vision of **building inclusive, region-first ecosystems** that contribute to a stronger, more connected national industry.



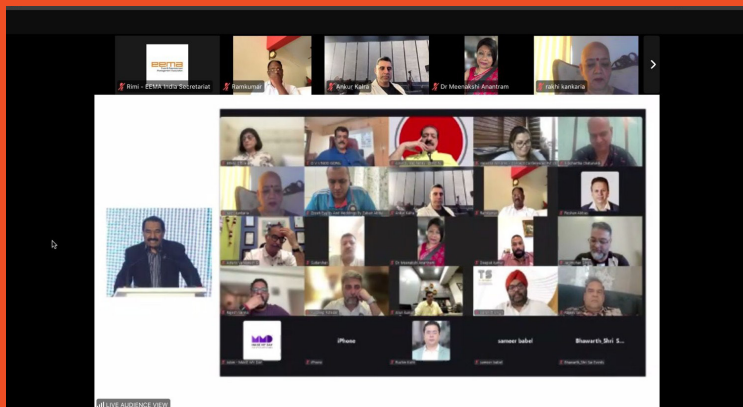
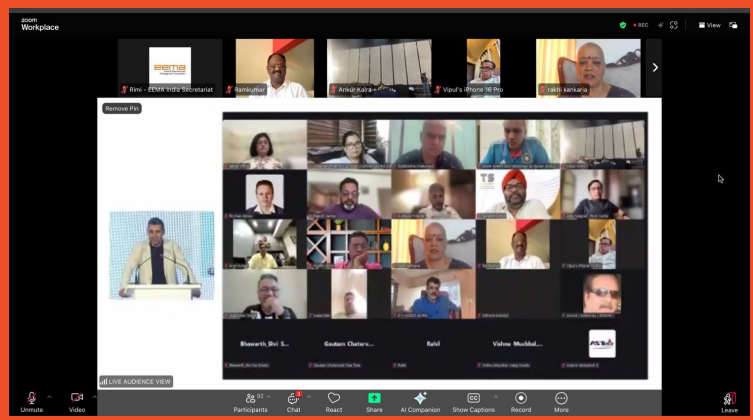
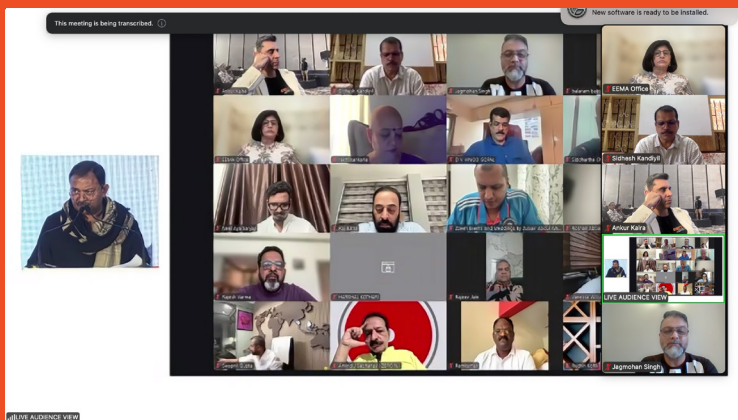
EEMA Extraordinary General Body Meeting 2026:

A Defining Step Towards Progressive Governance

The EEMA Extraordinary General Body Meeting, held on 9th May 2026 at Fairmont Hotel, Mumbai, brought together the association's **Platinum Members in a hybrid format**, enabling strong participation both **in-person and virtually**. The EGBM was initiated by **President Samit Garg** along with the esteemed **past Presidents**, setting the tone for a **progressive and forward-looking discussion**.

The meeting deliberated on proposed amendments to the EEMA constitution but no consensus could be reached. It was then decided by majority vote that the recommendations be broken down into separate points and then be presented to the General Body digitally and they be given 72 hours to vote. The session underscored EEMA's **evolving framework** and its continued focus on **strengthening the foundation of the industry through member-driven decisions**.

The subsequent e-voting did not achieve the required quorum of votes, and accordingly, the status quo remains unchanged.



A Landmark Move Towards Transparent & Structured Music Licensing in India

EEMA welcomed a landmark step towards **streamlining India's music licensing regime**, following a high-level meeting led by the **Hon'ble Minister of Commerce & Industry, Shri Piyush Goyal**. The developments mark a significant move towards **greater transparency, fairness, and ease of doing business** for the events and entertainment industry. Importantly, the Minister also indicated that a **formal amendment bill will be presented before Parliament** to bring clarity and long-term structure to the framework.

EEMA was represented by **Sabbas Joseph & Ankur Kalra, General Secretary**. Ankur highlighted that this milestone is the result of **years of sustained collective effort by the fraternity**. He expressed gratitude to the Hon'ble Minister for his decisive leadership, adding that these reforms will **reduce operational challenges, minimise conflict and litigation, and enable the industry to focus on creating experiences, generating employment, and contributing meaningfully to India's creative economy**.



Harmony Dialogues 2026:

Uniting Voices, Shaping the Future of Live Entertainment

The inaugural edition of **Harmony Dialogues 2026**, an initiative of the **Artiste Committee** consisting of **Dhruv Davar, Raj Bhanushali, Amrita J and Arpita Chowdhury** under the **Chairmanship of Gitikka Ganju Dhar** was held at **Bellanta Hotels, New Delhi** on **16th May, 2026**. The well curated program that brought together **some of the most influential voices from the live entertainment and creative ecosystem** was attended by a houseful of EEMA Star members and a strong contingent of artists from Rajasthan. The event was supported by **EEMA North** under the leadership of **Ruchin Kohli, VP North, Vanessa Williams, Jt. Secy. and Committee members Vipul Agarwal and Naveen Gupta. Aditya Malik** effortlessly anchored a thought-provoking blend of **keynote sessions, panel discussions, and live showcases**, bringing together industry voices to explore **artist-led innovation, evolving audience expectations, transformative live experiences, and the imperative for stronger professional and ethical frameworks**.

The dialogue witnessed participation from **industry stalwarts, policymakers, artists, and creators**, whose diverse perspectives **inspired and energized the large audience of live artistes from across North India**. Powerful personalities such as **Shri Gopal Krishna Agarwal, Sanjoy K Roy, Sabbas Joseph, Dr. Palash Sen, Dadi Padamjee, Terence Lewis, Tanuja Shankar Khan, and many others** contributed to shaping a **rich, collaborative narrative for the future of the industry**.

A highlight of the evening was the presentation of the **Harmony Icon Award** to **Nathulal Solanki**, a distinguished artist from **Pushkar, Rajasthan**, who has elevated the traditional **'Nagara'** from local cultural rituals to global stage. The award was also conferred upon **Parikrama**, the **iconic Delhi-based band**, widely regarded as one of **Asia's most influential rock groups**, celebrating their enduring contribution to the music landscape.

Emphasizing the spirit of the initiative, **Ruchin Kohli** noted that it is about **uniting artists, agencies, and stakeholders to build a more structured and collaborative future**, while **Vanessa Williams, Joint Secretary, EEMA North**, highlighted its foundation in **openness, respect, and meaningful dialogue**. **Gitikka Ganju Dhar** further reinforced that the platform represents the **collective voice of the artiste community**, with upcoming editions planned across **Mumbai and East India**, strengthening EEMA's commitment to **empowering and elevating the creative ecosystem nationwide**.



EEMA Engages with Maharashtra Government on Single Window Clearance Reforms



On 29th May 2026, EEMA, along with its members, participated in a high-level meeting with the **DGIPR, Maharashtra Government**, marking a significant step towards enabling a **Single Window Clearance System for Live Events** in the state. The discussion brought together key stakeholders to address critical areas such as **permissions, venues, labour, and music licensing**, with a shared vision of simplifying processes and fostering industry growth.

This engagement reflects a promising beginning, reinforcing the belief that when **government and industry collaborate**, meaningful and scalable change becomes possible. The initiative also highlights the growing recognition of the **Orange Economy**, as efforts continue to unlock the next phase of growth for India's event and experiential ecosystem.

EEMA INSIDER NOTES

POINTS TO PONDER FOR EVENT MANAGERS

- **Proper Planning Prevents Poor Performance**
- **Don't confuse experience with competence**
- **You'll regret the complexity on event day**
- **You can't please everyone, stop trying**
- **If you want applause, be a performer**
- **Sound checks are not rehearsals**
- **Delay now, pay later**
- **Ballparks are not budgets**
- **Always open the gates on time**
- **A client's nod is not approval**
- **Never trust the weather forecast**
- **You can't rehearse common sense**
- **If you don't like walking, don't work in events**
- **Labelling a site plan 'final' won't stop changes**

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!

18
June

Scroll to Strategy Workshop on Social Media

<https://events.eemaindia.com/gjduoh-scroll-to-strategy-social-media-workshop>

Recreate
Spaces Studio,
Mumbai

19
June

Spotlight Awards

<https://www.eemaindia.com/spotlightaward/>

A Dot,
Gurugram

09
July

Inspire 2.0 for Business Leaders

<https://events.eemaindia.com/gjdunk-inspire-2026>

Fairmont,
Mumbai

7-9
Aug

EEMAGINE & EEMAX Awards

<https://eemaindia.com/eemagine2026>

ITC Grand Chola,
Chennai

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Contact: Parmod Yadav - 7290030233 | parmod.yadav@cotrav.co



- Reduced or zero convenience fees on flights and hotels
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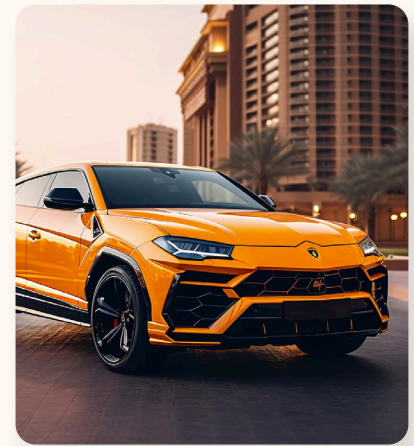
MakeMyTrip

Contact: eema_myBiz@go-mmt.com

EEMA Member Benefits

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- 15% discount on standard rate cards for EEMA members
- Dedicated single point of contact for member agencies
- Presence in 110+ cities in India and 155+ countries globally



Contact: Sudhanshu Arora - 9313696617 | sudhanshu.arora@ecorentacar



- Workforce and talent support
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(Targeted Group)



1 Email Blast

(10,000+ Database)



Website Banner

(15 Days)

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Price: ~~₹1,50,000~~

Save ₹50,000

Best Value



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(1 Month)

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- 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.
- Newsletter Full Page artwork should be A4 size (210 x 297 mm).
- Half Page Newsletter artwork should be 210 x 148 mm (landscape) or 148 x 210 mm (portrait).
- Website banner size should be 3200 x 1600 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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