

EEMA Elevate

NEWSLETTER

“A mind that is stretched
by a new experience
can never go back to
its old dimensions.”

January 2026

ISSUE #14



Highlights

- The President's Desk
- PoSH Webinar for Member Agency Employees
- EEMA North Meet 2026
- EEMA Wedding Council Meeting with ITDC

LETTER FROM THE PRESIDENT'S

Desk

Dear Friends,

The Orange Economy demands a shift in mindset, from delivering events to building ecosystems of creativity, talent, and responsibility. Success today is no longer defined by scale alone, but by relevance, accountability, and meaningful engagement.

As the industry evolves, a people-first approach is essential. Crew welfare, safe workplaces, and PoSH awareness are fundamental to building credibility and trust in a talent-driven ecosystem. Professional integrity and respect for people are now core measures of industry maturity.

Equally important is how we collaborate, through shared standards, strong partnerships, and collective accountability across agencies and stakeholders, to ensure the long-term sustainability and global relevance of our industry.

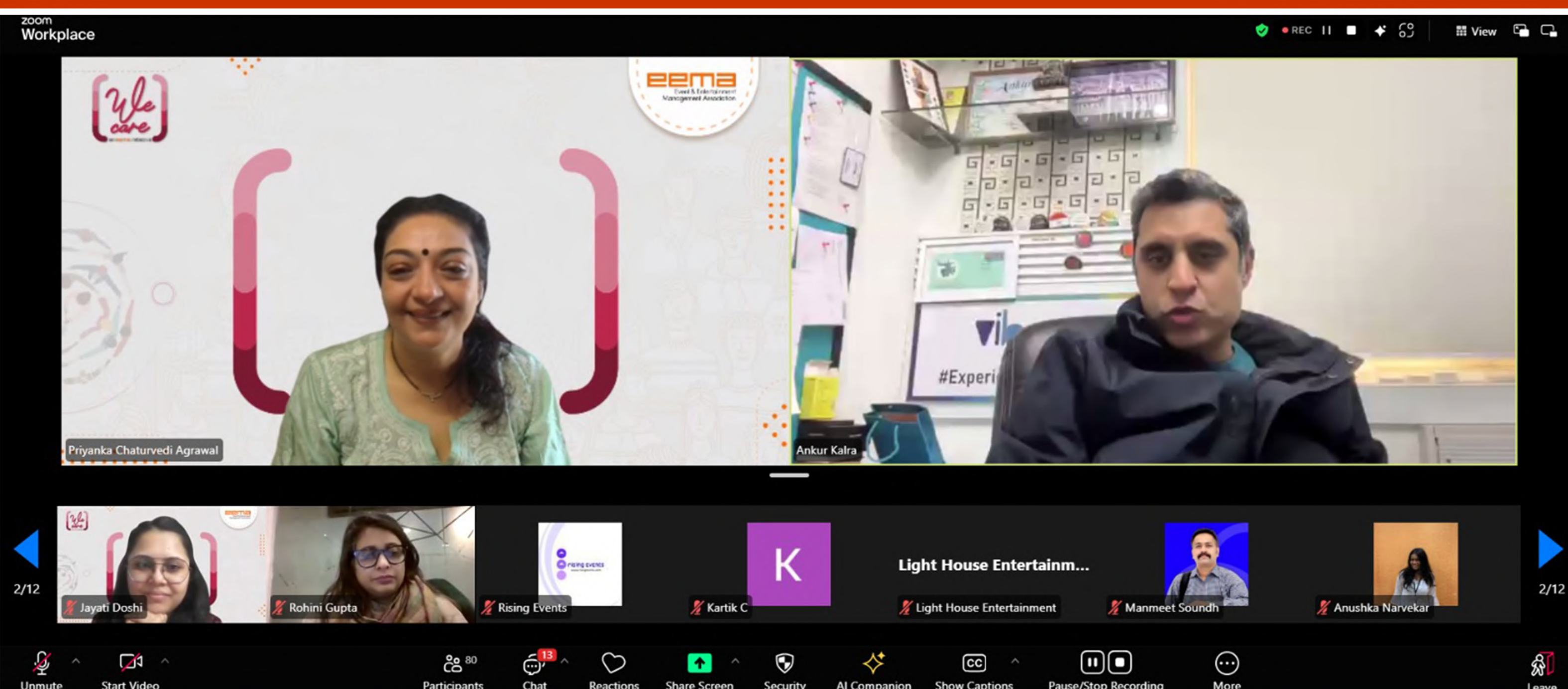
At EEMA, we remain committed to guiding this transition, advocating responsible practices, and setting benchmarks that position the events and experiential sector as a respected and responsible pillar of the Orange Economy. This is our opportunity to lead with vision, strengthen trust, and shape a future-ready industry defined by impact, integrity, and purpose.

Warm regards,
Samit Garg
President, EEMA India

EEMA Pulse

Internal Highlights

Building Safer Workplaces Through POSH Awareness



Reinforcing its commitment to dignity, respect, and accountability at the workplace, EEMA conducted a **POSH Awareness Session for employees on 9th January 2026**. The session was started by **Priti Khanna, Executive Director**, who set the context by emphasising the importance of awareness, sensitivity, and shared responsibility in today's evolving work environments. The session focused on building clarity around what **does and does not fall under POSH**, helping employees better understand boundaries, intent, and appropriate conduct. It was led by **Priyanka Agarwal and Jayati Doshi from Ally of Inclusion**, who shared practical insights on recognising inappropriate behaviour across physical, verbal, visual, and digital contexts, while highlighting why this understanding is essential to prevent unintentional misconduct, addressing genuine concerns effectively, and ensuring fairness for all parties involved. The session encouraged open dialogue and empowered employees to speak up without fear. It concluded with closing remarks by **Ankur Kalra, General Secretary**, and **Sushma Gaikwad, Chair, WeCare Committee**, reaffirming EEMA's commitment to fostering safe, respectful, and inclusive workplaces.

Celebrating Connections at the EEMA North Meet



EEMA North Meet, held on **10th January 2026**, was an evening of energy, engagement, and collaboration, bringing together industry peers, event partners, and newly inducted members from across the region. **EEMA VP North, Ruchin Kohli**, welcomed all attendees and set the tone for a vibrant evening. **New members** were invited to introduce themselves and felicitated **with sashes** by senior EEMA Members. **President, Samit Garg**, EEMA thereafter **felicitated and thanked all event partners**, including the team of **Andaz by Hyatt**.

The evening featured **addresses by President Samit Garg, Executive Vice President, Sagar Pingali**, followed by the **North team: Vanessa Williams, Joint Secretary, and Naveen Gupta, Committee Member**, who shared insights on **upcoming initiatives and programs**, building excitement for what's next. **The evening concluded with the launch of a teaser on sound literacy, a short film initiated by the EEMA Artiste Committee** for all those involved in event operations, highlighting the committee's commitment to innovation, learning, and skill building within the industry.



EEMA Wedding Council in Conversation with ITDC



Prerana Saxena Agarwal, Chair - EEMA Wedding Council, met **Ms. Mugdha Sinha, IAS**, Managing Director, ITDC, on **21st January 2026 in New Delhi** to explore a potential collaboration aimed at strengthening wedding experiences across ITDC properties.

The discussion focused on leveraging industry expertise, enabling the **empanelment of EEMA members** specialising in weddings and large social events, and enhancing the **execution standards** to position select ITDC properties pan-India as **preferred wedding venues**.

As next steps, EEMA will curate an **industry-led showcase** highlighting contemporary wedding formats, including spatial layouts, service styles, and guest experience flows. In parallel, a **structured empanelment framework** will be shared, outlining quality benchmarks, operational processes, and execution protocols.

This initiative underscores EEMA's continued commitment to **strengthening professional standards** and enabling **scalable, high-quality wedding experiences** across India's hospitality ecosystem.



An **EEMA Eduposium** was conducted on **29th January 2026** for the **MBA – Event Management Specialisation** students at **PSG College, Coimbatore**. This 90-minute online interactive workshop, delivered by **D V Vinod Gopal, VP South, EEMA**, offered valuable industry insights and practical, real-world perspectives from the live events and experiential ecosystem.

The discussion went beyond theory, highlighting how the industry is evolving from event execution to experience design, with increasing emphasis on strategy, stakeholder management, safety, and professional ethics. Students were encouraged to think like future leaders, understanding client expectations, managing on-ground realities, and building sustainable careers in a fast-paced environment.

The session concluded with an engaging Q&A, giving students the opportunity to interact directly with industry leadership.

Tips for

Memorable Experiential Events

1. Design for flexibility

Build formats that can adapt in real time to weather shifts, guest flow changes, or last-minute client needs, so that it doesn't change the desired experience.

2. Measure what matters

Move beyond footfall and impressions. Track dwell time, emotional response, repeat engagement, and business outcomes.

3. Personalisation at scale

Use data, RFID, AI or simple segmentation to make guests feel individually considered not herded.

4. Rehearse the experience, not just the show

Walk through the event as a guest would—from entry to exit—to identify friction points early.

5. Empower on-ground decision makers

Well-briefed teams with the authority to act can resolve issues more quickly than rigid approval chains.

6. Design for accessibility & inclusion

Physical access, sensory considerations, language, and representation are no longer add-ons—they are essentials.

7. Leave space for serendipity

Not every moment needs programming. Unplanned interactions often create the strongest memories.

8. Client education is part of the delivery

The best agencies guide clients on what not to do as much as what to execute.

9. Post-event closure matters

A strong wrap, thank-you notes, highlights, and debriefs shape how the event is remembered long after it ends.

10. Trust your intuition (backed by prep)

Data helps make informed decisions, but experience-led instinct often elevates a good event into a great one.

EEMA

Member Benefits

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Heritage venues- Purana Qila, Safdarjung Tomb, Red Fort & 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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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

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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
Recognizing Red Flags a session on safety for artistes	17 th February 2026	Zoom
Designing Experiences, Not Just Events Masterclass for Mid & Junior professionals	27 th February 2026	Zoom
South Factor	24 th -25 th March 2026	Pragati Resorts, Hyderabad
EEMAGINE & EEMAX Awards	7 th -9 th August 2026	ITC Grand Chola, Chennai

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

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