

EEMA Elevate

NEWSLETTER

“A professional event industry isn't built on events – it's built on ethics.”

November 2025

ISSUE #12



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- Soundscapes of India
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LETTER FROM THE PRESIDENT'S

Desk



Dear Friends,

Our recent initiatives reflect a clear direction for the industry: **strengthening capability, deepening collaboration, and elevating our collective voice.**

Through the Masterclass at NAEMD, we invested in upskilling industry talent, ensuring that the workforce remains relevant and agile in a rapidly evolving industry. *At Soundscapes of India*, we reinforced the importance of transparent and fair music licensing, a shift that is essential for a more innovative and compliant events ecosystem. *The Key Is Within* reminded us that professional excellence also requires personal balance, offering our fraternity a rare moment of grounding and reflection.

EEMA's participation in national-level policy discussions further underlines our growing credibility as an industry body advocating for recognition, regulatory clarity, and long-term sector growth.

As our work becomes increasingly digital, this edition also highlights the urgency of cybersecurity. Safe data practices are now as crucial as safe event environments; both define the trust we build with clients, partners, and audiences.

Thank you for your continued commitment and participation. Together, we are shaping an industry that is more resilient, respected, and ready for the future.

Warm regards,

Samit Garg

President, EEMA India

EEMA Pulse
Internal Highlights

EEMA Equips Event Professionals with Real-World Insights

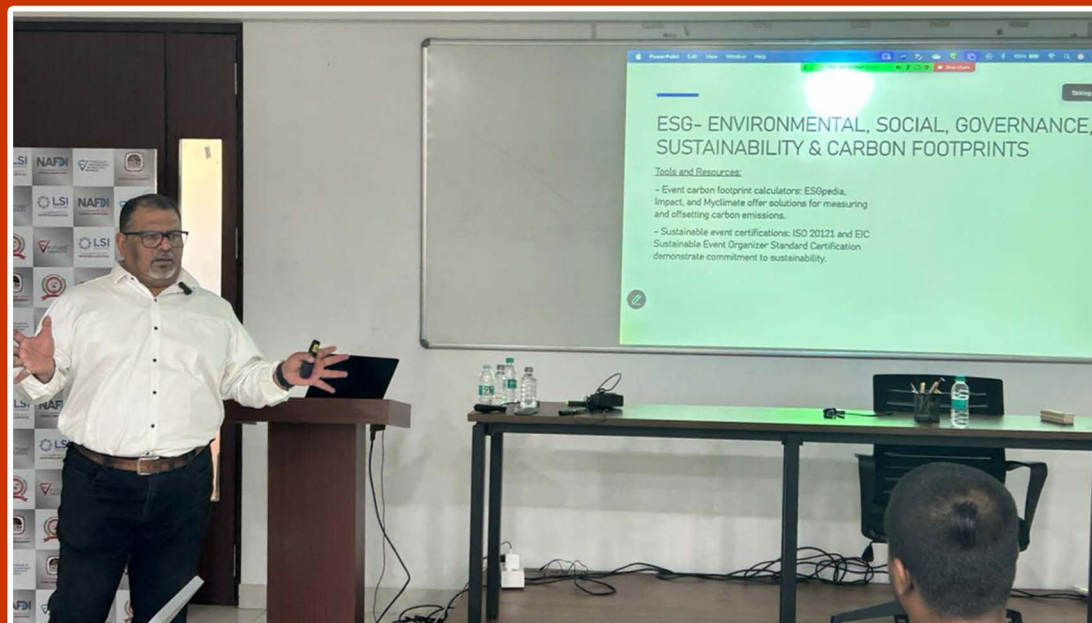
EEMA Education & Upskilling Taskforce conducted an insightful hybrid *Masterclass on Excellence in Event Project Management* at Future Varsity – NAEMD, Ghatkopar, Mumbai, on 14th Nov 2025. The session was delivered by Riyaz Khambati, Co-founder of Maverix, who brought his vast industry experience into an engaging and practical learning format.



The masterclass brought together **mid- and junior-level aspiring event professionals, including students from NAEMD**, for a deep dive into real-world planning, execution excellence, and contemporary industry best practices. Participants gained clarity on **project workflows, stakeholder coordination, budgeting dynamics, timeline management, and on-ground operational challenges** key aspects that bridge the gap between academic learning and industry expectations.

Adding to the value of the session, **Tanaz Basrur, Co-Chair of the EEMA Education & Upskilling Taskforce**, shared a relevant case study that offered additional practical perspectives and real-life scenarios, helping learners contextualize theory with actual event challenges.

This hybrid masterclass reflects EEMA's continued commitment to **raising industry standards** and benefiting member agencies. A lot of thought and effort is put into these sessions, so we encourage greater participation from member agencies.



EEMA at Soundscapes of India

On **12th November**, EEMA further amplified cross-industry collaboration at *Soundscapes of India – Season 2*, presented by **IPRS** in collaboration with **MusiConnect India**. The platform brought together composers, labels, music creators, promoters, and event professionals to discuss the evolving relationship between music and live experiences – an intersection that continues to define the future of the entertainment landscape.

Representing the live events and experiential sector, EEMA underscored the growing need for **harmonised workflows between event curation and music creation**. As shows become more immersive and content-led, the partnership between artistes, event IPs, agencies, and rights bodies is more crucial than ever.



Speaking on the panel, *“From Local Talent to Global Force: Future Ready Strategies for Creation Growth”*, **Ankur Kalra, General Secretary**, emphasised the importance of **transparency, fairness, and parity in music licensing processes**. He reiterated that a clear and inclusive framework not only protects creators but also empowers event companies to innovate confidently and responsibly. He highlighted how updated licensing systems can reduce ambiguity, ease compliance, and strengthen the overall creative economy.

The association’s ongoing engagement reflects a broader vision: a more collaborative ecosystem where **creators, producers, and experience-makers flourish together**.

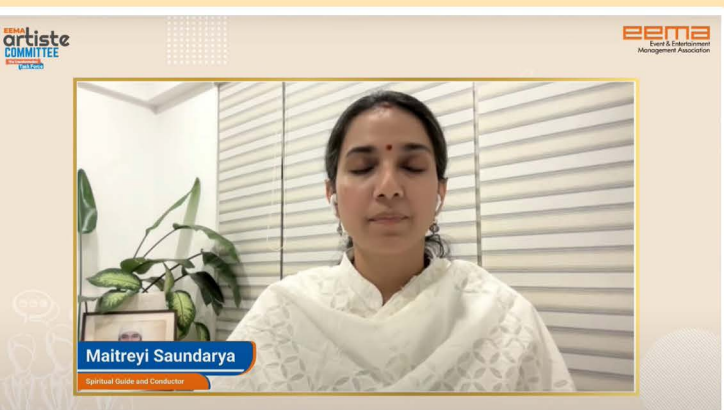


The Key Is Within

A Reflective Reset for Event Professionals

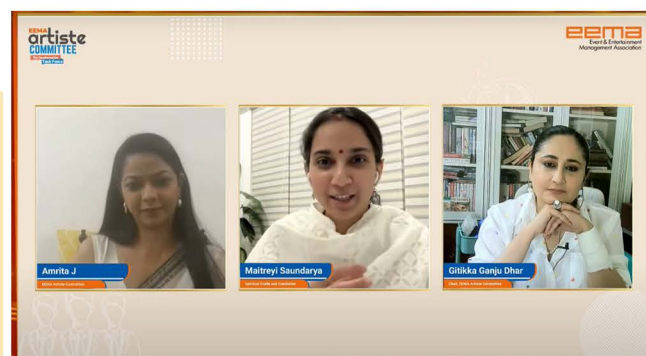
Held on **20th November 2025**, *The Key Is Within* – an initiative by the **EEMA Artiste Committee** offered the events fraternity a rare and much-needed pause from the relentless pace of the industry. Designed as a space for grounding and inner clarity, the session brought together artistes, producers, anchors, and event creators for an hour of meaningful introspection.

The session opened with host **Anurima Mitra**, who set a comforting and inviting tone, reminding attendees that self-care is not a luxury but an essential part of sustaining creativity and performance in our profession.



Taranbir Sahni, Secretary EEMA took the audience through his journey as a pranic healer, sharing stories of transformation and the importance of balancing energy amidst constant deadlines, pressure, and multi-tasking. His simple, relatable examples helped participants reflect on how small shifts in awareness can create significant changes in daily life and work.

This was followed by a dynamic **Q & A session** featuring **Gitikka Ganju Dhar** and **Maitri Saundarya**, moderated by **Amrita J.** The trio explored practical approaches to mindfulness – from grounding techniques that presenters can use backstage, to emotional resets before stepping into high stake environments. They also addressed audience questions on managing stress, sustaining passion, and finding calm during chaotic event cycles, making the conversation authentic and deeply engaging.



The session closed with a 10 minutes **guided meditation** by Maitri Saundarya, allowing everyone to slow down, breathe, and step into stillness together. The room felt lighter, more connected, and visibly relaxed – an experience that reminded attendees of the power of collective calm.

Participants walked away feeling **grounded, renewed, and more aligned**, carrying with them tools to approach their craft with enhanced clarity, focus, and inner balance.

EEMA Represents Events Sector at Pre-Budget Dialogue



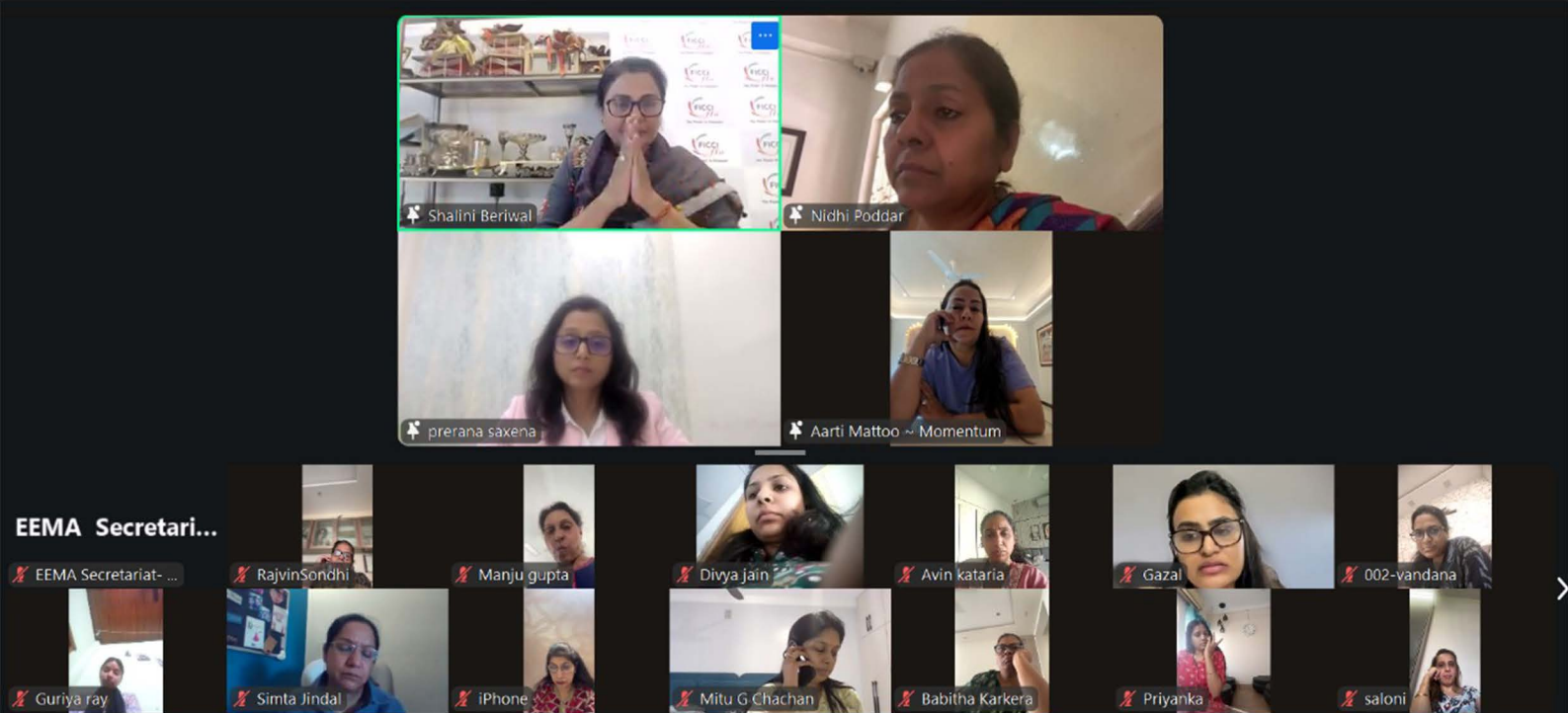
Union Minister for Finance & Corporate Affairs **Smt. Nirmala Sitharaman** chaired the ninth **Pre-Budget Consultation** with leaders from the tourism and hospitality sector on **20th Nov in New Delhi**, as part of the preparations for the **Union Budget 2026-27**. **EEMA was represented by Sagar Pingali, Executive Vice President**, who contributed insights on strengthening the events and experiential industry, advocating for supportive policies, sectoral recognition, and long-term industry growth within the national economic framework.

Present at the meeting were a total of 17 industry associations, **Shri Pankaj Chaudhary**, Union Minister of State for Finance, senior officials, including the **Secretaries of Economic Affairs and Tourism**, and the **Chief Economic Adviser** to the Government of India.

EEMA with FICCI FLO – Insightful Session on Selling to Wedding & Event Planners

FICCI FLO collaborated with Knowledge Partner, EEMA to conduct the '**Skill to Scale**' webinar on "*How to Sell to Wedding & Event Planners*" on 10th November 2025. The session attended by 122 enthusiastic entrepreneurs offered of **122 FICCI FLO entrepreneurs**, offering practical insights, industry perspectives, and actionable strategies to help them better understand the events ecosystem and strengthen their engagement with wedding and event planners.

The webinar, moderated by **Shalini Beriwal**, featured EEMA Members **Prerana Agarwal Saxena, Chair, EEMA Wedding Council, Aarti Mattoo and Nidhi Poddar** – who shared valuable guidance through an engaging discussion that highlighted real-world approaches, best practices, and opportunities within the wedding and events industry.



EEMA West Meet: Strengthening Connections and Collaboration



EEMA West members came together for a delightful catch-up brunch at **One8 Commune, Worli, Mumbai**, on 16th November.

The brunch offered a vibrant space for members to reconnect, exchange updates, and share industry perspectives in a relaxed environment. From discussing current market sentiment to exploring new avenues for collaboration, the meet encouraged meaningful conversations and strengthened camaraderie, and the spirits are evident in the photos shared.

The gathering also highlighted the power of community-driven engagement, where genuine interactions spark fresh ideas, stronger partnerships, and renewed energy.





Essential Cybersecurity Practices for Event Planners & Organizers

1. **Encrypted registration & ticketing systems**

Ensure platforms use encryption, fraud detection, and secure payment gateways.

2. **Use protected access for livestreams & backstage dashboards**

Replace open links with password-based or token - based access.

3. **Secure all event Wi-Fi networks**

Avoid "open" networks, maintain separate crew/guest access, rotate passwords for multi - day events.

4. **Run vendor & partner security checks**

Third-party tools (ticketing, scanning, streaming, AV software) should follow basic data security standards.

5. **Limit access to sensitive artist & VIP information**

Share files only via protected cloud links - never through public drives or unsecured WhatsApp PDFs.

6. **Track and takedown fake event pages quickly**

Scam ticket pages and copycat social accounts targeting fans increased significantly in India during large-format shows in 2024.

7. **Have a rapid response plan for digital incidents**

Even minor breaches require immediate action to prevent public escalation or misinformation spread.

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.

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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
Design Aesthetics & Scope in Weddings Webinar with FICCI FLO	22 nd December 2025	Zoom
PoSH training for Employees	9 th January 2026	Zoom
Wedding Conclave	15 th January 2026	Pavilion by FNP Venues, Delhi
South Factor	24-25 th March 2026	Pragati Resorts, Hyderabad

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

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