

MINUTES OF THE MEETING: EEMA AGM at EEMAGINE 2024

Location: ITC Royal Bengal, Kolkata

Attended by: EEMA Members across Platinum, Gold, Silver & Associate Categories.

Venue	Grand Ballroom at ITC Royal Bengal	Date	9th August 2024
Subject	Annual General Meeting with National Executive Council Members	Time	3 to 7 pm
Attendees	<ol style="list-style-type: none"> 1. Samit Garg, President 2. PVN Vidyasagar, Executive Vice President 3. Vinod Janardhan, General Secretary 4. Siddharth Ganeriwala, Secretary 5. Ankur Kalra, Treasurer 6. Vipul Pandhi, VP North 7. Sonu Nanda, VP East 8. Raghav Roy Kapur, VP West 9. DV Vinod Gopal, VP South 	EEMA Secretariat:	Ankita Mukherjee Tushar Malik Roopa Sandhir Shishu Kumar

Key Points Discussed:

Samit Garg, President

The 15th EEMA AGM, the first to include all members, including associates and silver members, started with the approval of the previous AGM minutes. President Samit Garg thanked the National Executive Committee and National Advisory Council for their support. He highlighted key contributions from various committees, praised the Eastern team for organizing the AGM, and noted milestones such as government recognition and increased industry participation. The AGM also marked the formal inclusion of gold and silver associate members in the voting process, demonstrating EEMA's commitment to inclusivity. He concluded by reaffirming the mission to promote industry collaboration and growth.

Sagar Pingali, Executive Vice President

- **Inclusivity:** Sagar emphasized his commitment to inclusivity as EVP, successfully engaging new and inactive members and collaborating with artists and vendors to drive EEMA's growth.

- **Government of Pondicherry as Title Sponsor:** The event, sponsored by the government of Pondicherry, involved productive interactions with the Chief Minister and Tourism Minister, highlighting the government's eagerness for EEMA's involvement.
- **UP Meet in Varanasi:** The UP Meet received an overwhelming response, with strong interest and engagement shown through numerous post-event calls and emails.
- **Member Participation:** Sagar stressed the need for leader participation in both online and offline initiatives, noting concerns about low member engagement. Increased participation is needed for sessions like the budget workshop organized by Mandeep and conducted by Deloitte, which showcased significant effort.
- **EEMAGINE 2024 and Core Team:** Exceptional work by the core team for EEMAGINE 2024 was highlighted, with special recognition to Team East for their dedication.
- **Regional Vice Presidents and Activities:** Acknowledgment was given to Regional Vice Presidents for their hard work, with each responsible for their zone's activities.

Ankur Kalra, Treasurer

Ankur Kalra presented the Treasurer's Report giving key highlights of the financial report of the association to the General Body. A copy of the balance sheet had been circulated to all members and uploaded to the website prior to the AGM and all present got printouts of the same. The previous year EEMA invested money in various initiatives of EEMA and a detailed report was presented on the screen by the treasurer.

The report was unanimously approved by the General Body and it was agreed that the same firm would continue as auditors of the association.

Financial Observations:

- Consistent growth in revenue from 2022-23 to 2023-24.
- Stable reserves and surplus indicate prudent financial management.
- Indirect expenses have decreased, while direct event expenses have increased.
- Significant Membership growth in all Zones
- Money collected in EEMA has been used for various visibility and member benefits
- Net Expense of Approx Rs 24 lacs in the last EEMAGINE (2023)
- Total Expense of Approx Rs 60 lacs on various other events and initiatives through the year
- Legal Expense of Approx Rs 20 lacs towards fighting the court cases pertaining to Music Licenses

Siddharth Ganeriwala, Secretary

EEMA Branding, Visibility, and Event Initiatives

Strategic Focus: Emphasis branding, Visibility, Social media outreach and event initiatives.

Siddharth presented the Social Media Matrix presentation, demonstrating consistent growth in visibility and engagement across all platforms such as Facebook, Instagram & LinkedIn.

EEMAGINE 2024 Registrations: Over 550 registrations, with an increase in social media followers

Event Initiatives:

- **West Zone:** 14 initiatives on community engagement and brand awareness.
- **North Zone:** 14 events focused on networking and industry insights.
- **South Zone:** 7 events emphasizing cultural and entertainment aspects.
- **East Zone:** 4 events highlighting educational and skill-development opportunities.

Notable Events - COREA, EEMAGINE, South Factor, Spotlight South Awards

Key Performance Indicators (KPIs) and Improvement:

- **Increased Social Media Engagement:** Significant improvements across Facebook, Instagram, and LinkedIn.
- **Enhanced Reach and Impressions:** Notable increases across all platforms.
- **Effective Event Promotion:** Successful strategies led to over 550 registrations for EEMAGINE

EEMA Zonal VPs Share Highlights and Initiatives Undertaken by Each Zonal Team

Report on behalf of Vice President North

North Committee Members:

- Mr. Ruchin Kohli
- Mr. Tejinder Singh
- Ms. Suman Raina
- Ms. Vanessa Williams

The North Zone Work Report highlighted their commitment to advancing networking, regional tourism, and industry skills. Launched key initiatives like EPID, ERP, and the Leela MOU, and hosted impactful events such as the Rajasthan Members Family Trip, EEMA North Rendezvous, Magic Of Uttar Pradesh, and the Future Ready Series. Our strategic partnership with AAFT University of Media and Arts underscored their dedication to driving innovation and cultivating the next generation of event professionals. Numerous students from AAFT have joined us as interns and have worked and assisted EEMA on several projects.

Rajasthan Members Family Trip: A family trip was organized for Rajasthan Members at Ajmer. The trip served as a platform for networking, team building.

EEMA North Rendezvous: An EEMA North Rendezvous was successfully organized in New Delhi

Magic Of Uttar Pradesh: The "Magic Of Uttar Pradesh" initiative was highlighted, with a focus on Varanasi. This initiative aims to bring the UP event industry together on one platform, as the destination as a prospective hub for MICE events, promote tourism, and cultural exchange.

Tie Up with AAFT: Up with AAFT: A partnership between EEMA and AAFT University of Media and Arts was announced. We had AAFT interns who worked with us on EEMAGINE 2024 and the South Factor event this year.

Report by VP South: Mr DV Vinod Gopal

South Committee Members:

- Mr. Venkateshwar Akulapally
- Mr. V. C. Sree Sailam
- Mr. Srinivas Gunishetty

The South Zone Work Report highlights the region's key achievements and strategic initiatives over the past year. It underscores the zone's dedication to fostering community engagement, expanding its influence, and enhancing membership growth.

South Association's Tie-up The South Zone has established partnerships with almost all the regional associations such as

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|------------------------|-----------------------------|----------------------------|
| ● APCEI – AP | ● KEMA – Karnataka | ● TCEI – Telangana |
| ● EMA – Vizag | ● PEEMA – Puducherry | ● TEEMA – Telangana |
| ● EMAK – Kerala | | ● TEMA – Tamil Nadu |

Key Events and Initiatives

- **HARMONY Meet IIT Madras:** Fostering harmony and community.
- **SAFETY MEET @ IIT MADRAS:** Promoting safety practices and awareness.
- **SOUTH FACTOR:** A significant initiative focused on industry development.
- **SPOTLIGHT SOUTH:** Recognizing achievements and success stories.
- **SPOTLIGHT AWARDS:** An awards program with 128 entries highlighting notable contributions.
- **EDUPOSIUM @ VIJAYAWADA:** Educational symposium for knowledge sharing and professional development.

The South Zone has grown from 39 to 100 members.

- Platinum Membership: 52 members
- Gold Membership: 39 members
- Silver Membership: The final count is not provided.
- Associate Membership: 11 members
- Star Membership: 17 members

Way Forward Plan

1. Expansion into Tier 2 cities.
2. Conducting Eduposiums and Safety Workshops.
3. Promoting South Factor and Spotlight initiatives.
4. Organizing a Fam Trip for teambuilding or networking.

Report by VP East Mr Sonu Nanda

East Committee Members:

- Mr. Avinash Singhania
- Ms. Nidhi Poddar
- Mr. Akshyendu Sekhar Pattanayak

The EEMA East team has shown exceptional dedication and achievement in community outreach, membership growth in Kolkata and Bhubaneswar and the successful launch of the "EEMAGINE" initiative. The team's efforts have significantly contributed to the organization's regional expansion and enhanced public engagement.

- **Community Engagement:** Organized "Presenter's Meet" and "Harmony for All" events in Kolkata, fostering community unity.
- **Regional Expansion:** Established "GURUKOOL" in Kolkata and Bhubaneswar, expanding EEMA's influence. The first "Gurukool" session, titled "The Specialist Masterclass for Students," focused on event planning skills.
- **Membership Growth:** Achieved a notable increase in membership from 39 to 100 members, reflecting successful outreach efforts.
- **Public Invitation:** Issued a public invitation encouraging community and industry participation in "EEMAGINE," driving registrations and engagement.

Event Launches:

1. **EEMAGINE 2024 Soft Launch:** Conducted at Bengal Paddle, marking the initial unveiling of the "EEMAGINE" initiative.
2. **EEMAGINE 2024 Press Launch:** A formal event in Kolkata (Guest Nusrat) coordinated by Avinash Singhania, attended by media and key stakeholders.

Acknowledgements: The EEMA East team extends heartfelt gratitude to all members, stakeholders, and community participants for their support and involvement.

Report by VP West Raghav Roy Kapur

West Committee Members:

- **Mr. Harshal Kothari**
- **Mr. Nehal Shah**
- **Mr. Ravi Mehta**

The West Zone's dedication to expanding networking opportunities, elevating the EEMA brand, and fostering professional development within the entertainment and media industry. The specific events and collaborations mentioned include the PALM Expo, the Marriott India Marketplace, and various industry events and networking evenings that have contributed to the zone's success in achieving its goals.

Networking Expansion:

- **Reach:** Over 30,000 individuals and 1 million+ industry views.
- **PALM Expo:** Participated with 35,000+ attendees, showcasing EEMA's presence.
- **Artist Engagement:** Dedicated events with EEMA representation to engage the artist community.

- **FnB and Hospitality Events:** Organized events with 2000+ attendees and 100+ EEMA agencies.
- **Industry Events:** Collaborated on events with 1000+ attendees and half a million views, issuing exclusive EEMA invites.
- **Co-Hosted Events:** Held events with 6000+ attendees and 150+ EEMA members, including curated panels.
- **Marriott India Marketplace:** Co-hosted with 50+ hotels, facilitating corporate networking.
- **West Zone Networking Events:** Hosted events uniting 120+ cross-category professionals.

Membership Growth: Added 28 new members to the West Zone, reflecting a growing EEMA community.

West Zone Membership Update : Total Members: 155

- **Platinum:** 73
- **Gold:** 8
- **Silver:** 12
- **Associate:** 24
- **Star Members:** 38

Key Highlights

- **Upskilled:** Over 400 event professionals through targeted events.
- **Insurance and Risk Workshop:** Conducted the inaugural workshop with 75+ attendees.
- **Creativity Initiatives:** Focused on enhancing team creativity through various initiatives.
- **Industry Leader Sessions:** Delivered 8 sessions for EEMA Agency employees.
- **Advanced Skills Training:** Equipped 120+ servicing and business teams with advanced
- **Marriott India Marketplace:** Co-hosted as a flagship event, boosting EEMA visibility.
- **Industry Events:** Collaborated to enhance networking opportunities and brand presence.

The President, Samit Garg also requested the General Body to allow him to step down due to personal commitments after completing one year of his term. The General Body did not approve of the same and no decision was taken in this respect.

QUESTION ANSWER SESSION & OPEN HOUSE

Key Points brought up by members and responses by NEC

Insurance Cover for Members: Is there possibility of group insurance for all EEMA member companies.

RESPONSE: NEC to initiate dialogue with Insurance companies to explore possibility and viability.

Membership Categories: Can we create another category for members in small towns with certain preconditions relaxed for them. NEC to consider and discuss in future meetings.

RESPONSE: To be discussed in forthcoming meetings and appropriate decisions to be taken

Club Membership: Why was the old category of Club members revoked, can it be restarted

RESPONSE: The category was shut down as there wasn't enough response / numbers, NEC to consider numbers and if there are enough numbers to take a call on this

Sustainability Initiatives: Can EEMA promote sustainability measures for our industry with zero waste events and spread awareness amongst its members.

RESPONSE: EVP mentioned that the South Factor was a completely green event without any flex printing or wastage. EEMA to promote sustainability similarly at future events as well

Workshops in Smaller Towns: Is it possible to conduct more workshops in smaller towns to boost presence and provide information.

RESPONSE: Workshops to be conducted at the behest of the Regional VP's as per demand / requirements from members also to be broadcast virtually so that members can join nationally.

Membership Criteria and KYC: It was suggested that each Platinum member should share financial papers every year in order to retain their membership. The issue was debated at length by the general body and various points of view were expressed including data privacy etc

RESPONSE: It was decided that any platinum member wishing to stand for elections must share their financials and should comply with the criteria at that time. In addition to that the NEC may appoint an external auditor / agency to check financials once every 3 - 4 years if required.

Women's Participation: It was noted that women's participation in the NEC and working committees was extremely low and needed to be increased.

RESPONSE: Strategies to increase women's participation in the association and the NEC were discussed, it was pointed out that the leadership of both the artist as well as We care Committees were women and possibilities to add them to the NEC would be explored within the framework of our constitution.

Elections and Governance: The timing of elections before the AGM was discussed and debated extensively with various members expressing different points of view

RESPONSE: The NEC responded to all the queries satisfactorily and justified the thought process of doing so as it was within the constitution and allowed for a cordial atmosphere at EEMAGINE

Secretariat and Expenses: The need for a strong Secretariat was emphasized on and more investments to be made to hire and engage full time professionals who can take on the required responsibilities.

RESPONSE: The secretariat to be strengthened within 3 months of the new NEC taking over with better talent and administrative skills to take EEMA forward.

Music Licensing: Various members brought up the issue of music licenses still being one of the key pain points. The NEC apprised all members of the various meetings and court cases being fought on this front. It was agreed upon that we should find an early and permanent solution to the issue.

RESPONSE: The NEC is working with the committee appointed by the Govt of India for the streamlining of the Music licenses for events under the leadership of Anup Jalota and Sanjay Tandon. We hope to get a positive and pragmatic solution by the end of this year.

Ombudsman and Constitution: A few members asked if there was an Ombudsman in place

RESPONSE: The NAC serves as the ombudsman committee

Constitution Submission: Some members enquired about the filing of the new constitution with the registrar

RESPONSE: The NEC responded saying it was a very lengthy and tedious process to file the new constitution with the government and registrar but the same was formally submitted in June 2024.

Applaud for COREA 2.0 & Regional Integration: Efforts made to engage with regional associations to enhance the organization's reach. COREA 2.0 was a huge success and members were very happy with the integrated meet up.

Need for Public Relations: Various members highlighted the need of engaging a professional PR firm

RESPONSE: NEC to discuss internally and allocate budgets when possible and feasible

Election Committee and Due Diligence: Members discussed a few concerns they had with regards to the nomination and eligibility to stand for elections. **RESPONSE:**The election committee shared they have ensured fair elections as per the constitution under guidance of the Chief Election Officer

Financial Matters: Various members asked about the expenses / losses incurred towards events.

RESPONSE: The treasurer responded that all funds spent have been done judiciously and with approvals from the NEC. All investments made towards visibility and provision of value / benefits to EEMA members are justified and in line with the objectives of the association.

Brand and Membership Growth: The importance of investing in the association's brand and membership growth is emphasized. The increase in the number of members was noted and appreciated

Governance and Structure: The role of the ombudsman and the status of the new constitution are addressed. Suggestions were made for electing the president a year in advance and expanding the NAC.

RESPONSE: Such decisions could be taken only as per constitution validity or if passed unanimously at an Extraordinary General Meeting

Awards and Collaboration: The absence of an award category for collaborative work between member companies is identified.

RESPONSE: EY to be consulted to consider having a special category for collaborative work in the next EEMAX Awards.

The Q&A session lasted for over 2 hours and the AGM was wrapped up at about 730pm after all points had been discussed and addressed by the NEC members to the satisfaction of the General Body.
