

MINUTES OF THE 5th NEC Meeting 2024-2026

Venue	Zoom Meeting	Date	28th January 2025
Subject	National Executive Council Meeting	Time	16:00 hrs to 18:00 hrs
Attendees	<ol style="list-style-type: none"> 1. Samit Garg, President 2. PVN Vidyasagar, Executive Vice President 3. Ankur Kalra, General Secretary 4. Taranbir Sahni, Secretary 5. DV Vinod Gopal, VP South 6. Ruchin Kohli, VP North 7. Harshal Kothari, VP West 8. Ravi Mehta, Joint Secretary West 9. Sonu Nanda, VP East 10. Sanjay Agarwal, Joint Secretary East 	<p>EEMA Secretariat:</p> <p>Absent</p>	<p>Priti Khanna</p> <p>Rimi Bhattacharya</p> <p>Jagmohan (Treasurer)</p>

The meeting was opened by the President, Samit Garg who formally welcomed all the attendees to the 5th NEC meeting and the first meeting of 2025. He mentioned that he and VP East Mr Sonu Nanda received an invite to attend the **Utkarsh Odisha Investment Summit** on 29th Jan 2025. MICE tourism, that is relevant to the event & experiential fraternity, was one of the focus areas at the Summit. He further discussed the possibility of an NEC meeting in Japan and invited the NEC members to join, post the launch of the **World Expo on 14th April 2025**. Dates suggested were 16-18 May OR 23-25 May, 2025 or any other dates that may be mutually decided. Dates to be finalized by the end of February so that Samit can make arrangements for the people who decide to travel.

He further requested GS Ankur to give an update on various Agenda points

Progress Report by General Secretary

Ankur Kalra gave a report about the functioning of the secretariat highlighting the following points:

- **Weekly Secretariat Meetings:** Weekly meetings of the Secretariat are held each Tuesday from 12 - 2pm at the EEMA office in GK2 and are attended by all EEMA employees and chaired by the GS. A proper task management system has been put into place and accountability fixed with all stakeholders. Secretary Taranbir Sahni and Treasurer Jagmohan Singh, join as per availability.
- **New Social Media Agency: Magnon PRism** (a part of the Omnicomm Network) came on board from 20 January 2025 and has brought with them a fresh approach. Their work has been appreciated during the South Harmony Meet that was held in Chennai on 23rd

Jan 2025. Our new Marcom Manager, Ms Khayati Arora who joined EEMA Secretariat on 15 January 2025 was formally introduced to the NEC.

- **New EEMA Brochure** has been designed and shared in the NEC group for final approval.
- President Samit Garg proposed a meeting in February with GS Ankur Kalra, EVP, ED Priti Khanna and Ops Mgr Rimi Bhattacharya to discuss various committees & Task Forces.
- **EEMA Partnership Template** for Events that EEMA collaborates with - a template needs to be created by Secretary Taranbir Sahni as assigned earlier - work in progress.
- **Template for International Memberships:** Template needs to be worked upon by Treasurer Jagmohan as assigned earlier.
- **WhatsApp Group Clean Up** - All 553 members, across all groups, now consist of fully paid up members. The clean up exercise resulted in a lot of pending renewal amounts being paid which were stuck for many months. A revenue of about 15 lacs was collected during this exercise.
- **Tech stack for EEMA** including membership renewal and onboarding new members is at 90% completion stage. From 1st April 2025 onwards all fees to be taken on this tech platform, to be further integrated with Email marketing and WhatsApp marketing system. Members and Guests to be enrolled for all national and zonal events using the same Tech Stack program from April onwards. An initial expense of approximately Rs 5 lacs plus GST was done to create the software and future expense would depend on the number of applications to be built on top of it. The tech stack would be like an Aadhar Card of EEMA and would allow multiple possibilities for data integration in the future.
- **Friends of EEMA** - database is created for easy access to all and has been updated by Zonal Managers of all Zones - this will be regularly updated and available to the NEC.
- **Newsletter** - The January newsletter draft was ready and newsletter to be dispatched to all EEMA members by 10th February.
- **COREA**
 - EVP Sagar Pingali mentioned that he was waiting for an official email from Raviz Group Leela regarding their properties in Kovalam, Trivandrum and Calicut.
 - President Samit Garg added that for COREA 1.0 & 2.0, EEMA spent money on hosting all the attendees, however Corea 3.0 should be self-sustaining and members to cover travel and event expenses on their own.
 - All member State Associations should become Associate members of EEMA and pay the annual fee of INR 25000/- each, starting 1st April 2025 onwards.
 - VP South - DV Vinod spoke about merging TEEMA into EEMA i.e. making it an EEMA chapter of Hyderabad. He said that TEEMA currently had about 70 members all of whom were keen to join EEMA. President Samit Garg said that EEMA membership to TEEMA members should be as per category qualification

and it would be great if we can close this and announce it at the South Factor. It was also suggested that the one time joining fee could be reconsidered if an association merger was happening. DV Vinod mentioned that TEEMA had a corpus of 4-5 lakhs - (to be confirmed) - which they were willing to transfer to EEMA as the joining fee and the individual members would then pay the relevant category fees as applicable. Final decision to be taken once all facts are known.

Update by Secretary **Taranbir Sahni**

- Successful handover to new Social Media Agency done and all relevant groups formed for approval process and communication.
- New Marcom Manager Khayati in place and has taken a handover from Roopa Sandhir.
- January newsletter creative is ready and to be shared with NEC soon.

ZONAL PLANS by VPs of each Region

Each of the Zonal VPs were requested to share their plans for the first quarter of 2025 (till 31st March 2025).

ZONAL Update by VP North - Ruchin Kohli

- **Rajasthan Meet** planning for March as per team members availability.
- **Presenters Dialog** pushed to March around Holi.
- **UP Meet** is planned in Agra in March end or April.

Broadly looking to host Presenters Meet in Chandigarh, Agra & Jaipur in next 2 to 3 months.

- Also, working on Membership. Need to organize a Meet in Punjab to boost membership
- Value Creation Tie-ups team has already started initial talks with Hotels / Institutes / Universities PAN India. Emails being sent out to all for the same
- For the NEC visit to Mahakumbh he couldn't take any initiative. EVP Sagar Pingali took the responsibility to speak to Trident as they have tented stays available at Mahakumbh.

ZONAL Update by South VP - DV Vinod Gopal

Harmony Meet held in Chennai on 23rd January was well attended by over 100 attendees. The event was break-even in terms of funds - generated Rs 40,000 against an expenditure of the same amount. We have already onboarded 3 members from the attendees and expect a few more to convert soon.

Key Learning from the event: Due to the delay in starting the event some of the NEC members who traveled from outstation did not get an opportunity to speak. Going forward, we need to manage the event flow and timing better so that all planned

agendas can be fulfilled.

Harmony Meet is planned in Bengaluru on 27th February 2025. We have a confirmed deal with Radisson Hotel that includes 5 room nights, lunch for 25 pax and Hi-Tea for 100 pax. The deliverables for EEMA are social media and WhatsApp posts. Final confirmation is expected by the first week of February.

Harmony Meet Hyderabad dates are yet to be confirmed.

Eduposium at Vizag dates are yet to be confirmed.

South Factor at Vizag is confirmed from **19th-21st March at Radisson Blu**. Expected attendance of about 300-400 pax.

ZONAL Update by VP East - Sonu Nanda

Gurukool Session in Bhubaneswar

- Held as a brand promotion for EEMA in collaboration with NIEM Institute.
- 4-5 students expressed interest in joining EEMA as members after graduation.

East Coffee Meet-up in Kolkata - Several non-members showed interest and expect 3 conversions within the next week.

Upcoming Gurukool Sessions - Planned for February in Kolkata and Guwahati.

East Meet up in Ranchi & Bhubaneswar - Scheduled for either the 1st or 2nd week of February. He had a word with Secretary Taranbir.

East Conclave - Tentatively set for April 4th & 5th at Mayfair Lagoon & Mayfair Gopalpur. They are sponsoring lunch, dinner, and cocktails for two days. The Sponsorship Campaigns are already on and the whole agenda will be ready within a week's time from now.

He further added that **Guwahati Association EEMA (Event Management Association of Assam)** is Interested in hosting an EEMA committee event at the end of March. He mentioned that EEMA is interested in joining EEMA on the lines of TEEMA.

Chintan Shivir Concept - it is still under development and awaiting further clarification as it focuses on government-related matters, so he will speak with President Samit Garg.

ZONAL Update by West VP - Harshal Kothari

West Meet Update - Total 193 pax attended

Letter to Joint Commissioner of Police - 3 Key Issues discussed which hamper the working of our industry where we requested support from the Police department

1. Mathadi Kamgar Sena Extortion
2. Streamlining Event Permissions
3. Exploitation by Copyright bodies at Events

We had a successful meeting with the Joint Commissioner of Police who gave a patient hearing on all the 3 issues. He asked for a detailed representation on each of the points to be submitted and will be issuing instructions to all his DCPs accordingly.

Workshops for HR & Finance planned for February. Hemant is working on it. NEC members will decide to do this on a national level.

Goa Meet - He spoke to Pramod Lunawat who is doing "IWC Experience" in Goa on 27-30 March and suggested doing the Goa Meet around the same time. Pramod Lunawat to get back on this.

Cricket League - JS Ravi Mehta added that they conducted a poll in the West Zone to play or buy a team and response was very good. About 22 agencies agreed for the Inter-Agency Championship so they are planning for the 1st or 2nd weekend of March.

EEMAGINE 2025 - President Samit Garg shared that he and/or Vinod Bhandari are planning a visit to Colombo, Sri Lanka, for a site recce in February. Once the venue is finalized, we can proceed to stage two. Joint Secretary Ravi Mehta also spoke with his friend (who is one of the COREA members), who expressed willingness to assist EEMA with the setup.

General Secretary Ankur Kalra mentioned that Rohit Chopra (ex Accor) reached out, expressing interest in being a part of EEMAGINE 2025. They have approximately 145 rooms available in Colombo at their property - Minor Hotels.

President Samit Garg said that we must evaluate all suggestions and potential destinations but close on decision making by the end of Feb 2025.

VP West Harshal recommended Malaysia as a destination, mentioning his recent meeting with the tourism minister and that Mr. Promod Lunawat has strong connections with hotels, which could be beneficial. VP South DV Gopal added that Malaysia is actively promoting MICE events in the South as well.

Executive VP Sagar mentioned Goa OR Delhi as possible destinations.

The meeting was closed post the discussion on EEMAGINE venues.