

MINUTES OF THE 9th NEC Meeting 2024-2026

Venue	Hybrid - Zoom & EEMA Office	Date	06th November 2025
Subject	National Executive Council Meeting	Time	11:00 AM to 13:40 hrs
Attendees	1. Samit Garg, President 2. PVN Vidyasagar, EVP 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. Sanjay Agarwal, JS East 9. Anupama Deshmukh, JS South 10. Ravi Mehta, JS West	EEMA Secretariat Absent	Priti Khanna Rimi Bhattacharya Tushar Malik Ankita Mukherjee Khyati Arora Shishu Kumar Sonu Nanda - VP East Jagmohan Singh, Treasurer Vanessa Williams, JS North

The meeting was called to order by President Samit Garg who formally welcomed all the attendees to the NEC meeting. He requested the GS to initiate the meeting as per agenda scheduled.

Ankur Kalra, General Secretary took all the participants through the agenda and took up each of the points mentioned as follows:

1. **EEMAGINE 2025**

Final P&L of EEMAGINE

While ₹17 lakhs was declared in the 8th NEC meeting by Treasurer Jagmohan Singh, the current profit is ₹6,26,000 (Rupees Six Lakhs Twenty Six Thousand), due to some additional payments that came up. It was approved by the president and closed.

Meeting to Discuss Learnings/Shortcomings of EEMAGINE 2025

A separate meeting with all stakeholders of EEMAGINE 2025 is to be held to discuss the learnings and close all discussions with NEC. Priti to schedule the same within a month's time.

Closing Presentation and Short Video

The closing presentation and video of EEMAGINE were shared with all - they are given here for reference EEMAGINE AV & Closing Presentation. Ankur also suggested commissioning of a **Coffee Table Book on EEMAGINE 2025** as it will be a good marketing tool and help elevate the image of EEMA, print run about 10 copies. Samit Garg said he could deploy a resource to design it, and asked the team to share all relevant files - Rimi to do the needful.

2. **Secretariat Update by GS**

- Weekly review meetings held regularly each Tuesday physically at EEMA office, presided by GS Ankur Kalra.
- Calendar of EEMA events maintained - to be updated with non EEMA events as well going forward

3. **Regional Events represented for EEMA in past 2 months given by GS Ankur Kalra**

- a. 2,3 Sept: Jaipur - FOREM - Eventsthan
- b. 10 Sept: Aurangabad - Curators Conclave - EMPA
- c. 17-19 Sept: Goa - EMPA - WMEF
- d. 26 Sept: Bennett University Lecture
- e. 9 Oct: Imaginarium Guwahati - EEMA
- f. 15 Oct FICCI FLO Event - Weddings as a Women Led Economy
- g. 16 Oct Delhi CM Press Conference
- h. 16 Oct Joint Meeting with I&B Min Aakashwani Bhawan

It was suggested that the secretariat maintains a calendar where each of these events are documented and recorded.

4. **ZONAL PLANS BY EACH OF THE 4 REGIONAL VP's for 2025-26**

VP NORTH - Ruchin Kohli

- The first event in Partnership with FICCI FLO with EEMA as Knowledge partner. **"Weddings as a Women-Led Economy"** held at Federation House and was attended by over 200 women entrepreneurs. The sessions were followed by a Speed Mentoring session that was very well attended and appreciated.
- **A Skill to Scale webinar** on "How to Sell to the Wedding & Event Planner" scheduled on 10th November, 2025.
- **Wedding Conclave** in partnership with EEMA planned on 13th or 14th January, 2026. Sagar requested to re-look the dates as these dates clash with Lohri and Sankranti celebrations which could impact attendance.
- Partnership with FICCI FLO will help grow the wedding ecosystem and invite enquiries for EEMA membership. Samit Garg reiterated that the ROI on this partnership should have a tangible benefit to EEMA.
- Presenter's Dialogue followed by EEMA North Members Meet being planned around 21-23 December. Venue being finalized.
- The Events Studio Podcast series has recorded 2 podcasts and they are live now - one with Chetan Vohra & the second with Sanjoy Roy & Ankur Kalra. Henceforth will have back to back podcasts.
- UP being activated with an event being planned in the first half of January
- North core team working on a formal event with Delhi Government.

VP WEST - Harshal Kothari

- Constantly in touch with the Government to ease business of doing events.
- Working with Maharashtra Police on Decibel issue; Mathahadi issue and removal of hotels from list of permissions required for events in Aurangabad and Tier 2 cities
- In talks with BookMYShow to extend benefits to EEMA members nationally.
- Meeting PWD dept. For doing away with permissions for inverters.
- West Meet is planned on Sunday 16 November in Mumbai over brunch
- Harshal to share a formal proposal offering Recreate spaces to be used by EEMA members on a complimentary basis.
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- It was suggested by Samit that we need to do some high visibility events in EEMA West, Ankur added that regional budgets and funds should be used judiciously and for the high visibility events rather than just brunch meets,.

VP SOUTH - DV Vinod

- Strengthening Collaboration - partnered on a 3 day residential conference in Bengaluru with 9 EEMA members.
- South Factor to be held on 24-26 March at Pragati Resorts, Hyderabad. Await commercial agreement.
- Once the date and venue is finalised, Roadshows to be held in Coimbatore, Madurai, Salem, Bengaluru, Mysuru, Vijayawada and Hyderabad to grow EEMA membership and promote South Factor and EEMAGINE 2026.
- Several activities planned after 15 November 2025.

VP EAST - Given by JS Sanjay Agarwal as Sonu Nanda was absent

- Attended Imaginarium 1.0 organized by EEMA (Event Management Association of Assam) at Guwahati on 9th October where EEMA was the Knowledge Partner. Made 2 new members from the event and 5-6 are in the pipeline.
- Planning East Conclave in April in Siliguri or Guwahati.
- Samit suggested doing COREA 4.0 in the North East as EEMA has shown keenness to host it. Delegates not to pay for rooms.

Sagar suggested that Zonal VPs should reach out to Educational Institutes offering event courses and let them pitch to work on regional events under guidance of Zonal teams.

5. Update on Taskforces by GS Ankur Kalra

- **We Care IC Training:** WeCare training for Internal Committees of EEMA members held on 16th October. Being a paid session it was attended by only a very few members as opposed to a good response during the previous training which was free and attended by 80 members. Next webinar for employees of EEMA member agencies will be held soon.

- **HSS Phase 1:** Thorough study has been done of all 3 manuals as well as the app and detailed feedback given to the HSS committee. They will incorporate all changes, get it approved by HSS committee members and come back to the NEC. We need to ensure that the app is bug free and easy to use before it is introduced to all EEMA members.
- **Client Engagement:** Mail sent by chair Saurabh Khurana has received over 20 responses. They will finalise the pledge and plan basis the same and this will be announced to all EEMA members within the next one month.
- **Music Licensing:** EEMA intends to engage 2 advocates who will focus on different aspects of our legal issues. Detailed legal strategy to be shared with NEC. He gave an estimate of Rs 20 - 25 lacs being the total expense expected in the legal action which was approved by all.
- **Education & Upskilling:** Masterclass by Riyaz Khambati on Project Management Excellence to be held at NAEMD, Ghatkoper on 14th November 2025.
- Tanaz & Priti to finalize education and upskilling calendar with webinars and masterclasses.
- **Wedding Council - FICCI FLO update:** Skill to Scale webinar on "How to Sell to a Wedding or Event Planner" scheduled on 10th November, 2025. Prerana Saxena, Nidhi Poddar and Aarti Mattoo are the panelists from EEMA. Wedding Conclave planned in January 2026.
- **Government Engagement:** Priti to fix up an appointment with Mr Suman Billa Addl. Secy & Director Ministry of Tourism to take the conversation we had with Ms Mughdha Sinha forward. Samit to also assist in securing this meeting.

6. **Social Media Update**

- Secretary Taranbir Sahani gave an overview of the Social Media update
- President Samit Garg expressed his dissatisfaction on the output of current agency
- Agency to be given another month and final decision to be taken post that
- Khayati to work on a detailed RFP under guidance from Taranbir
- Monthly Budget of creative agency to be Rs 1.25 - 1.5 lacs for social media and other creatives excluding PR

7. **Creative Resource / Design firm Update:**

- Secretary Taranbir informed all that a creative agency, VRD from Dehradun was engaged w.e.f 3 November for graphic design at Rs 45K per month
- Samit suggested if we could combine the budgets of social media and creative and hire a better agency to do both together.

8. **Tariff Card**

- Rs 15k approved for WhatsApp promotion.
- It was decided that we will refrain from offering paid advertisements on our social media

9. **PR Agency:**

- There was a proposal from Magnon for handing our PR mandate at a cost of Rs 50K per month. It was decided that we should look for someone else since their performance as a social media agency was also under review.
- Khayati to work on RFP for PR agency and share the same with the NEC

10. **Website:**

- Khayati to float an RFP to get a good website developer under guidance from Taranbir

11. **Event Partnership Template**

- Taranbir shared a ppt with proposed template.
- Samit requested for it to be emailed to him so that he can enhance the same.

12. **SOP for International Partnership:** Not Presented as Treasurer Jagmohan was absent

13. **Employee/Student Membership:**

- GS Ankur Kalra suggested that we should look at reviving a nominal cost membership for students wanting to get into event management as well as employees of EEMA member agencies.
- Sagar said he will discuss the same with Ankur offline and give his inputs