

EEMA ELEVATE

NEWSLETTER

“Every event is a story waiting to be told.”

EEMAGINE 2025 Special

Issue #10

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LETTER FROM THE PRESIDENT'S *Desk*

Dear Friends,

EEMAGINE has always been more than an event it is our industry's voice, our collective energy, and our commitment to excellence. This year, **EEMAGINE 2025 at the regal Fairmont Udaipur Palace** was a true testament to the power of collaboration. Over three days, we saw **1000+ delegates, 50+ sessions, four international speakers**, and the **largest EEMAX Awards** in our history. But beyond the numbers, we witnessed the rise of a stronger, united, and more future-ready industry that is embracing change, innovation, and resilience.



The launch of the **EEMA Code of Conduct, HSE Quick Reference Guide & Pictorial SOPs**, and the **EEMA Green Manual** marked a watershed moment. These manuals are not just documents they are a reflection of our unwavering commitment to **professionalism, safety, sustainability**, and ethical practices. Together, we are building frameworks that will guide the industry toward best practices and set global standards.

One of the proudest highlights of this edition was seeing **EEMAGINE 2025 light up Times Square, New York** a moment of global recognition where India's live events industry stood tall on the world's largest stage. This wasn't just about visibility; it was a bold statement of our intent and ambition: **#TakingIndiaToTheWorld**.

As we move forward, our focus is sharper than ever. With **EEMAGINE 2026 set to take place in Chennai**, we are poised to take this journey to new heights expanding our knowledge base, deepening partnerships, and fostering innovation that resonates across borders. Together, we are not just organizing events we are shaping experiences, empowering talent, and transforming how India is seen on the global experiential stage.

Warm regards,

Samit Garg
President, EEMA India

EEMA Pulse

Internal Highlights

EEMAGINE 2025**Three Power - Packed Days of Ideas,
Innovation & Industry Impact**

EEMAGINE 2025 brought together the **dreamers, doers, and disruptors** of India's live experiences industry for three powerful days of **connection, creativity, and collaboration**. Every conversation sparked possibility, every session inspired fresh thinking, and every moment reaffirmed the strength of this extraordinary community. The event opened with the **EEMA Annual General Meeting**, setting the tone for unity and growth, followed by **power - packed sessions, thought leadership exchanges, global case studies, and industry-defining dialogues** that shaped the future of Creative experiences in India. As the curtains fell, what remained was not just memories, but a shared belief that the future of our industry is **brighter, bolder, and more Vibrant than ever**. Let's relive the highlights of an unforgettable EEMAGINE 2025.

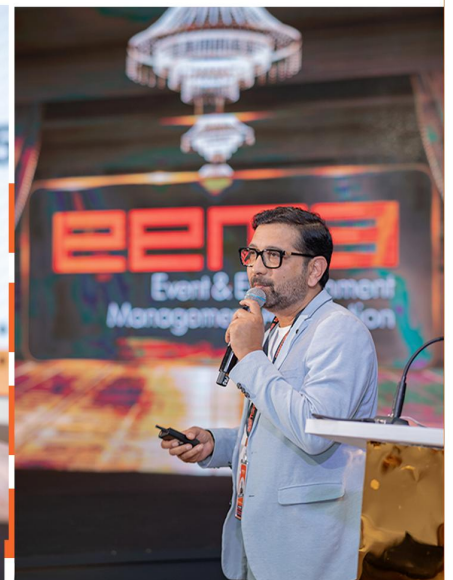




DAY 1

The afternoon began with the Annual General Meeting (AGM), where members received key updates from the EEMA leadership across regions. The session opened with an inspiring address by **Samit Garg – President, EEMA**, followed by updates from **Sagar Pingali – Executive Vice President, EEMA**, **Ankur Kalra – General Secretary, EEMA**, **Taranbir Sahni – Secretary, EEMA**, and the Regional Vice Presidents, concluding with an interactive Q&A.

The evening poolside gathering, beautifully lit by **Pop Around Light and Sound**, created the perfect atmosphere for networking and reconnecting with industry peers. Mesmerizing performances by dancers from **Amrita J** added to the ambience, while the night's showstoppers included a spectacular drone show by **Botlab Dynamics**, an aerial dance performance by **Yogi's Angels Entertainment**, and a stunning fireworks display by **Naman Fireworks & Events**.







DAY 2

The day started with the hoisting of the EEMA flag by EEMA President, Samit Garg and the **National Advisory Council - Brian Tellis, Sabbas Joseph and Sanjoy Roy**. Dancers from **Amrita J's group** added cultural vibrancy and patriotic energy to the event.

Gitikka Ganju Dhar hosted the Inaugural Ceremony of EEMAGINE 2025 and set the stage for the summit's discussions on industry transformation and creativity. Major industry launches took center stage - the **EEMA Code of Conduct, HSE Quick Reference Guide & SOPs**, and the **EEMA Green Manual** - marking a historic step towards setting global standards and initiating a change in the events ecosystem.

Sessions like “**The World is Watching**” by Samit Garg, “**Abba Voyage**” by Ryan Amstad, **Creative Director at Pophouse Entertainment, UK**, and “**The Muse Machine**” by **Stephan Forseilles, Head of Technology & Digital Transformation at Easyfairs, Brussels**, captivated the audience and left them inspired. Panels and debates further ignited engaging discussions, making the day a vibrant exchange of ideas.







POLICY. PARTNERSHIP. PROGRESS. THE GOVERNMENT DIALOGUE AT EEMAGINE 2025

With the Governments of Rajasthan and Andhra Pradesh as our key partners, EEMAGINE 2025 became a true convergence of **policy and practice**. Their participation highlighted that the events and experiential sector is not merely about celebration, but a **strategic driver of tourism, culture, employment, and economic growth**. The collaboration with both state governments elevated the dialogue, paving the way for **stronger partnerships and a future where events power India's growth story**.





DAY 3

The day began on an inspiring note with the leadership's **Pledge to Power the Creative Economy**. **Claus Raasted**, Director of the College of Extraordinary Experiences, Denmark, set the tone with his thought-provoking session, “**Priceless or Price Tag?**”, which kept the audience deeply engaged. Adding to the global perspective, **Pigalle Tavakkoli**, Founder & Director of the School of Experience Design, UK, delivered a captivating talk on “**The Power of Storyfeeling**”, offering refreshing ideas on creativity and emotional connection in experience design.



EEMA's Got Talent**A Rajasthani Tribute that Stole the Show**

One of the most heartwarming highlights of EEMAGINE 2025 was the return of **EEMA's Got Talent** - a beloved tradition where members and office bearers take the stage. This year's edition celebrated Rajasthan's rich cultural heritage through a captivating 30-minute performance curated by **Amrita J**, in collaboration with the **EEMA Artiste Committee** led by **Gitikka Ganju Dhar** and **Ankur Kalra**. With spirited performances by the National Executive Committee, Secretariat team, and EEMA members, the act beautifully embodied unity, creativity, and the vibrant spirit that defines EEMA.





To infuse a spirit of wellness into the convention, the **EEMAGINE Challenge** was launched ahead of the event in collaboration with our partner **YouTooCanRun**. Participants logged their daily steps with a symbolic goal to match the **venue's pin code** that is **313031**. The challenge created a buzz and all EEMA Members who completed the challenge successfully were awarded medals. A picture of the triumphant few!





EEMAX Awards 2025

The grand finale of EEMAGINE 2025 was the historic **EEMAX Awards Night** - the largest in EEMA's history, with over **1,000+ entries** and **144 awards** presented across corporate, social, entertainment, and public event categories. A special tribute was paid to **Late Shriji Arvind Singh Mewar**, with the plaque received by **Shri Lakshyaraj Singh Mewar**. The prestigious **EEMAX Kala Ratna Award** was presented to **Pt. Vishwa Mohan Bhatt** by Shri Lakshyaraj Singh Mewar and EEMA President **Samit Garg**. The evening also saw celebrated folk legends **Mame Khan** and **Kutle Khan** inducted as EEMA Artiste Members. The night concluded with a spectacular **drone show**, reflecting EEMA's commitment to honouring excellence and elevating the industry.





Cheers to a successful EEMAGINE 2025!



DV Vinod Gopal, VP South inviting everyone to EEMAGINE 2026, to be held from 7–9 August 2026 at ITC Grand Chola, Chennai.



Closing Note From**Ankur Kalra**
General Secretary, EEMA

EEMAGINE 2025 delivered an unparalleled and exhilarating experience - one that truly left our guests spellbound.

This year, we broke multiple records: from the highest number of participants and award entries to an impressive lineup of international speakers and an expanded array of F&B offerings.

It is safe to say that **EEMAGINE 2025 has been our grandest conference to date.** The stunning venue, immersive décor, insightful sessions, world-class catering, and unforgettable entertainment experiences have collectively elevated not only the standards of this convention but also those of the association as a whole.

As we look ahead, we are confident that this edition will serve as the **benchmark for all future events.** We remain committed to continuously elevating the experience for our members each time they join us at an EEMA convention.

A heartfelt **thank you** to our incredible organizing teams from Rajasthan, Kolkata, and across the country. Their months of dedication, passion, and hard work made this extraordinary journey possible.

Stay informed about all the events and get inspired—<https://eemaindia.com/newsletter>

Senior Zonal Manager - North & East

Tushar Malik

☎ +91 8448693114

✉ zmnorth@eemaindia.com

Zonal Manager - South & West

Ankita Mukherjee

☎ +91 8448693113

✉ zmwest@eemaindia.com

For any queries, write to us at: info@eemaindia.com

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