

EEMA Elevate

# NEWSLETTER

"Events are the  
heartbeat of  
brand storytelling."

September - October 2025

ISSUE #11



## Highlights

- The President's Desk
- Adventure Tourism
- FICCI FLO- Signing of MoU & Session for Women Entrepreneurs
- EVENTSTHAN 2025
- Event Curators Conclave
- Delhi- Government Press Conference
- PoSH IC Mass Training Webinar

## LETTER FROM THE PRESIDENT'S

*Desk*



Dear Friends,

Our industry stands at a pivotal moment, one where creativity, collaboration, and collective intention will shape the next chapter of experiential excellence in India. The conversations emerging across our ecosystem signal more than progress; they reflect a shift in how we, as leaders, think, plan, and build for the future.

EEMA's engagements, including the high-level PHDCCI meeting, our partnership with the Wedding Wing of FICCI FLO, participation at the ATOAI Seminar, EVENTSTHAN 2025, and the Event Curators Conclave, have underscored a powerful truth: when diverse voices come together, we unlock ideas that push the industry forward. These platforms reaffirm our belief that true innovation is born from shared knowledge, open dialogue, and a willingness to challenge traditional boundaries.

As we move forward, we must continue to nurture a culture where excellence is intentional, collaboration is natural, and leadership is defined not just by expertise but also by vision. Each agency, each professional, and each regional chapter contributes to the evolving identity of our industry. Our responsibility now is to channel this collective energy into building frameworks, partnerships, and practices that elevate the entire ecosystem.

Together, let us not only raise the bar, but redefine it. The future of experiential is ours to imagine, shape, and lead.

Warm regards,  
**Samit Garg**  
President, EEMA India



**EEMA Pulse**  
Internal Highlights

## EEMA Leads the Dialogue on Adventure Tourism Safety and Growth

EEMA's Executive Vice President, **Sagar Pingali**, was a distinguished speaker at the "Adventure Tourism Seminar: Navigating Towards a Safer and Stronger Future", held on 20th August 2025 by the Hyderabad Office of the Ministry of Tourism, GOI, in collaboration with Adventure Tour Operators Association of India (ATOAI).



The seminar brought together key stakeholders to explore the evolving landscape of adventure tourism in India, with a focus on safety, regional opportunities, policy frameworks, and collaborative partnerships.

Sagar Pingali's participation underscored **EEMA's commitment to responsible growth** in the tourism and events sectors. His insights on fostering **safer and more sustainable adventure experiences** added immense value to the discussions, reinforcing the importance of **industry-wide collaboration and innovation**.

The session, attended by eminent personalities including **Professor Venkatramana, Executive Director of NITHM**, and **Shekhar Babu, Mountaineer and MD of Transcend Adventure**, marked a significant step towards **strengthening adventure tourism** while ensuring **traveller safety** and promoting **regional development**.



## EEMA & FICCI FLO collaborate to Empower Women Entrepreneurs

On 25th September 2025, an important partnership was formalized as FICCI FLO (FICCI Ladies Organization) - the premier women's business network - signed an MoU with EEMA at Hotel Ashok, New Delhi. The collaboration aims to foster knowledge exchange, and professional development within the events and wedding industry.

Spearheaded by Ruchin Kohli, Vice President - North, EEMA, this initiative reflects his vision and leadership in bringing both organizations together. EEMA was represented by Samit Garg, President, Ankur Kalra, General Secretary, Jagmohan Singh, Treasurer, Prerana Agarwal Saxena, Chair, EEMA Wedding Council, Vanessa Williams, Joint Secretary - North and Priti Khanna, Executive Director, underscoring the association's commitment to inclusive growth and industry-wide cooperation. As a part of this alliance, several webinars on various aspects of wedding economy, regional events with FICCI-FLO chapters are planned.



## EEMA's Policy Advocacy to make Delhi a Favoured Live Events Destination

In a landmark move to make Delhi the most event-friendly city, a high-level delegation from EEMA and PHDCCI met with Union Sports Minister, Dr. Mansukh Mandaviya, & Shri Kapil Mishra, Minister for Law & Justice, Labour, Employment, Development, Art, Culture & Language, Tourism, Delhi Government. The government outlined a comprehensive plan to streamline processes & reduce operational costs for venues, reinforcing its commitment to transforming Delhi into a global hub for live events and a vibrant creative capital.

This collaborative initiative, led by EEMA, marks a significant milestone for the industry and was attended by leading stakeholders, including Shri Hari Ranjan Rao (Secretary, Sports), Shri Vinay Jindal (Secretary to Minister of Law and Tourism), Ankur Kalra (General Secretary, EEMA), Sabbas Joseph (Wizcraft Group), Karan Arora (District by Zomato), Rajeev Jain (Founding Member EEMA & Chair - Entertainment Committee PHDCCI), and Anil Makhija (BookMyShow).





## EEMA's Collective Vision: Shaping Tomorrow's Experiential Landscape at EVENTSTHAN

An invaluable dialogue on the future of our industry took place at the 12th edition of **EVENTSTHAN**, organized by **FOREM** (Federation of Rajasthan Event Managers), held at Fairmont Jaipur on 2-3 September 2025. Ankur Kalra, Gen. Secy., EEMA, along with fellow **EEMA** members **Sushma Gaikwad**, **Sabbas Joseph**, **Mahavir Partap Singh**, and **Avishkar Tendle**, shared insights & strategies to drive innovation, sustainability, and growth in the events sector. The sessions were filled with forward-thinking discussions, focusing on **emerging trends**, **audience engagement**, **technology integration**, and **creating immersive experiences**. The event reinforced how **collective action** and **thought leadership** are key to building a more **dynamic** and **future-ready events ecosystem**.





## EEMA Drives Industry Dialogue at Event Curators Conclave 2025



**Ankur Kalra, General Secretary, EEMA**, received a **standing ovation** for his powerful **Keynote Address** that resonated deeply with the audience. **Sagar Pingali, Executive Vice President, EEMA**, also led an insightful session, offering thought-provoking perspectives on the evolving dynamics of the experiential industry. **Harshal Kothari, Vice President-West, EEMA**, also graced the occasion and all three were **felicitated** for their contribution to the growth of the sector.

The conclave held at **Chhatrapati Sambhajinagar** (formerly Aurangabad) brought together leading curators, creators, planners, and industry stakeholders from across India, fostering a spirit of collaboration, creativity, and innovation. The event served as a vibrant platform for knowledge exchange and networking.





## EEMA Represents the Industry as Delhi Charts Its Creative Future

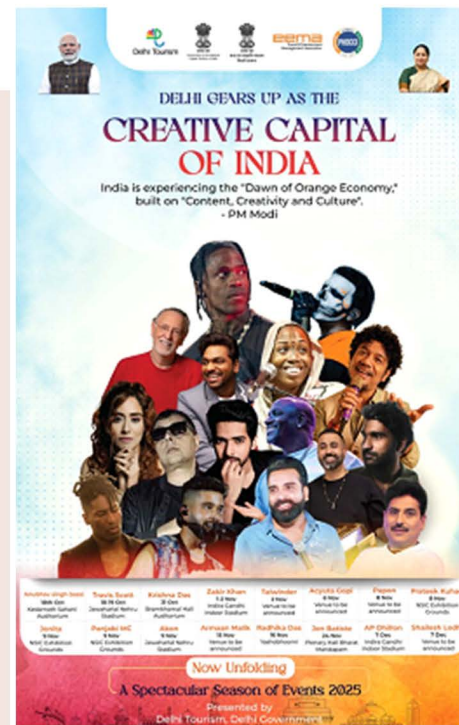
At a press conference, on 16 Oct 2025 held at the Delhi Secretariat, **EEMA's General Secretary, Ankur Kalra, PHDCCI Chair & EEMA Founding Member, Rajeev Jain** joined **Delhi Chief Minister, Smt. Rekha Gupta, Tourism Minister, Shri Kapil Mishra** and in highlighting Delhi's emergence as the country's undisputed hub for live experiences. 30+ top international and Indian artists like **Travis Scott, Akon, Zakir Khan, AP Dhillon, Armaan Malik** to perform in Delhi in the last quarter of the year.



This announcement was highlighted across major newspapers on **17 Oct 2025**. We are honoured to witness and support this landmark moment - one that assures ease of doing business in live events in the Indian capital and sets in motion a cascading effect with other states following.

EEMA's sustained advocacy has helped **reduce venue rentals** and introduce **single-window permissions** - a major step toward smoother, more accessible event operations in Delhi.

This reflected a strategic collaboration between **the Delhi Government, EEMA, and PHDCCI**, signalling a united approach to strengthening India's live events ecosystem. EEMA is proud to represent the experiential sector and advocate for its growth at key platforms.





## EEMA Empowers FICCI FLO Entrepreneurs to Join and Grow the Wedding Economy

EEMA partnered with FICCI FLO as a Knowledge Partner for the session **“Wedding as a Women- Led Economy – Straight from the Experts’ Playbook”** held on 15th Oct 2025 at Federation House, New Delhi. The session was led by **Poonam Sharma, National President, FICCI FLO**, along with **Shalini Beriwal, National Initiative Head - Weddings, FLO**, who set the context for strengthening women’s leadership in the wedding and experiential industry.

**Ankur Kalra, General Secretary, EEMA**, delivered a powerful keynote highlighting the potential of the experiential industry in India and the opportunities available to women entrepreneurs to join and grow their enterprise in the weddings sector.

The discussion, moderated by Shalini Beriwal, featured an expert panel comprising **Vijay Arora, Director, Touchwood Group, Rituraj Khanna, CEO, Q Events, Nitin Arora, Founder, Katalyst Entertainment, Prerana Agarwal Saxena, Chair, EEMA Wedding Council & Founder, Theme Weavers Designs, and Shanaya Arora, Wedding Influencer & Podcaster**. The panel covered emerging trends, scalable opportunities, and strategies to strengthen the participation of women-led enterprises within the sector.

This was followed by a **speed mentoring session** where all the EEMA stalwarts mentioned above interacted with the aspiring women entrepreneurs. Together, EEMA and FICCI FLO reaffirmed their shared commitment to fostering collaboration, knowledge exchange, and a more inclusive ecosystem for women entrepreneurs in India’s wedding and experiential economy.





## EEMA Conducts PoSH Internal Committee Mass Training



**Sabbas Joseph, Member National Advisory Council, opened the IC Mass Training Webinar held on 16th October 2025** that brought together all EEMA member organizations that wanted their Internal Committee to be equipped and empowered to conduct a formal enquiry, if and when required. This is all the more significant as IC has powers similar to that of a Civil Court.

The session featured a deeply insightful and interactive training on **Internal Committee (IC) processes** led by **Priyanka Agarwal** and **Jayati Doshi from Inclusional**, who walked attendees through the structure, responsibilities, reporting mechanisms, and best practices required for organisations to build safer, more aware, and more inclusive workplaces. Their guidance empowered members with the clarity and confidence needed to set up and strengthen ICs within their organisations. **Jagmohan Singh**, EEMA Treasurer, extended his gratitude on behalf of the EEMA NEC, thanking every participant for taking the time to be part of this important initiative.

This initiative is part of EEMA's ongoing commitment to making every member organisation fully PoSH compliant, informed, and empowered to uphold a safe and respectful workplace culture.



## Tips & Key highlights



### Cybercrime Awareness for the Events Industry

As events increasingly go digital - with online registrations, mobile ticketing, virtual access, live-streaming, and Wi-Fi-based engagement - cybersecurity has become a critical priority for organizers.

From phishing links and fake ticketing pages to data theft, ransomware, and unauthorized live-stream piracy, the events industry is now a high-risk target due to temporary setups, large public audiences, and extensive third-party involvement.

To protect attendees, clients, and brand credibility, event professionals should prioritize secure ticketing platforms, use protected Wi-Fi networks, train teams on digital safety, follow data privacy regulations, and verify all vendor tools and access points.

A secure event is a successful event - let's ensure every experience we create is safe both on-ground and online.



## Top Cybersecurity Practices for Event Planners & Organizers

### 1. Secure Ticketing & Registration Platforms

Use verified, encrypted payment gateways to prevent ticketing fraud and stolen customer data.

### 2. Protect Streaming & Virtual Event Link

Unauthorized sharing = piracy, trolling, data theft, and brand damage. Always secure access controls.

### 3. Lock Down Wi-Fi & Event Tech Networks

Public Wi-Fi is a hacker's paradise. Use secured networks, separate guest & admin logins, and strong passwords.

### 4. Audit Vendor Tools & Event Apps

Every vendor = a new data entry point. Ensure NDAs, contracts, and encryption standards are followed.

### 5. Protect Artist & VIP Data

Talent information sells fast on the dark web. Restrict access and avoid sharing via unsecured platforms like WhatsApp PDFs.

### 6. Monitor Social Media for Fake Pages & Ticket Scams

Fake event pages and fraudulent ticket sales have increased in 2024 for music festivals and award shows.

### 7. Have a Live Incident Response Plan

Cisco's Cybersecurity Readiness Index shows that only 15% of organizations are prepared to handle an attack. For events, speed is everything - delays can ruin brand credibility in real-time.

### 8. Use Events to Spread Awareness

Events are powerful public platforms. Adding a simple cyber safety PSA or brand partnership can drive massive awareness.



# 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	10,000 + (All 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
Presenters' Dialogue	23 <sup>rd</sup> December 2025	Leela Ambience, Gurugram
EEMA South Factor	24-25 <sup>th</sup> March 2026	Pragati Resorts, Hyderabad

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

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