Agencies ride the IP bandwagon

ExM takes a peak at the five fresh IPs of the month gone by..

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With design to execution solutions, in-house... The concepts tend to go WILD!

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It’s all happening here

While there is no surety whether this observation is due to close association with the event industry. Or if Priyanka Chopra intended it, but her recently released single seems to promote events and MICE in India, in a way few of us could imagine. What’s more? She’s even offering to play host. Without the ‘special appearance’ fee!

Beyond such inadvertent ways of promoting, destinations take this business very seriously. Just this month we see Maldives, Brand USA and Australia all reaching out to the Indian traveler, travel community and MICE organizers to channel more traffic into their countries.

On the flip side, experiential marketing agencies are taking it upon themselves to give us more reason to just stay put. With new experiential properties emerging, right within our city, in our vicinity.

And by their own admission, these experiential marketers will tell you, that it’s not all for the consumers joy. The proprietorship of an on-ground property is a gross challenge but the sense of accomplishment and RoI from the success of these, make it all worth it. Not to mention the ownership of a brand of the highest order -- an experiential brand.
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Make your next conference memorable through our keynote address

- Recharge your people to achieve new heights
- Increase sales and productivity through
  - Positive attitude
  - Motivation
  - Values
HDFC Life promotes its new Smart Woman plan

HDFC Life has announced a campaign to create awareness about the company’s Smart Woman plan and drive financial freedom among urban women. The campaign seeks to identify women as the ‘enabler of happiness’ in an Indian family. The month-long campaign began on Sept. 22 and is being held across Mumbai, Delhi, Bangalore and Pune. The campaign is going on ground at malls and corporate parks.

Syed Sultan Ahmed, MD, EduMedia said: “Ten years ago we began with a vision, ‘all kids have a talent, it’s important to discover it’. The format is so simple and robust that Wizkids is relevant even after a decade as it evolved to adapt to changing generations.”

Horlicks Wizkids expands to 20 cities for its tenth edition

Krayon’s flagship property, Horlicks Wizkids, kicked off on Aug. 29. This edition, concluding in November, expects to see participation from 1.5 lakh students across India. This year, Horlicks Wizkids bears the theme ‘Live your Dream’, and will travel to 20 cities.

Syed Sultan Ahmed, MD, EduMedia said: “Ten years ago we began with a vision, ‘all kids have a talent, it’s important to discover it’. The format is so simple and robust that Wizkids is relevant even after a decade as it evolved to adapt to changing generations.”

OSiS+ conducts mall activations in three cities

OSiS+, a hair styling product by Schwarzkopf, organised two-day mall activations in three cities. It took place on Aug. 25 and 26 at TDI Mall in Delhi, on Sept. 1 and 2 at InOrbit Mall in Mumbai, and Sept. 8 and 9 at Garuda Mall in Bangalore, and was executed by Shobiz. This self-involving activity saw participation from about 325 people in Delhi and 500 in Mumbai.

Ritwik Gupta, Event Manager, Shobiz said: “We have been delivering for Henkel for the past four years. OSiS+ is a product by Schwarzkopf Professionals, who come under Henkel Adhesive Technologies. We usually do events for them, but this is the first time we are doing promotions and activations for them.”

WASH United initiates The Nirmal Bharat Yatra

WASH United, a Germany-based non-profit company which promotes good hand hygiene and sanitation, has teamed up with Quicksand India to address the sanitation crisis in India by organizing ‘The Nirmal Bharat Yatra’. The yatra will visit various rural locations in India and aims to reach around 90 million people. The yatra started on Oct. 2 in Wardha, Maharashtra, and will end on World Toilet Day, Nov. 18 in Bettiah, Bihar.

Sabrina Aggarwal, Communications & PR Manager, Wash United said: “We are implementing a mass advocacy campaign in which there will be a carnival at six stops in five different states. We are harnessing the things that Indians love most - Bollywood, cricket, games and sports to raise awareness about hygiene and sanitation.”

Del Monte launches Sketchup to engage consumers

Leveraging the concept of food art, Del Monte organized the Sketchup contest, which involved showcasing pieces of art that were drawn using the four Del Monte sauces. With the aim of strengthening the consumer connect and establishing a fun contest at the same time, the campaign was launched mid-August and culminated in the first week of September. The contest travelled to Mumbai, Bangalore and Delhi, targeting colleges and media hubs.

Yogesh Bellani, COO, FieldFresh Foods said: “Sketchup was a first of its kind initiative to innovatively engage with youth, who are key influencers in the ketchup and sauces category. This was to unleash their imagination in a creative manner and bring them closer to brand Del Monte.”

Goodricke hits cinema halls with its ‘Say Chai’ campaign

Goodricke Group conducted the ‘Say Chai’ campaign in association with Bollywood film ‘Barfi’ across 60 theatres in 30 cities. Goodricke engaged Innobella Marketing & Entertainment Solutions as its execution partner. The promotion was held from Sept. 14 to 16, where movie goers were photographed sporting amusing expressions. This was in line with the movie’s theme as well as Goodricke’s brand positioning of ‘Chai for every mood’.

Vikram Singh Gulia, GM, Goodricke Tea said: “Since the movie is shot in Darjeeling, the land of tea, the ‘tea’ connect is very strong. Goodricke being pioneers in the tea industry and producers of world class teas, the association was apt.”
CRI Events executes jungle-themed UltraTech dealer meets

UltraTech Cement organized a series of dealer meets in Hyderabad over a period of a month. The dealer meets took place on Sept. 10, 12, 17, 19 and 22, with the sixth edition culminating on Oct. 5. CRI Events executed these events. All the events witnessed participation from approximately 600 dealers.

CRI Events came up with a theme called 'UltraTech Ke Tigers' that would not only boost dealers’ morale but also offer a unique element to the entire concept. Nupur Singh, Manager Wedding Department and Client Servicing, CRI Events said: “CRI Events was selected because of their expert execution offerings and well drafted plan of action that was presented. We wanted to provide an impactful event and unforgettable experience.”

Encompass executes dealer event called Asian Paints Rangmanch

Taking place on Sept. 1 at JB Theatre, NCPA, Mumbai, it was an evening of entertainment for all the Asian Paints dealers falling under the Mumbai region. Executed by Encompass, it is proposed that this become a yearly event. They were responsible for conceptualizing the event, designing the collaterals, artist management, and the overall execution.

Nikhita Arora, Manager Client Services, Encompass said: “We planned for this evening for over four months, with the objective of treating the dealers to an evening they’ll look forward to every year. This was an invite-only event wherein dealers who met specific sales criteria were invited. The music-themed event saw 600 attendees.”

ICICI Lombard National Conference targets team building

The conference was conducted in Goa from Aug. 30 to Sept. 1 across various locations, with the delegation being housed at the Taj Exotica. This was the very first edition of the Silver program, which was conceptualised on a national level for the recognition of top silver advisors. The delegation included the silver advisors along with their families.

Pankaj Bajaj, Associate VP, ICICI Lombard said: “Journeys and Destinations was brought on-board to manage all travel requirements while also planning out the itinerary for the programme. Team Rustic was the event management partner, managing the various on-ground aspects of the conference including the event requirements for the gala dinners.”

MMI organizes first edition of Laser World of Photonics India

Highlighting the prominence of laser technology, the exhibition took place from Sept. 14 to 16 at Bombay Exhibition Centre. Tapping into the growing potential of India in the laser and photonics industry, Messe München International (MMI) came up with this trade show to provide networking opportunities for the delegates and showcase innovations and latest offerings.

Darryl Dasilva, CEO, MMI India said: “We brought this show to India to create the platform for this industry to showcase the innovations, products and solutions to the masses. There is a strong need to highlight the laser and photonics industry offerings to the sectors across. There were seminars conducted by experts. Science and research, telecommunications, machine manufacturing, automobiles, aviation, jewellery were the few industry segments that were targeted.”

CS Direkt executes Canon Gurukul for the OIS division

Canon India organised its annual property for the OIS division, Canon Gurukul, which is aimed at being a training and motivational platform for the sales team of the division’s channel partners across the country. This event, executed by CS Direkt on Sept. 4 and 5 at Leonia, Hyderabad, was attended by 125 people.

Bhaskar Joshi, Senior Manager Marketing, Office Imaging Solutions, Canon India said: “The objective was to inculcate a feeling of belonging among the sales people with the company they represent, address their grievances, and update them on the latest company products, statistics and strategies. The event had a conference with team building sessions, and a gala dinner where awards were given out to achievers and other select individuals.”

GPJ India designs and produces MWV’s exhibit at PackEx India

MeadWestVaco Corp. selected George P. Johnson to design and produce the company’s trade show exhibit at PackEx India for the second year in a row. The exhibition opened on Sept. 11 at the Bombay Exhibition and Convention Centre in Goregaon, Mumbai.

Pete Coughlin, Head of Global Events, Digital Experiences & Creative Services, MWV Corp. said: “Three animation stories covering MWV’s global capabilities, innovative design story and the change in consumer behaviour were shown on a 72” monitor to attract visitors to the stall. GPJ designed a custom stall with branded graphics, targeted lighting and custom built display cases to showcase MWV’s wide range of product offerings.”
Fountainhead executes 12th edition of EMVIES
An Ad Club Bombay property, the event took place on Sept. 3 at Taj Lands End, Mumbai. It is an annual awards property wherein significant contributions to the field of media are honoured. It was executed by Fountainhead Promotions & Events.

Bipin Pandit, General Manager, Ad Club Bombay said: “EMVIES are the most valued awards in the industry. Despite the fact that it was a difficult day and the city was waterlogged, people were not deterred; we had an audience of 1,000 plus. The energy levels of the audience went far beyond just the award ceremony.”

MIFTA brings Kesari MICE on-board as travel partner for this year’s edition
Entering its third year, the Marathi International Film & Theatre Awards (MIFTA) will be conducted in Singapore from Oct. 4 to 7. MIFTA is a platform that promotes Marathi cinema and theatre worldwide. Kesari MICE has been brought on-board as the travel partner for arranging all on-ground logistics and travelling requisites. The MIFTA team is organizing and executing the event.

Zelam Chaubal, Director, Kesari MICE, said: “We had to book tickets for 300 celebrities and artists whose hands are full with work commitments. Managing the changing schedules of the artists as per their requirements was quite a challenge. Logistically speaking, we have put a lot of planning and effort to ensure a smooth flow of events.”

Vh1 visits colleges in Mumbai, joins their festival celebrations
Vh1 tied up with leading colleges, partaking in their fests as part of their on-ground initiatives. Through ‘Fab Campus Fests’, Vh1 visited K.C. College and Sophia College, associating themselves with their fests Kiran and Kaleidoscope, in August and September and brought bands to perform at the college pro-nights, making them a part of the main day headlining music acts. The channel is in talks with other colleges to recreate the same experience.

Ferzad Palia, Senior VP & GM, English Entertainment, Viacom18 said: “Vh1 is very popular with its core target audience - college goers and young fans. Hence, we are partnering with college festivals and looking to own their main musical event. This helps build the perception of Vh1 and ensure that we are top of mind by directly engaging with our audience.”

Mumbai Film Mart enters second year of aiding the film industry
Mumbai Film Mart, the festival market that aids the film industry and is held under the aegis of the Mumbai Film Festival, is a B2B platform that facilitates the business of films creating a platform for all participants. The second edition is taking place from Oct. 19 to 21 at Trident Hotel.

Srinivasan Narayanan, Director, Mumbai Film Festival said: “A market is crucial to any film festival and we believe that facilitating the business of films is as important as showcasing the best of films. This year, we are scaling up the market which will see participation from entertainment industry professionals, both from India and abroad.”

The Park Hotels launches The Park’s New Festival
Hosted by The Park Hotels and organized by Prakriti Foundation, the festival commenced from Aug. 29 and culminated on Sept. 17. This contemporary art festival celebrated emerging and upcoming talent from across the globe and saw Chennai, Bangalore, Hyderabad, Mumbai, Kolkata and New Delhi as host cities.

Priya Paul, Chairperson, Apeejay Surrendra Park Hotels Ltd. said: “We aim to deepen our relationship with the emerging art scenario in the country, revisit our rich heritage that boasts of cultural endowments, and provide a platform to international and local artists to showcase their talent.”

Impresario to manage Grand Kerala Shopping Festival
The Grand Kerala Shopping Festival, the signature shopping festival of Kerala, will be managed by Impresario Event Management this year. The festival promotes and develops the commerce and industrial sector of Kerala via the Kerala Tourism platform and will usher in its sixth edition. The initiative is slated to commence from Dec. 15 2012, and will go until Jan. 31, 2013 in Kollam. Impresario will be handling all the activities and events pertaining to the festival.

Harish Babu, MD, Impresario Event Management said: “This year’s festival intends to take a new dimension, where the shopping experience includes service shopping. While promoting the products of the state, it will emphasize the services it can render to the discerning buyers.”
**Sports Rush**

**Game4u organises midnight launch for FIFA 13**

Game4u, a specialist retailer of game hardware and software, organised a midnight launch on Sept. 27 for the multitude of FIFA 13 fans in India. This launch party was organised simultaneously across the Game4u stores in the cities of Mumbai, Gurgaon, Ludhiana and Jalandhar.

FIFA 13 is the 20th edition of Electronic Arts’ association football FIFA video game series. It has been developed by EA Canada studios, and has been published worldwide by Electronic Arts under the EA Sports label. FIFA 13 includes new features to the FIFA franchise such as the First Touch Control. New celebrations have also been added as a new feature. FIFA 13 will be now be available on PlayStation 3, PlayStation 2, PlayStation Vita, PlayStation Portable and Xbox 360.

**Red Bull Soapbox Race to debut in India this December**

The race has travelled to 77 cities across 40 countries and is coming to India on Dec. 2 in Mumbai. The non-motorized race is open to both amateurs and experienced racers, inviting them to unleash their creativity to build their human-powered soapbox machines. Fountainhead Promotions & Events will be executing the event.

A Red Bull spokesperson said: “Given the global fan following of this street racing competition, Red Bull thought it was apt to bring it to India and merge the fun element of this competition with the quirky nature of our country. Red Bull has produced more than 40 soapbox races across the world. A 360 degree campaign is being chalked out to promote the initiative.”

**The Ultimate Fighting Championship comes to India**

At a press conference in Mumbai on Sept. 12, the Ultimate Fighting Championship (UFC) and Sony Six confirmed their strategic partnership to bring the sport to India for the first time. UFC is said to be the world’s premier mixed martial arts sport in India. 16 of the most talented unsigned Indian martial artists will compete for a contract with the UFC. Casting for the championship show will begin shortly and is scheduled for broadcast in 2013.

UFC Chairman and CEO Lorenzo Fertitta said: “We are very excited to partner with Sony Six as the UFC expands into India. We look forward to working with them to not only further expand the UFC’s fan-base here, but also to find and develop local talent and, ultimately, bring regular live events to India. Sony Six’s commitment to the series was very crucial for UFC in this market.”

**The fifth edition of Airtel Delhi Half Marathon concludes**

The half marathon, promoted by Procam International, took place on Sept. 30 and saw more than 30,000 participants. As a lead up to the marathon, a meet and greet session was organized at the official host hotel, Le Meridien on Sept. 19, and the Get Active Event Expo was held at the NSIC Ground, Exhibition Complex, from Sept. 21 to 23.

Bharat Bambawale, Global Brand Director, Bhartti Airtel said: “Given our focus on youth and the theme of friendship, the Airtel Delhi Half Marathon has given Airtel the perfect platform to bring Dilli-ke-friends closer and celebrate their common passion for a fitter lifestyle. Over the last four years of our association with ADHM, we have seen participation become better each year.”

**JK Tyre National Rotax Karting Championship 2012 concludes**

The final round of the 9th JK Tyre National Rotax Karting Championship took place on Sept. 22 and 23 in Hyderabad. Organised by JK Tyre and Meco Motor Sports, the final round was executed by Rachnoutsav Events.

Rakhi Kankaria, Founder, Rachnoutsav Events said: “Since karting is the first step for any young driver to get into the world of racing, JK Tyre and Meco Motor Sports have taken up the initiative of promoting this sport across the country. Rachnoutsav has been associated with JK Tyre and Meco Motor Sports for three years, managing the on-ground requirements at Hyderabad. Though the sport is still in the nascent stage, it is getting bigger everyday.”

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To promote their movie of the month, Star Movies on Sept. 22 organized Chillout Nites which saw 200 movie parties for its viewers in Mumbai, Delhi, Bangalore and Kolkata. These parties were sponsored by the channel and were conducted in one night during the telecast of the movie. Fountainhead Promotions & Events was appointed to carry out the initiative.

Rasika Tyagi, Senior VP, English Programming, Star India said: “Consumer engagement activities like these benefit the brand and is a puller towards the channel. If you throw interactive activities at your viewers regularly, they get pulled towards the brand. It also encourages top of the mind recall of the brand as your viewers are anticipating more activities coming their way.”

**BIG FM partners with Akanksha Foundation for Teacher’s Day**

92.7 BIG FM, in association with NGO Akanksha Foundation, celebrated Teacher’s Day at the radio station’s studios. Children from Akanksha Foundation were at the studios to appeal to the listeners to take on the responsibility of becoming their teachers and experience the joy of spreading the light of education in others’ lives.

A spokesperson from 92.7 BIG FM said: "Education is a primary necessity for every child and we are committed to help engage a larger audience and channelize efforts towards this cause. The timing couldn’t be more perfect and the response was superb. We received a phenomenal response from Mumbai and we look forward to partnering with similar Life Banao initiatives in the future as well.”

**Star Movies’ Chillout Nites for Rise of the Planet of the Apes**

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**Radio City Super Singer auditions receive significant participation**

Radio City 91.1 FM on Sept. 10 announced that the auditions of the fourth season of its ‘Radio City Super Singer’ property witnessed more than 65,000 registrations across India. The auditions were conducted across 20 cities. Delhi topped the registrations with more than 7,000 people auditioning across various platforms on-ground and online. Bangalore, Hyderabad, Chennai and Mumbai also garnered significant response.

Presented by TVS and powered by Benadryl, Radio City Super Singer is an annual hunt for singing talent where the winner is felicitated with cash prize of up to Rs. 1 lakh and a TVS Scooty.

**93.5 Red FM launches two campaigns for Ganesh Chaturthi**

93.5 Red FM launched Magic Modak and Visarjan Squad ko Ghar Bulao, which had activities lined up for two weeks during Ganesh Chaturthi. The station distributed Lord Ganesha’s favourite sweet to its listeners. Each modak had a chit inside it which bore a positive fortune or ‘win an MTS M-Blaze dongle’.

Nisha Narayanan, Senior VP Programming and Projects, 93.5 Red FM, said: “Red FM’s Visarjan Mandal, a team consisting of Red FM jocks, band, dancers and security, joined in the Visarjan processions. The Visarjan Mandal was sponsored by Dominos Pizza. The squad was sent to the winners’ homes to amplify their Ganpati farewell with a singing and dancing performance. The families were also invited to a pizza party, post the immersions.”

**PIX chalks out 360 degree campaign for Tintin promotions**

To promote the premiering of 'The Adventures of Tintin: The Secret of the Unicorn', Sony PIX launched a 360 degree promotional campaign on Sept. 7. As this was the Sony PIX - Movie of the Year, a number of initiatives were undertaken to create the necessary buzz. The campaign was executed by 7ty7 and Media Circle.

Himmat Butalia, Marketing Head, PIX said: "Maintaining the uniqueness of the campaign, PIX also associated with Comic Con. PIX organized an inter-collegiate treasure hunt, painting competitions, and mall activations where they organized a promotional exercise to create awareness about the telecast. We also promoted the movie at an Oxford book store.”

**BIG FM announces BIG Kannada Music Awards 2012**

92.7 BIG FM announced the second edition of the BIG Kannada Music Awards, which aims to be an exclusive platform that acknowledges and recognizes the versatile talent of the Kannada music fraternity. BIG Kannada Music Awards 2012 is scheduled to take place on Oct. 13, with awards across 21 categories.

Sandalwood star Ramesh Arvind, event ambassador, said: “With the rich music heritage of Karnataka is an amalgamation of versatile talent; BIG Kannada Music Awards provides a platform for recognition at a much larger scale. With the BIG Kannada Music Awards, we endeavour to felicitate the best talent in the Kannada music industry.”
Industry Watch

**Destination**

**Dubai positioning as leading MICE destination**

To position Dubai as the leading tourism destination and commercial hub of the world, the Dubai Convention Bureau has collaborated with private and public sector organisations to secure some of world’s leading conferences and exhibitions for Dubai.

Hamad Mohammed bin Mejren, CDME executive director, Business Tourism said: “The leadership of the UAE continually underlines the importance of the development of the MICE industry in the Emirates. The infrastructure, air accessibility and abundant hotel options in Dubai make it an ideal choice for international meetings.”

**Downtown Jakarta remains focus for MICE**

Despite the traffic difficulties in Jakarta’s central areas, the city’s extensive range of facilities still make it the most attractive choice to hold MICE functions. When it comes to venues for meetings, Jakarta offers a variety of options which cater to the different customers’ needs. Experts agree there is still great potential to develop its MICE sector.

According to Tourism and Creative Economy Minister Mari Elka Pangestu, Jakarta is a natural choice for major international MICE events in Indonesia since it is home to two outstanding facilities; the Jakarta Convention Center and the Jakarta International Expo (JIExpo) in Kemayoran. The only other location for similarly complete MICE facilities is Bali, she claimed.

**Macau to see more MICE events, courtesy of Beijing**

The Macau government and the mainland’s Ministry of Commerce have signed a cooperation pact which aims at boosting the city’s MICE industry. The agreement features 20 measures to consolidate cooperation, including financial incentives, tax benefits, training and customs clearance.

Beijing has pledged to support Macau in hosting international events in the fields of tourism and food and beverage, and to make the MICE industry part of the development of the neighbouring Hengqin Island. Besides this, both parties will set up a working group to help coordinate the participation of mainland enterprises and individuals in exhibitions hosted in Macau.

**Lavasa wins the ‘Most Promising New Destination Award’**

The Hill City Lavasa won the ‘Most Promising New Destination Award’ and the ‘Best Print & Promotional Material’ award at the Travel & Tourism Fair held in Mumbai from Sept. 7 to 9, and Pune from Sept. 14 to 16. Lavasa, when complete, will cater to an estimated tourist inflow of 20 lakh per annum.

Lavasa Corp Ltd. is working on the mandate given by the State Government of Maharashtra to develop a new hill station in the state that will boost tourism. Anuradha Paraskar, Sr. VP, Marketing & Sales, Lavasa Corp Ltd said: “Tourism is a critical component of the Lavasa business plan. It will be one of the wheels that will drive the 365 day economy of the city.”

**IATO Convention returns to Maharashtra after 20 years**

The Maharashtra Tourism Development Corporation invited the Indian Association of Tour Operators back to Maharashtra for its 28th annual convention. For the first time in 20 years, this convention took place in Mumbai from Aug. 30 to Sept. 2. The theme was ‘Moving Forward in Challenging Times - Together’.

Rajeev Kohli, Conference Chairman and VP, IATO said: “We are in a good position to shape the positioning of a destination in the global travel markets. As a result of holding the IATO convention in Mumbai, we would project an increase of foreign tourist arrivals of 15 to 25 per cent in the next 18 to 24 months into the state.”

**Events**

**Big Bang Awards 2012 sees record entries**

The Big Bang Awards, which were held on Sept. 21, organized by the Advertising Club Bangalore received a record number of 1,020 entries. The winners included Stark Communications, Maxus, and DDB MudraMax.

**Astute Forums organises rural marketing seminar**

The Rural Marketing & Brand Awareness Strategies seminar, held on Sept. 6 and 7 at The Orchid, Mumbai, highlighted ongoing issues and innovative ideas by organizations that tap into the rural markets.

**Ferns N Petals launches Wedding Fraternity Meet**

On Sept. 12, Ferns N Petals launched its new annual property, Wedding Fraternity Meet 2012. The event was held at Kundan Farms, Delhi, and was attended by around 300 guests. The guests were specially invited vendors from various segments of the wedding industry, including wedding and event planners, decorators, sound and light companies, caterers, etc.

**CII conducts 12th Marketing Summit in Mumbai**

Held at Hyatt Regency, the two-day summit focused on issues relating to the needs and importance of consumers, the manner in which demand is picking up, and the importance of marketing strategies that respond to the changing and dynamic consumer demands unique to India.

**ASTA Expo offers innovative programming and targeted education**

ASTA’s sixth annual Travel Retailing & Destination Expo, held in Los Angeles from Sept. 7 to 9, focused on leisure and corporate segments. This year, the education focused on the meetings and incentive market to provide a clear understanding of the legal issues surrounding the MICE industry and group travel.
**Venues**

**Pragati Maidan may have new convention centre**

Delhi’s exhibition venue, Pragati Maidan may house a new convention centre which will be about six times bigger than Vigyan Bhavan and can hold about 750 guests. Planned by ITPO, the convention centre will be a state-of-the-art infrastructure with a capacity of 5,000 to 8,000 people. The construction should begin in about two and a half years.

“Our big challenge now is that Pragati Maidan’s infrastructure is getting dated. It’s at a planning stage now. The idea is to create a world-class conventional centre so as to attract the global MICE market,” said Rita Menon, former Union secretary & CMD, ITPO.

**Moshi exhibition centre to get more land**

The Pimpri-Chinchwad New Town Development Authority (PCNTDA) plans to acquire more land to set up the Pune International Exhibition and Convention Centre (PIECC) at Moshi. The project will require 110 hectares land, of which 74.23 hectares has already been acquired. PCNTDA has also decided to appoint the technical and legal staff needed to implement the project.

Touted to be among Asia’s biggest convention centres, the project is being constructed over 240 acres off the Pune-Nashik Highway. Phase I comprises the completion of a convention centre, two exhibition halls, and allied infrastructure.

**Gujarat set to get country’s largest industrial expo centre**

The India International Textile Machinery Exhibition Society (IITMES) aims to construct what is said to be India’s largest industrial exhibition centre in Gandhinagar, Gujarat. About Rs. 500 crore will be invested to develop the facility. Compared to Pragati Maidan’s exhibition area of 67,000 sqm., the new complex will have an area of 1.40 lakh sq m. The centre will feature a huge columnless industrial exhibition centre.

“Work on the first phase to develop 36,000 sqm. will begin in January and the centre will be thrown open for exhibitions in 2014. Work on the second phase will be completed in the next three to four years,” said Seema Srivastava, Executive Director, IITMES.

**Siemens conference centre, The Crystal, launches in London**

Siemens officially launched its new £30m exhibition and conference centre, The Crystal, in London on Sept. 29. It has already hosted the Urban Planning for City Leaders Conference and DLD Cities Conference for 300 and 400 delegates, respectively. The centre includes a 2,760 sqm. exhibition hall and a 1,395 sqm. conference suite, two exhibition areas of 67,000 sqm., the new complex will have an area of 1.40 lakh sq m. The centre will feature a huge columnless industrial exhibition centre.

“Work on the first phase to develop 36,000 sqm. will begin in January and the centre will be thrown open for exhibitions in 2014. Work on the second phase will be completed in the next three to four years,” said Seema Srivastava, Executive Director, IITMES.

**NYC’s first JW Marriott hotel**

The JW Marriott Essex House New York is the brand’s first hotel in New York City. The 509 room hotel was most recently the Jumeirah Essex House and reopened as JW Marriott Essex House New York. JW Marriott Essex House New York is a destination for leisure and business travelers alike. A beautifully appointed Executive Lounge – signature feature of JW hotels worldwide – will be built in early 2013.

“We are thrilled to make the iconic Essex House hotel home to the first JW Marriott hotel in New York City,” commented Mitzi Gaskins, VP & Global Brand Manager, JW Marriott Hotels & Resorts at Marriott International. “The Essex House is one of New York City’s most recognized high-end hotels. We will continue to tell the hotel’s story by honouring the past, while bringing JW Marriott’s signature modern touches to the guest experience.”

**Developments**

**Dubai Lynx festival changes name**

The organizers of the festival announced that its name will change from ‘Dubai Lynx International Advertising Festival’ to ‘Dubai Lynx International Festival of Creativity’. The move aims to reflect the evolution of the industry that involves creativity in all forms of communications.

**India to publish convention bid guide**

Indian MICE stakeholders, which includes state governments, the Ministry of Tourism, convention venues, hotels, airports and other suppliers, are partnering to form a guide that aims to raise the standards and success rates of convention bids.

**Pulp Strategy wins mandate for NEC India**

Pulp Strategy will handle the creative responsibilities, OOH campaign, and the activations and events for NEC India. The activations and events side will see exhibitions, events, conferences and other experience driven initiatives for NEC India. The OOH campaign is being executed in collaboration with the Sauber F1 team, as a precursor to the Indian Grand Prix 2012, for which NEC India has come onboard as the premier partner of the Sauber F1 team.

**Showtime Events wins Pinnacle Award for BMW Xperience**

Showtime Events was awarded ‘Best New Event - Gold’ by the International Festivals & Events Association (IFEA) for the execution of the BMW Xperience event in October 2011. Showtime Events was the only Indian agency to win a Pinnacle Award this year.

**O&M Philippines and A+B Expedio launch OgilvyAction**

Ogilvy & Mather Philippines and A+B Expedio Integrated Marketing Communications have launched a JV in the Philippines which aims to offer best in class activation solutions and create conditions that drive brand purchase.
Yamaha – we’re more than just a bad boy brand

Markets made its initial foray into India in 1985 and 11 years later, entered into a joint venture with the Escorts Group. However, in August 2001, Yamaha acquired its remaining stake, becoming a 100 per cent subsidiary of Yamaha Motor Co. Ltd. (YMC). In 2008, Mitsui & Co. Ltd. entered into an agreement with YMC to become a joint investor in the motorcycle manufacturing company, India Yamaha Motor Pvt. Ltd.

India Yamaha Motor operates from its state of the art manufacturing units in Surajpur, Uttar Pradesh, and Faridabad, Haryana, and produces motorcycles for both domestic and export markets. It has a workforce of over 2,000 employees and has a countrywide network of over 400 dealers.

In a conversation with ExM, Roy Kurian, National Business Head, India Yamaha Motor, discusses BTL and brand Yamaha, its associations, and approaches to the various segments.

What level of significance does BTL engagement have for brand Yamaha?
BTL activities undertaken by Yamaha are highly significant and are directed towards enhancing customer relations and increasing our customer base. This year, we have intensified our efforts to strengthen the Yamaha brand through a number of BTL activities.

We’ve been involved in various activities like ‘Chabi Ghumao, Bike Le Jao’, which was conducted at various dealerships across India, wherein the customers had a chance to win an SZ R bike; and the Yamaha Safe Riding Science (YSRS) program for kids and young college students, who are given awareness on safe driving and traffic safety. Racing activities include the R15 One Make Race Championship and the Riding Clinic, which engages both Yamaha and non-Yamaha customers; along with caravan activities in both cities as well as small towns.

All these activities are carried out pan India throughout the year, and have given us much mileage in terms of brand awareness among customers across the country.
How do Yamaha's on-ground activations and other associations differentiate it from its rivals?
We undertake activities which are focused towards the youth. Most of our activities are self-engaging and create a lot of excitement among the youth, which helps us connect with the right audience in a better manner, as opposed to the competition.

For example, we conducted an activity called the ‘Bring back the Joy’ campaign, which involved reaching out to customers at their doorstep and inviting them and their family to attend activities. The Kids YSRS activity involved the youngsters in an entertaining and interactive manner that drove home the key messages of safe riding. By doing so, Yamaha not only created awareness amongst children, but also amongst the local communities in the proximity.

The aforementioned activities differentiate us from our rivals in the mind of the customer as they are engaging and involve a more personal approach. Furthermore, these activities involve the entire family right from the kids to the elderly, making it more enjoyable and memorable.

Please elaborate on a few of your most prominent and effective campaigns. What gave it that differentiating factor?
The ‘Bring back the Joy’ campaign, which involved reaching out to customers at their doorstep and inviting them and their families to attend activities like Kids YSRS, exciting and engaging games, etc., at their apartment compound/nearest dealerships. This activity was conducted in 53 towns and we were able to reach out to over 1 million households.

Our target was to change our image from being a brand associated with bad boys to being a brand that is also meant for family customers. We were targeting the SZ series vehicle for this segment of customers. Through this activity, we were able to create the family connect and were also successful in creating much awareness and recognition for our product, the SZ series.

The second activity that stood out for us was the ‘Chabi Ghumao, Bike Le Jao’ campaign wherein the customer gets a chance to win an all new SZ bike. This activity was aimed at spreading awareness and increasing the sales of our deluxe segment bikes, particularly the SZ series. This activity was combined with a two-day sales camp at various dealerships, as well as customer test rides. So far, we’ve conducted this activity in over 80 locations across the country and have witnessed a customer footfall of over 1.5 lakhs at our dealerships since the start of this campaign. Moreover, around 30,000 customer test rides have been conducted during this campaign.

This activity has indeed helped us significantly in increasing our share in the deluxe segment. In 2011, our share in the deluxe segment stood at 16 per cent and currently, we are at 21 per cent market share in this segment.

How does promoting sports among the youth tie into the brand’s image and marketing strategies?
Yamaha’s corporate culture has always given special importance to sports in India as a way of expressing the ‘spirit of challenge’ that it values so highly. Our racing endeavours, especially the R15 One Make Race Championship, is one of the biggest initiatives by Yamaha that has proved to be very successful in its aim to inculcate the racing spirit, as well as to promote safe biking culture in the country.

Yamaha had recently organized the second edition of the Yamaha ASEAN Cup U-13 Football in association with The Indian Football Association (West Bengal), wherein the Indian players got a chance to play internationally.

Comment on the importance of Yamaha's dealer network and the related MICE initiatives.
We already have an exhaustive network of 1,200 customer touch points, including 400 dealers. We plan to expand our network, not just in terms of quantity but also in terms of quality. By the end of this year, we will have approximately 250 Yamaha Bike Stations, which have the best 3S facilities – Sales, Service & Spares. We are also working to increase Yamaha Bike Corners, which will enable us to reach out to customers in rural and semi-urban areas. Also, educational training is regularly done for sales staff and service mechanics. Client service training is also being continuously done in parallel to improve customer satisfaction level at dealerships.

Our focus is on enhancing our facilities, besides providing state-of-the-art infrastructure to our dealerships. With the addition of the scooter, Ray, in our product line, we will now equip our dealerships with a ladies restroom. We will also be looking at increased manpower and enhanced serviceability, as well as increased customer touch points.

R15 One Make Race Championship
“A host can make or mar an event.”

Chetan Sharma is a specialist conference host, a broadcast anchor, columnist and a management consultant. One of India’s better known television faces, Chetan is a sought after live events moderator, well recognized for bringing his unique brand of facilitation to events, for many of the world’s largest companies.

In an interview with ExM, Chetan Sharma talks about being an anchor, what it involves, and how it has evolved over the years.

The words host, anchor, announcer and moderator are used interchangeably. Is it correct?
Certainly not! It is important to understand the meaning of a live show host/anchor. An anchor is the epicentre of an event and combines the role of an announcer, moderator and link, all in one. Announcing needs communication, presentation and language skills along with voice modulation, moderating requires journalistic abilities and domain knowledge, while being the link requires one to have presence of mind, wit, networking skills and stage and crowd control.

How critical is the role of a host in an event? What makes for a great moderator?
Conference organizers often spend an enormous amount of time and resources on the execution of an event, but often forget that a good event host is critical for success. In fact, I would extend this to say that a host can individually make or mar an event. His role has been explained above. For moderating a panel discussion for example, usually an expert in the field is chosen. While that may seem logical, it runs the risk of making the discussion academic, disengaging, biased, close-minded and editorially skewed. An effective live panel discussion requires the moderator to engage, improvise, refresh and energize, with just enough domain knowledge to be able to make the discussion effective, meaningful, thought-provoking and result-oriented. It combines the rare and unique skills of a journalist, industry representative, researcher, speaker, interviewer, thinker and presenter. A moderator is in a position to change the energy in the room, the flow of the session and the content that emerges. Great moderators make the panellists better, draw out the most interesting information, and keep listeners engaged.

What would you say is your specialization? What unique aspects do you bring to a conference / business event?
My specialization is in knowledge-based business events. This includes industry specific events, trade seminars, economic forums, business conferences, internal company meets, and issue and trends-based thought leadership panels. What I bring to the table is what I call the E factor – experience, expertise and exposure. I have over 15 years of experience in top positions in business television across most leading channels as a bilingual anchor (was awarded the best business anchor) and business editor; expertise in interviewing and moderating having done over 500 interviews and moderated nearly 200 events across all industries; and finally, exposure gained through hosting global seminars. Interestingly, most of the work I have done has been on request from those who have known me from television.

How does your experience / education contribute to your work as an anchor? How do you leverage this in your events?
Having been a television business anchor and perhaps also a familiar face helps bring a level of familiarity and comfort with the audience/interviewee/guest. The senior positions held by me bring trust, credibility and respect. My background as a management consultant and an education in the same gives me an understanding of businesses and of the current challenges. Being a columnist on varied subjects demands in-depth knowledge. Having voiced over 500 commercials and documentaries is also a major plus.
How have events and clients needs evolved in the last five years, making hosts / anchors with some specialisation more integral? How does it work in your case?

Today, both audiences and clients are demanding vis-a-vis events. The attention span is short in general, and to keep the interest of an audience alive at an event requires an anchor who is proficient in the same. At the same time, events are platforms for companies to communicate their key messages but, given the information overload today, communicating these effectively in a way that aids retention is a big challenge; an art. At the same time, events too need to provide a return on investment (ROI). Hence, gathering feedback from the audience during an event becomes very important.

To knit all this all together requires an event anchor who can manage all stakeholders, bring out the best in the spokespersons, entertain and involve the audiences and facilitate feedback. I feel the role of a live event anchor is being slowly appreciated and recognized.

What does the future of corporate events hold? How will you leverage your expertise and evolve it to retain an advantageous position in this highly competitive environment?

While industry and association events are issue-based and trend specific, corporate events are broadly led by the marketing or human resource department. The former involves a high degree of entertainment as well as a glamour quotient, while the latter is more knowledge and issue-based. Having worked extensively across both, adaptability comes naturally to me. Besides, I strongly believe that entertainment events could do with some knowledge content and knowledge-based events with some entertainment. I am able to bring this consciously and effectively and to my mind, that’s an important USP.

Citing a recent event / project, describe how you worked closely with the client / brand’s objective and included these aspects in your anchoring.

One of my most memorable moments was when I was specifically sought out to host Warren Buffet’s first ever event in India. My finance background came in handy as did my presence of mind and wit, desperately needed to match Mr. Buffet, who is a master at it.

Another recent event was the launch of a multi-currency credit card, which was done in the background of a high panel discussion with renowned economists, which focussed on the state of India and its future in the context of the global slowdown. Such a knowledge-event is perhaps the only way to bring senior executives to a launch. As a panel moderator, this needed in-depth subject knowledge to engage with both a high profile panel and the live audience, who were senior executives. It was a resounding success and the client plans to take it to cities across the country.

To know more about Chetan Sharma, visit www.chetan-sharma.in. Chetan can be reached at +91 9811298000; Email: chetansharma1@gmail.com
From Artist to Artist Engagement
Nitin Arora highlights the evolution of Katalyst and the Entertainment Engagement industry in India.

Nitin Arora is a professional emcee with over 3,500 shows under his belt, a radio and television host, founder & MD of Katalyst – an entertainment engagement agency, and Director at Talent N Beyond – a JV between Katalyst & Carving Dreams Pulse. In conversation with ExM, Arora highlights the journey and evolution from his individual capacity as an artist to now running one of the most successful artist engagement companies in India.

Nitin still continues to host 15 to 20 shows every month, being on stage is his first love.

What led to the initiation of Katalyst? Please elaborate on your journey from artist to artist manager.

I started my career as an emcee in 2000, and did close to 3,500 shows in that span, which is probably the highest number done by one artist in the country. I was doing shows for many companies like G2 Rams, Encompass, Wizcraft, Friendshiptimes, both in the corporate and wedding segments. I was doing these with my friends, the owners of these agencies, so they would ask me to help them out with artists since I was close to many of the artists so I would extend a favour just as a friend to get in touch with artists for various shows. Five years ago, I thought to myself why not do this in a more systematic/professional manner? I was doing shows on television as well like Jo Jeeta Wohi Sikander and Fit Raho Khush Raho, and was close to many artists, so the decision to have my own artist engagement company was more or less a logical extension for me.

After five years of experience of providing both artist solutions and also content solutions for various kinds of shows, we thought a step further would be exclusively managing artists as well. So, just a couple of months ago, in partnership with Carving Dreams Pulse, we’ve launched a company called Talent N Beyond (TNB). In two months, we’ve done close to 40 shows with our own artists like Akriti, Hazel, Mariam, Salim, among many others. TNB is an all-round artist management company, which looks into the publicity and promotions of the artists it manages along with their contracts and work.
What would you say have been the triggers to growth in the entertainment engagement industry in the last five years?

When I started 12 years back, things were very different; people were not that keen to spend in entertainment as they are today. Till even five years back, the more popular gigs were the corporate events and corporate endorsements. But in these five years, the industry has grown from 0 to 100. Over the last five to six years, there has been an enormous boom from the corporate, wedding and social events segments, where once people were not shelling out much money, but in the last 5 years are willing to put a considerable amount to this aspect. With private players coming out and shelling out great budgets for entertainment, corporates have also attempted to catch up. Where would we see corporates engaging big Bollywood stars for their events 5-6 years ago? But today, you see even smaller jewellery brands wanting to engage a Priyanka Chopra for their launch or some endorsement.

In Delhi, people who were doing events did not know how to get in touch with these artists. Also, there was an important aspect of trust that lacked in this space. But since, as I mentioned, I was a friend to many of these event organizers and also artists, there was the ease in working with me. Also, very importantly, the vast variety of artists we had the capability of engaging worked well, so if I assured the organizer that I would get a Katrina Kaif for an event, my past experience and work with such artists put them at ease to know that I would bring that artist, so they could depend on me to deliver.

What are the unique expertise/benefits that Katalyst provides in terms on artists engagement solutions?

The reason Katalyst is growing leaps and bounds is because there is the ‘trust’ factor. Also, another reason was that I would have enquires for artists for up to five shows, so I could derive a rate in a bulk deal and then pass the benefit of repeat shows to the artists and a preferential cost to the agency.

When we do a show with an agency, we sit with our client and design the entertainment basis the brief. We sit with the wedding planner and discuss what type of entertainment should be there across the functions of the wedding. We are designing the entertainment for events, not just doing the engagement of artists. Each event needs a unique kind of content, and we help put this together. Of course, we have the advantage of the widest range of artists to be able to put together the most optimal mix basis the kind of show.

What are the more preferential genres/types of entertainment solutions? What are the reasons these have become more popular in event/live shows?

Last year, there was more Bollywood coming to performing, this year the clients want the Bollywood celebrities to be part of the event rather than just come to perform. They want them to mingle with the families and guests of the wedding and provide a differential experience. And, for performances they would go with the popular singers.

Among corporate shows again, there is a leaning towards singers, but of smaller stature. Not too many corporates are taking the top of the line like Mikka, Vishal-Shekhar or Shankar-Ehsaan-Loy. Where as private events are big on such artists.

So if you ask me generally as a trend in the entertainment engagement space, the private/social events have taken over the corporate events space when it comes to innovation and investment in entertainment.
“On-ground properties vs. on-air at Radio One”

Launched in June 2006, 94.3 Radio One is a joint venture of BBC Worldwide and Midday Multimedia. It has seven stations operating in Delhi, Mumbai, Bangalore, Chennai, Pune, Ahmedabad and Kolkata. Aware that specialization is the need of the hour, Radio One aims to offer its listeners a differentiated and involving listening experience.

In a conversation with ExM, Shyju Varkey, National Marketing Head and Station Head, Radio One, discusses Radio One’s journey, its successes, and where they’re going next.

How has Radio One used its on-ground reach and activations to differentiate itself from other radio stations?

On-ground activations don’t differentiate radio stations. On-ground activations need to reflect what a brand’s overall philosophy is. The starting point, therefore, has to be what the on-air content is. I’m not aware of any other radio station across the country that has its own signature on-ground property on a consistent basis. Radio One has Desi Grooves, a Friday Bollywood dance property at some of the biggest hotspots in the city, a karaoke property every Thursday, and we’ve just kicked off One Bengaluru, One music, which offers independent bands a platform to perform live. Our biggest activation idea currently is Music Healers, which brings together people once a month to spend an afternoon of music with the elderly.

All these are driven by strong on-air programming and enhance Radio One’s brand image, catering to a well-profiled audience that seeks intelligent, involving content.

Highlight some significant on-ground properties of Radio One.

Our two most recent on-ground properties have been One Bengaluru, One Music and the Music Healers initiatives. The on-ground launch of One Bengaluru, One Music was based on the premise that never again should a good musician go back to the drudgery of a 9-5 job only because he or she didn’t have a platform to showcase talent. When we launched the initiative on-air two years ago, there was a mindset that listeners only like to listen to Bollywood. Contrary to that belief, we had a
tremendous response to the show on-air, thereby confirming the fact we have varied listeners for ghazals, rock, pop, metal, etc. Radio One has, over the past couple of years, given over 350 bands an on-air platform. It has proved to be a milestone in the FM industry as it brought together artists from varied genres for the cause of music.

Music Healers was launched as a social initiative. It is aimed at spreading joy through music to the elderly living in old age homes across the city. Old age is supposed to herald one’s second childhood. Unfortunately, with the joint family system breaking up, the elderly are often left to fend for themselves. However, we’ve also been noticing a large number of youngsters wanting to give back to society in some way, without being too sure of the avenues open to them. We thought we’d combine the two and use the therapeutic abilities of music as the means to bridge them. Music has great healing powers. Music Healers are those who devote a couple of hours every month, spending time with the elderly, singing songs with them, much like we used to in our nursery classes. No matter what one’s age is, everyone loves music and is touched by it. It is a communication far more powerful than words and far more efficient.

What are your thoughts on radio stations executing activations for clients?
Radio stations doing activations for clients almost always do so at the cost of eating into the premium of their on-air value. We have consciously stopped doing activations, except in the rarest of rare cases. We’re focusing instead on offering higher value with our on-air properties.

How has Radio One used its on-ground events to create visibility for its clients and itself?
We have, in the past, done phenomenally successful activations like Radio One College Champions (ROCC) in seven cities over the years. Radio One College Champions is the country’s largest talent hunt for radio professionals and has received tremendous response year after year. Clients have seen great value addition by integrating themselves with such popular on-ground events. We have taken Nokia’s Ovi to colleges via ROCC. ROCC was also used by Mahindra during the launch of Rodeo. ROCC was successful because it gave college kids an inside peek into how a radio station works. At a larger level, it was their first insight into a corporate environment. They were working on a live project. In many ways, it was a coming of age event for them. The confidence they gained from ROCC has spurred some of them onto much bigger platforms. We’ve had College Champions going on to be runners up on MTV Roadies, Channel V’s Campus Talk, and Femina Miss India.

Speed Dating is another of our popular on-ground events held during the Valentine’s week. We’ve had speed dating events in all our cities and had integrated Mentos.

Customisation is possible for any brand; the question is what kind of premium are clients willing to pay for them over and above our on-air offering. Going forward, however, we don’t envisage activations like these. Our focus will be mostly on the on-air product.

What does the future have in store for radio? How does Radio One plan to tap into that future?
Radio’s future can be stated for certain only after the government’s stance on the third phase of licensing becomes clear. We’ll all be firing blanks by planning without knowing exactly what the playing area is.

Radio One has recently completed six years in Bangalore. What have been the highlights of the journey so far?
We have continued to break new ground on- and off-air and involve the listeners as much as possible over the last six years. While we have never played the listener-numbers game in Bangalore, Radio One has undoubtedly been seen as being at the forefront of the radio movement in the city. Looking back, all it took was some perceptiveness and more than just a little rigour. Once we decided that we would not be part of the herd, we invested heavily in delivering a product that would stand as far apart from the rest, keeping the listener at the core of everything we did.

One Bengaluru, One Music
Agencies ride the IP bandwagon

ExM takes a peak at the five fresh IPs of the month gone by..

By Karan Iyer

Here’s some food for thought: The only thing constant in life is change. Alright, agreed, it’s not exactly an earth shattering, divine revelation that will change your perspective towards life, but it’s a relevant start to this feature. The events and experiential marketing is constantly changing and evolving. Players in this industry were once facilitators, executors or organisers for others, but now they have evolved to add the cap of a creator as well.

Although the process of pitching for campaigns and events from brands continues, events and BTL activation agencies have further expanded their role to include the creation of opportunities. Agencies have now started creating intellectual properties that serve as platforms for brands and clients to come onboard and engage consumers. See? We told you the ‘change is constant’ phrase was relevant.

The month of July witnessed history in the making of sorts for the events and experiential marketing industry with the launch of the white paper. Despite the misleading term, there actually was something written on the paper and it had pretty looking graphs too. EEMAGINE 2012 served as the platform for the launch of the white paper prepared by Ernst & Young. It was the first report done in India which focused exclusively on the industry. The report notes that intellectual properties
are one of the growth drivers for the industry and that marketers plan to increase the proportion of their BTL spends.

Since IPs has become the next stage for everyone in the industry and a number of agencies are conceptualising some very innovative properties, ExM took a look at some of the agencies that have launched new IPs recently.

Team Rustic says Ok To Beer

The concept of Oktoberfest, a 16-day festival celebrating beer in Germany, has had its numerous versions in India and one such version has sprung up in Navi Mumbai. Team Rustic’s new property, OkToBeer Festival, will take place on Oct. 27 in Navi Mumbai. A pre-launch party was organized on Sept. 15 to make the official announcement of the festival giving the guests a taste of what is in store for them.

Talking about what the benefits are of launching an event IP like OkToBeer Festival, Vinod Janardhan, Director,

Team Rustic told ExM: “We help to create a face on the streets and not a digital book. It’s a way of life and not a social ill. Friends get to converse, share and be part of the excitement with tactile feedback too from friends that too in real time (in flesh and blood) and all in a days visit. Visit the world at a low cost and/or re-live the experience in your part of the world without going over. Platforms get created to offer cross promotional options. In real time once again the community and its people benefit.”

Janardhan believes there must not be expectations of benefits from assets like IPs. “The benefit is entirely for the communities that we build the event for. They love it for we just got their world a little closer to them. Don’t forget we are working in the coolest job in the world isn’t that good enough, this is just another day at work.” He noted that creating an IP is high voltage and adrenaline pumping together, but it gets terrifying because everyone’s looking over your shoulder and expecting flawless execution. “A piece of advice, never look up at everyone belching at you while you fly. We need to definitely understand that in today’s world ideas and knowledge are now becoming an increasingly important part of events.”

Further elaborating on the challenges in creating an IP like OkToBeer Festival, Janardhan said: “Many events that used to be traded as low-on ideas and/or technology now contain a higher proportion of invention, design and creative experiences in their value proposition. While all these work on a different plane, a parallel runway with a steeple chase definitely exists and opens up anytime for us to manouevre through on on-ground challenges like social taboo, red tape, finances and a long list of simple yet never ending working issues within the community. Last not the least the effervescent question: will people accept, come and pay. The answer is in the numbers.”

So how can you overcome the challenges? Janardhan answered: “You can do all this in three seconds flat. Lineup: Get your shot right. There’s no room for a crash. Plan, Plan and Plan, and simply implement before time. Attack: Focus on the to-do-list, categorise, deliver only to please. MeatBall: Leave the real stuff to the professionals. Do not try to re-invent the wheel. Never be penny wise, pound foolish.”

Commenting about why a beer festival, Janardhan quips: “Beer is definitely mankind’s greatest invention; even the other unique discoveries that are a piece of genius in their own right, do not go well with fish and chips!”

Rock a by baby on a ROCKIT!

Vinod Janardhan
Director,
Team Rustic

“It’s about catering to the niche; niche concepts and philosophies, niche target audience and a niche experience; that’s what intellectual properties in the events sector in India have emerged as.”

Siddhartha Chaturvedi
CEO,
Event Crafter
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If we are setting up the mood with beer, we’ve got to get some head banging music on. Event Crafter will be launching its IP, ROCKIT, in Jaipur on Oct. 6 and 7. The two-day rock festival will be held at the Open Air Theatre of Ravindra Manch and will feature some of the most prominent rock bands of the country. The entire property is created, conceptualized and produced by Event Crafter.

Talking about IPs overall, Siddhartha Chaturvedi, CEO, Event Crafter, told ExM: “It’s about catering to the niche; niche concepts and philosophies, niche target audience and a niche experience; that’s what intellectual properties in the events sector in India have emerged as. Indian events industry is still at a nascent stage when it comes to intellectual properties that have grown to a scale, which guarantees a brand status to them. Event Crafter is focusing on IPs this year, albeit the fact that what we conceptualize as an initiative from our quarters would not just have the element of innovation, but would also look at giving a larger set of audiences, experiences that are niche in concept but have a mass appeal. More than just experiential propositions, IPs also help us to leverage our brand and amplify our outreach.”

Chaturvedi believes that Event Crafter is creating its own sub brand by creating its own IP. “An intellectual property creates a value of its own. It gives us the creative independence and also the freedom to liberate your brand from the materialistic business grab, with intellectual properties, your brand adorns its own colours, you give a dimension to the brand which describes its personality.”

Talking about the challenges of creating an IP like ROCKIT, Chaturvedi said that IPs take investment of time and money, and one could suffer losses in the initial years. “Also, in perspective of ROCKIT, getting partners and associates to commit on a long term basis is a challenge. Getting all the bands together and getting their dates was also a task as we wanted the best of India to come on board with our first rock festival. We also had to look around to know what’s happening around so we could pick up the right date and time.”

Speaking about overcoming the challenges, Chaturvedi said: “Till the time the festival sees the light of the day and we get to realize that ‘Oh boy! We are actually doing this’, I won’t say we have overcome the challenges. Every hour is a challenge, getting the communication happening right for the right medium, getting the festival ambassadors in place, getting the partners to volunteer some help, there’s so much of it left. We are still on the run, the challenge isn’t over yet!”

The rock festival promises to showcase six famous national bands along with two bands from Jaipur itself. Headlining the first day act will be Parikrama which has been associated with the Indian rock scene since the past two decades. The second day will see band Pentagram belting some head banging rock numbers. The property will be promoted through the usual media mix of radio, print, outdoor and social media platforms. Amity University, Jaipur, has come onboard as the title sponsor.

Gone for a toss

We’ve got beer and we’ve got head banging rock music, add a bag of chips and put on a sports match and you’ve got the perfect formula for an all guy weekend party. What do you know? We’ve got that too! No, not the chips, the sports match.

Toss Sports Management, a Chennai-based sports company, organised an inter-corporate men’s football tournament, called Toss Corporate 5s, on Sept. 23. The tournament was 5-a-side football matches between different corporates in Chennai. Toss Sports is a 360 degree sports events company aimed at promoting sports among grassroots, professional and recreational level.

Commenting on the reason behind developing IPs, M. Rajalingam, Founder-Director, Toss Sports Management, noted that event management services fall under the traditional services business and these services are on a project basis, with revenues earned only from the particular project or event. “So our obvious focus was to develop products or the so called event properties from our own stable which provides the same benefits for our clients. Thereby, the event becomes a regular annual property, and we can share the concepts with our clients and also keep the event alive for many years. Also, this proves to be a better way for generating regular income for not only ourselves, but also to generate value for our other stakeholders.”

Talking about the challenges, Rajalingam said: “There are always many challenges in creating an event IP. The main factors are the investment and the risk involved. Unlike the services business, where we get paid for every projects we complete, that is not the case in event IPs. When you talk about the investment, you need to invest a seed capital in creating the sports event asset. In this case, you are obviously taking a big
risk, as you might see the event becoming a huge success and thereby gradually giving back the return on investments."

He further added: "The second possibility is that the event might be a flop at the initial edition itself. Speaking on probability theory, we always have a 50:50 chance, which meant, we had to decide on whether we can take the risk. And specifically, whether we can manage the risk? We decided to plunge into action relying on the combined team experience and the luck factor. For us, it’s more like developing a brand. And we have launched our event brands. Now, our next focus is to take the brands to the prospective stakeholders and sell it. Luckily, the inaugural edition was a success. We hope we will break even in the next two years."

A luxurious venture

Jukebox Media will launch its The Indian Luxury Expo. The expo will be held across five cities in India – Hyderabad, Bangalore, Chennai, Mumbai and New Delhi – between November 2012 and March 2013. The expo will comprise of exclusive brand showcasing, high profile enjoyable luxury evenings, an eminent panel of advisory members, and educative seminars with international speakers. The expo aims to capture the aspirations of Indian consumers, brand behavioural patterns and promote India as a luxury hub on the global platform.

A wide assortment of luxury and affluent brands of global stature will be exhibited ranging in various categories and segments including yachts, aircrafts, helicopters, cars, bikes, interior decor and jewellery, among many others. The Indian Luxury Expo plans to highlight 20 luxury segments with only about few brands from each segment allowed to participate in the event. The participating brands will get an implausible mileage across the five high-luxury zones of India apart from an exclusivity factor attached to participation where not more than few brands will represent a similar segment. The brands will be exposed to a guest base which will be carefully selected by the members of the advisory board.

Commenting about the new property and benefit for participating brands, Karan Bhangay, CEO, The Indian Luxury Expo, told ExM: "The Indian Luxury Expo is the only platform for foreign brands to test-check the Indian market. The expo shall produce solutions to both the consumers as well as the exhibitors. This will be an enthralling HNI platform to network. As a company, we want to pick up luxury brand franchising and business solutions. Our next step would be to start and publish a magazine catering to the exclusive HNI of India. It’s a great marketing exercise for all. For us, we consult brands and interact with franchises as well."

Elaborating on the benefit to brands, Bhangay said: "When a brand enters a city, it needs to adapt and have a local touch, making it a product of interest to the consumers. For example, McDonald’s came up with masala products like shake fries, which would appeal to the Indian consumer. Also, when someone wants to sell an exclusive product like an aircraft, it’s not something that can be sold everyday; hence an expo like TILE would be the perfect platform to showcase their products. Most of these products would appeal to the niche market. It’s a very good option since there is no marketing, investing or any commitment involved. By participating in our expo we give them the space where hundreds of people can have a look at their product. They can judge their product by consumer reactions. Being an annual property it is the best platform for brands to showcase their products, since the number of attendees in three days at the expo could well be more than attendees in three months."

Talking about the challenges, Bhangay told ExM: "While conceptualizing and implementing this unique property, the major challenge was breaking through the traditional ways of marketing and execution. In India, we don’t have a very strong market for men’s footwear and our apparel industry isn’t too strong either. Transforming the fixed mindset of society and the social ways was a challenge in itself. It’s a phenomenal project and any kind of challenge is but another opportunity."

The expo will embrace a panel of distinguished advisory board members comprising 30 handpicked personalities from different walks of life such as politics, fashion, media, performing arts, business, sports, banking, etc., owing to their experience and expertise of indulging in luxury. They would be closely involved with the screening process for participating brands, invitees and overall execution of the expo. They would be reshuffled after two years. Apart from browsing through brands, the guests would be given an opportunity to indulge in an assortment of entertaining happenings every evening from jazz performances and stand-up comedy acts to intellectual theatre,

Karan Bhangay
CEO,
The Indian Luxury Expo

"While conceptualizing and implementing this unique property, the major challenge was breaking through the traditional ways of marketing and execution."
adding a cultural zing to the three-day programme.

**Getting Muddy**

Happy Feet Entertainment and Sheer Management organized The Mud Rush, an all adventure mud run which will go on the floor this December. Bringing the international concept to India, The Mud Rush will be conducted in the picturesque locales of Lavasa.

Designed as an event that not only tests endurance levels but also the physical stamina, The Mud Rush invites all the adventure junkies to let loose and tackle the earthy obstacles on Dec. 15. Being down to earth in the literal sense will be the mud rushers, who will be able to push their mental grit to the extent where their own sheer willpower will be questioned. Leaving behind the city elements, participants will have to unleash the Neanderthal within and take on the mud run solo or as a team. The evening will witness a ‘Sundowner’ party with international DJs, national VJs and bands in attendance.

Listing the advantages of having an IP, Vicky Nandrajog, COO, The Mud Rush, told ExM: “An event IP gives an opportunity to an event manager to showcase their strength in terms of creativity and implementing the same without any budget constraints, as the concept is developed and nurtured by the agency. As a developer of the concept, an event manager has the liberty to integrate lot of unique ideas for different brands and create a win-win situation for multiple brands, which get associated with the IP. With the competition increasing with the time, an IP provides a platform to an event manager to stand out in the competition and create a brand value of the company. An IP provides an opportunity to an event manager to establish its brand amongst the masses and make their presence felt in this cluttered domain.”

Talking about the challenges of executing an IP like The Mud Rush and how they were overcome, Nandrajog said: “The Mud Rush is a cross country adventure mud run and the biggest challenge was to identify the right destination to conduct an event of this scale, wherein we were successful in identifying Lavasa as the destination partner after a lot of R&D of different locations within the proximity of Mumbai and Pune, as it met all the parameters to host a mammoth event of this scale. The Mud Rush as a concept is a blend of endurance, thrill, fun and lot of obstacles and hence the safety is the utmost priority of all the participants, by partnering with ex-military men, we at Team Mud Rush managed to design the course by covering all the safety aspects and yet making it challenging and thrilling.”

Elaborating on the logistic challenges, he added: “Through this event, we are anticipating more then 2,500 Mud Rushers and 3,000+ spectators driving down to Lavasa in their respective cars and Mud Rush official vehicles, at Team Mud Rush it was a big challenge for us to host these many participants and make parking arrangements for 2,000+ cars, internal shuttle services to make them reach the event area as per their slots, holding areas for Mud Rushers and spectators, chalking down the entire 7 km route from start line to finish line and identifying multiple party venues to accommodate these numbers without disturbing the construction and routine activities of Lavasa city, but with our detailed planning and understanding of the concept and venue, we managed to overcome this logistical nightmare seamlessly.”

The Mud Rush has also the challenge of providing accommodation to the participants post the event and festivities. “Post the run and sundowner party, the participants would be drained out of their energies and their stay and comfort is very crucial for us, by tying up with all the hospitality services available within Lavasa and few in Pune, we at Team Mud Rush have managed to create accommodation for the participants planning to stay back after the fun filled day,” Nandrajog added. “The Mud Rush as a concept is very demanding in terms of planning and execution but as event managers we love facing challenges and we hope of doing justice to this epic event with our expertise and sincere efforts.”

**The future is now**

From beer festivals and sport tournaments to rock festivals and getting down and dirty in the mud, events and experiential marketing agencies are ideating new IPs, making this arena worth keeping a close eye on. The events and BTL marketing industry is evolving to the stage from going event to event to creating an event of their own for brands.

However, like any other fast growing area, the more crowded it gets, the more efforts need to be taken to ensure that you can differentiate yourself in the crowd. This only means more creativity and more innovative events lie in store for the future. **ExM**
NOTE: For the purpose of simplicity, the genders in this story are male. They can be easily changed by you as per your choice.

In a kingdom buzzing with activity, where on every by-lane there was a fair or festival, a convention or conference, a celebration or award night, were born two people.

The first was always out there doing things, lending a helping hand, a fire in the belly, a sparkle in the eye, a spring in the step, and was called Kaamzor (work hard) [K1], not to be mistaken with Kamzor (weak). The other was a lazy, good for nothing waste. Always looking for a shortcut, never on time, catching a nap whenever possible, and making do with lies when possible. He was called Kaamchor (Work shirker) [K2].

K1 joined a famous House of events in the kingdom.

If you think K1 is you and you are appreciated, choose A.

K1 worked hard and was soon noticed by the management. K1 would always be around with a suggestion, eager to participate and take on whatever the world sent his way. The House of events grew larger by the day. K1 grew to head the House of events. He put up a motto on the door, ‘Work is worship’, and continued on to retirement. A committee was set up to run the House of events. It is currently interviewing K2 for a CEO position for his rich experience and diverse ability to handle projects.

B

K1 worked hard but was never appreciated. All he did was attributed to the great team. He was never promoted or rewarded and with this frustration, slowly became sapped of all energy. He became Kamzor (Weak) and decided to do freelance. He worked on a project basis. K1 is, in fact, currently doing a freelance project for K2, who is interviewing for a CEO position at the acclaimed House of events.

C

K1 joined the famous House of events and was frustrated at the lack of recognition. He tried to make the company he worked for understand his point of view. When that didn’t work, he went and set up a boutique event agency. Small in size, it grew to be a decent-sized business. He put up a motto on its door; ‘Work is worship, Reward is entrepreneurship, rest is salesmanship’.

If you are honest with yourself and can claim to be a K2, the following options are for you:

1

K2 was changing jobs by the dozen. Unable to keep to the basic code of conduct at every place of work, K2 found new and innovative ways of not being noticed. K2 would be out on

RoshanDaan

A window into the world of Experiential Marketing

Roshan Abbas is a slasher by profession, having had seven careers related to media. Abbas’ experience ranges from radio, theatre, television, event management, being an MC, a film director and a writer. He spends his time looking for gyaan, and shares some on experiential marketing in this column, each month, exclusively for ExM Magazine...
work calls to far off places for things that could be done on the phone, would delegate down or defer the work or deflect it onto someone else. K2 was good with words. Every job change was beautifully added to the resume as an achievement. K2 is currently interviewing for a CEO position at the famous House of events, and yet working on the side on a project to pay the extra bills at home...this is India, you understand...adjust karna padta hai

K2 was changing jobs by the dozen. Unable to keep to the basic code of conduct at every place of work, K2 found new and innovative ways of not being noticed. One day, K2 met a manager who still had the spark. He inspired K2 by pointing out other K1s and how well they were doing. How they had grown. How they were rewarded and were leaders today. K2 decided to change and became a K1. (You can now pick option A, B or C for the further life story of K1)

I see this all the time in organizations. We are so busy with business that we forget that our core business is to look after people. This is one hell of a tough business. Our product is our people. We have no machines we manufacture, no crops to harvest, no turbines to turn. But we can still manufacture dreams and fulfill them, we can still harvest the imaginations of many, we can still turn the turbines of the mind. The trouble is, we rarely do this for ourselves and our people.

There are enough of the K1 and K2 varieties in each company. Some manage to weed them out, others get used to them, and some change them. But be assured of one thing, they get by too. There is no divine justice and no lightning that strikes them dead when judgement day comes.

“Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can’t miss.”  
Lee Iacocca
Name an experiential venue beyond organized an event at?  
By Parita Modi

A very beautiful venue that we used for a client’s event at Barcelona, Spain, was the ‘Contracts Hall’ at ‘Casa Llotja de Mar’. It’s one of the most significant and splendid monument representing the economy and culture of the city. It was built in the 2nd half of the 14th century. I had attended a SITE Conference Gala Event for close to 600 people there a few years back and fell in love with the architecture of the place. It was just too stunning, and that’s when the thought came to my mind that I would like to do an event here within a year’s time.

As luck would have it, one of our key clients asked us to do an event for them in Barcelona within three months. The only challenge was that the event I was doing there was for only 60 people vis-à-vis having attended an event at the same venue for 600 people. We brainstormed on how we could still use the same venue. Eventually, we decided to do a long table set-up so that it would look really exclusive and give a very grand feel to the event. We flew down actor/singer/comedian Ash Chandler who did his routine with the flamenco dancers and it all shaped up superbly to wow our clients and their guests.

We did a product launch for a prestigious corporate in Nong Nooch village in Thailand. The venue being an open space area could be decorated in many innovative ways which took the entire event experience to a whole different height. The environment could be created as per requirements and needs. In terms of accessibility, Thailand is a great place and at the same time it’s a value for money destination. It is apt for a big group event. Speaking of other innovative venues as well, many a times themed dinners are organized in open areas; like a roman themed dinner in a palatial venue in Rome or a gala dinner in the bushes of South Africa. For a backdrop of the seashore, events can be organized at few hotels in Pattaya, Maldives, Goa and Mauritius.
the banquet room that you have

With BMW holding on to its No. 1 position in the luxury car market, it was very keen to look at an event experience for the launch of its rugged SUV X3 brand that would shake up the industry and clearly demonstrate its market leadership. It is also relevant to mention at this point that traditionally, BMW does not believe in doing hotel-ballroom events and invariably prefers an off-beat location. Finding such a location was a challenge in itself in Delhi NCR that offers almost zero options other than hotels or at best a golf club lawn.

We decided that if we could find a great venue, we were more than half-way there. And when we found an abandoned site spread over 32 acres excavated till 60 feet below the ground, we knew we had a killer of a venue! The rest, as they say, is history! This event has already won three gold awards at various industry award ceremonies including, more recently, a gold at the Pinnacle Awards 2012, USA.

We are a MICE company that organizes meetings, incentive trips, conferences and events. We did two unique programmes where we took about 90 participants to a jungle location and conducted a day out programme for them which was based on team building activities. The location was Wayanad in Kerala. The choice of this venue was so that the participants would enjoy something out of the normal trainings in their conference hall.
Pristine blue seas, white sandy beaches, turquoise reefs and clear skies are what the Maldives is all about. An island nation located in the Indian Ocean, Maldives is the smallest Asian country in both population and land area. Male is the capital of Maldives, which consists of 1,190 coral islands formed around 26 natural ring-like atolls. Each atoll in the Maldives is made of a coral reef encircling a lagoon, with deep channels dividing the reef ring. A string of islands take their places among this atoll ring; each island has its own reef encircling the island lagoon. More than 80 per cent of the country’s land is composed of coral islands that rise less than one metre above sea level. Maldives has a significant diversity of sea life, with a variety of colourful coral reefs, 1,100 species of fish, 5 species of sea turtles, 21 species of whales and dolphins, 187 species of corals, 400 species of molluscs, and 83 species of echinoderms.

The Maldives offers a number of activities for tourists like scuba diving, water polo, snorkelling, surfing, parasailing, and water-skiing, among others. The Maldives government is developing the country as a high-end, exclusive tourism destination. Geographically located close to India, the Maldives government is looking to promote the destination in India and will embark on its plan in 2013. To find out more about the Maldives as an experiential destination, ExM spoke with Ahmed Adeeb Abdul Gafoor, Minister of the Ministry of Tourism, Arts and Culture for the Maldives.

What does Maldives as a destination have to offer Indian tourists?
I believe India as a market would like to have a total out of city life relaxation and entertainment. We would like to offer Maldives as a destination where they can cut off from their busy schedules, city lives and have a relaxed time. Maldives is also a destination that offers full privacy and exclusivity. For any tourist, Maldives has a free visa system where we give visa on arrival for any country in the world. Maldives also has to offer a unique product like “one island, one resort” where each resort has a separate island.

What is Maldives’ unique selling proposition?
Maldives has pristine, turquoise colour lagoons, there is exclusivity under the “one island, one resort” offering, and there are sand banks all over the country. These are footprints of Maldives which makes it different because there is nothing else there. There is very clear water, clear environment, clean air, and you are totally secluded from the fast city life. When you are in Maldives for a holiday it is your world, it is quite a unique selling point.

What facilities does Maldives have to offer from a MICE point of view?
Maldives has most of the high end hospitality brands from Sheraton, Hilton, One & Only, Four Seasons, among other big brands. The level of services that they have is the highest and one of the best in the hospitality industry in the world. I believe the facilities in Maldives gives board members or delegates an opportunity to conduct their corporate meetings or board meetings on a separate island where they can fully focus on their meetings and conferences and where they can have their social events as well. They can have their meetings as well as their holidays and a good relaxation in Maldives. The country has all the facilities to attract more MICE tourism.

What entertainment activities can people coming to Maldives for MICE purposes engage in?
After their meetings and conferences, they can get together and play beach volleyball, water sports, go diving, boating, etc. They can have all the extra activities together that an island nation offers. There are activities that can help in team building and give lasting memories. Maldives is all about giving memories, honeymoons, and special occasions. Similarly, Maldives will make the meetings and conferences memorable.
What is the flow of Indian events to the Maldives like?

At the moment there are few Indian events flowing into the Maldives. This is a market that we would like to explore and increase in the coming years. Last year, there were two weddings held in the Maldives – one in Shangri-la and one in Niyama, a new six-star resort that has opened. These two high-end, exclusive weddings came from India. Likewise, there were one or two board meetings held last year as well. So, there is a little bit of MICE tourism coming in from India to the Maldives, but I believe there is a lot more that can be done between Maldives and India.

What is the current scenario and trend of Indian tourism to Maldives for both in general and for MICE?

There is a lot of interest from different parties. A lot of MICE planning firms and personnel are visiting Maldives. I believe the missing link is the government of Maldives facilitating MICE activities and also promoting MICE activities from India. By facilitating, I believe Maldives can get a significant amount of business from MICE tourism. The current level of Indian tourists coming in to Maldives has increased over the few years.

What initiatives are Maldives taking to attract tourism?

Maldives is a developing nation. We have developed high-end, world class tourism through “one island, one resort” and we are also formulating the fourth master plan. From the review of the third master plan, we have figured out that a few of the infrastructure is lacking in the Maldives. If we are talking about MICE and entertainment for example, we are missing some infrastructure. So we are not only inviting the tourists, we are welcoming the investors as well to explore what are the missing infrastructures and what can be done to increase more MICE tourism in the Maldives. We would like to explore that avenue as well.

How is Maldives being promoted in India as an experiential destination?

We are in a very infant stage where we have been visiting India, meeting some key people in the industry so that we can formulate a plan for next year on how we can embark on promoting Maldives, how we can position ourselves in India because India is a vast nation where it has different companies, a vast market. So, we have to step in carefully and believe we have to get the key partners with us and also formulate a plan to embark on our tourism promotion in India.

We are meeting key stakeholders and we are going to be talking to the Government of India to facilitate us. We are formulating a plan to embark next year for the tourism promotion of Maldives in India.

What incentives will the Maldives government be giving to promote tourism?

What we have in mind is giving concessions for the people who are bringing their own equipment; we will be exempting duties on big hardware and whatever equipment they will be bringing in. We are also looking at seeking the needs of the MICE industry, what are the incentives they would like to see in Maldives and if we can facilitate it. We are at a learning point; we are also seeking what incentives would be required to attract MICE to Maldives.

The Maldives government is working closely with the tourism industry. We want to facilitate MICE and can do so if we know what incentives are required right from the room rates to bookings of whole islands. Government facilitation I believe is the key for a win-win situation for the MICE industry and for the Maldives tourism industry. So, we would like to explore what incentives could be given and what can be done to facilitate MICE tourism because MICE industry adds a lot of value. It contributes a lot to the GDP and other industries.

What notable events will be held in the Maldives and what sort of events do you look forward to attracting?

We have succeeded in bringing the UNWTO’s World Tourism Day to Maldives and it will be held in 2013. Similarly, we would like to bring in more events and especially Bollywood events. Bollywood is very famous for our locals as well. We have a very big emotional attachment to Bollywood. It is a growing market and would bring a good name for the Maldives.

What logistical facilities are currently planned to help facilitate travel and tourism to Maldives from India?

We have regular flights from Thiruvananthapuram and Bengaluru. A lot of Maldivians are travelling to India for medication and education, but to bring in Indian tourists I believe there should be flight connections between India and Maldives from Mumbai and Delhi. We are embarking our national airline this November. All the groundwork has been done to begin Maldivian Airlines direct flight between Male and Mumbai this November. I believe this is a very important connection and I think we can capitalise on that. I believe the Delhi connection should also come. These flight connections will make more Indian travellers come to Maldives.

What infrastructure changes is the Maldives government working on to help the flow of Indian tourism into Maldives?

Maldives government is working on the infrastructure mostly on the airports. We are developing the second phase of our international airport as well as the southern airport and several regional airports because Maldives is 840 kms wide and even the domestic airports can facilitate the private jets coming in. There is a big inflow of private jets that come into the Maldives which will fill out most of the slots in the international airport. So, we are working on the expansion because the Maldives tourism is expected increase significantly and so we are planning and putting up the infrastructure to facilitate this increase. Also, I would like to note that we are exploring new entertainment venues as well as facilitating studio islands where film shoots can happen in Maldives.
Godrej Eon comes on board for Tour de India in November

The Godrej Eon Tour de India will be held in multiple cities and will witness various celebrities hopping on this cyclothon.

By Dharm Patel

ID Sports on Sept. 5 announced the launch of Godrej Eon Tour de India. The multi-city event will tour Mumbai and Srinagar this year, culminating in Delhi NCR at the Buddh International Circuit on Nov. 11. Empowering the cause of ‘support the girl child’, the cycling carnival will witness participation from celebrities and noted personalities from all walks of life.

Conducted four times in the last two years, the event was previously associated with actor Salman Khan, tapping two cities along with 15,000 riders. During the second year, the race was conducted in Nasik, with the grand finale taking place in Mumbai. This year, Godrej Tour de India will see participation from over 60 celebrities making it a celebrity grand prix of sorts.

The big boys
Godrej Eon is the title sponsor, while Air India is the associate sponsor for the event. Talking about brand connection for Godrej Eon to this event, Dr. Akil Khan, CMD, ID Sports, said: “Godrej Eon has been a staunch supporter of the One Watt initiative. They are believers of using green energy and that is the connect between promoting cycling and Godrej Eon. They look forward to being the torch bearers of this event and promote the cause of saving energy. Through this partnership, they wish to spread the message of green which is a great societal concern and at the same time motivate the youth of the country to adopt cycling as a part of their regular sporting culture. By encouraging people to adopt cycling, they stand by their promise of providing a better living.”

Commenting on Air India’s association with the cyclothon, Khan added: “Air India has been promoting tourism and so are we as Tour de India is willing to display the beauty of our country on a cycle. The partners and sponsors we have on board are supporters of cycling for a cause and that’s one of the major reasons to tie up with such big entities.”

The crew behind the scene
Total Sports Asia is the sports marketing agency, Sony Six is the broadcasting partner, Kyazoonga is the ticketing partner, Hungama Digital is the digital partner, Radio City is the radio partner, Digital Signage Networks is the digital OOH partner, Uber Inc. is the wellness care partner and Call Life is the health concierge partner. Gold’s Gym is the

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Dr. Akil Khan
CMD,
ID Sports

“We plan to match up to the lines of Tour De France in the coming years, cycling across 21 cities. Godrej Eon Tour de India is on its way to becoming the Formula 1 of cycling, with the Delhi cyclothon at the Buddh International Circuit, which will be attended by about 60 celebrities.”
Vigilante Advertising is promoting Godrej Eon Tour de India through various mediums like news channels, print, hoardings, and digital platforms, along with social media initiatives. There are viral campaigns on the social media front to spread across the word of the biggest cycling carnival in the country.

Ryan Abraham, Co-founder and Executive Creative Director, Vigilante Advertising said: “When we heard about Tour de India, we were very excited. We immediately knew this was a cycle we wanted to hop on to. As a property it has enormous potential and together with ID Sports we want to make it the biggest and happiest cycling celebration in this country.”

In Mumbai, participants will start the cyclothon from the Air India Building at Marine Drive, go through Marine Lines, Grant Road, Mahalaxmi and the Bandra Worli Sea Link, before returning via the same route. The route will be a total of 36 kms. All registered participants will be given a cycling kit consisting of a helmet, water bottle and certificate. Cycling enthusiasts can sign up for individual participation or as part of a group or corporate team. A Tour de India expo will be organized for participants to collect their official bib numbers and cycling kits. One can also register on the spot at the expo.

Rohit Nandan
CMD, Air India

“Air India has played a key role in promoting sports for decades, with over 150 sportsmen on its rolls. Air Indians have performed remarkably well in the Olympic Games too. This was an ideal event for Air India to extend its support.”

Taking flight on cycles

Talking about Air India’s association with the cyclothon and sports in general, Rohit Nandan, CMD of Air India, told ExM: “Air India has been an integral part of tourism promotion in India. Air Indians have performed remarkably well in various sports and represented India in international events including the Olympic Games. Air India has over 150 sportsmen and women on its roll and many of them have been recognized with top national honours like Padmashri, Rajiv Gandhi Khel Ratna and Arjuna Awards. Tour de India aspires to get more and more people to believe in the potential of cycling as a sport as well as an event of tourist attraction, making it an ideal event for Air India to extend its support.”

Being an initiative of ID Sports, the cyclothon will be organized by them, along with the Cycling Federation of India. Associated with the Maharashtra Cycling Association, Maharashtra Tourism Ministry and State Government of Maharashtra, it is supported by the Ministry of Health, Mijwan Foundation by Shabana Azmi, Mary Kom Foundation by Mary Kom, Mukti Foundation by Smita Thackeray, I AM foundation by Sushmita Sen, Youth 4 Change by Farhan Azmi and Ayesha Takia. Godrej Eon Tour de India will be empowering the cause of supporting the girl child and awaken the masses to make a change.

Putting the pedal to the metal

Partial modifications were made to this year’s edition. Commenting on the event, Khan said: “We want to make it a nationwide platform for cycling, planning to match up to the lines of Tour de France in the coming years, cycling across 21 cities in the future. Godrej Eon Tour de India is definitely on its way to becoming the Formula One of cycling with glitterati converging to the Buddh International Circuit on Nov. 11 wherein the country will witness 60 celebrities coming from different walks of life like Bollywood, sports, politics and corporate industries. The Mumbai race, to be held on Nov. 4, will witness the scenic beauty right from the Queens Necklace up to the Bandra Worli Sea Link, whereas the cyclists will enjoy the beautiful greenery alongside the Dal Lake in the Srinagar race.”

Vigilante Advertising is promoting Godrej Eon Tour de India through various mediums like news channels, print, hoardings, and digital platforms, along with social media initiatives. There are viral campaigns on the social media front to spread across the word of the biggest cycling carnival in the country.

Ryan Abraham, Co-founder and Executive Creative Director, Vigilante Advertising said: “When we heard about Tour de India, we were very excited. We immediately knew this was a cycle we wanted to hop on to. Our communication strategy integrates all our companies including advertising, social impact, events & PR to get India back on their cycles and tringing. As a property it has enormous potential and together with ID Sports we want to make it the biggest and happiest cycling celebration in this country.”
Sartha Marketing assists Brand USA in its 50 delegate, India mission

Brand USA is a unique marketing initiative, which encourages international travellers / agents to experience the infinite experiences that USA has to offer.

Brand USA, the new tourism marketing entity responsible for promoting the United States to world visitors, organized its first-ever travel mission from Sept. 9 to 14 in India. The Brand USA India Mission was held in partnership with Sartha Marketing Consultants, which represents San Francisco and California, among others. A delegation of 50 representatives of 35 US destinations and companies visited New Delhi and Mumbai as part of this mission. The mission was sold out within 30 days of being offered to U.S. travel organizations.

Commenting on how Sartha Marketing came to be associated with Brand USA, Sheema Vohra, President, Sartha Marketing, said: “I’ve had a long relationship with the U.S. Travel Association in my personal capacity since 1998, as I have been attending the international travel show, POW WOW, for a few years now. Sartha Marketing has an association with them since 2007. We realized that there was a need for information on the United States both for travel agents and consumers. The United States was well known but there was low awareness on the leisure options that this beautiful country had to offer India travellers. The outbound market from India was growing and all major countries and hotels had representations in this market. There was no US tourism representation in India. I personally used to get several calls daily from travel agents requesting for information on the US, as having studied and worked there and it is personally one of my favourite countries to visit for vacations.”

The growth trend
Brand USA was established by the Travel Promotion Act in 2010 to spearhead the nation’s first global marketing effort to promote the United States as a premier travel destination and communicate U.S. entry/exit policies and procedures. Formed as the Corporation for Travel Promotion, the public-private entity began operations in May 2011 and does business as Brand USA. Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel.

Sartha Marketing gave a proposal to Travel Industry Association of America (TIA) for
USA is among the world’s leading destinations for meetings, conventions, trade shows and incentive programs. The US offers such a variety of destinations, activities, venues and experienced for the incentive and events segment.”

the India Mission bringing several US tourism organizations to India to meet the travel trade. In 2007, there were seven delegates representing six companies that participated. Since then this mission has been growing every year and this time, under the title of Brand USA, they had about 50 delegates representing 35 US tourism organizations including destination promotion organizations, hotels, attractions and destination management companies.

This year, Sartha Marketing was also responsible for marketing the mission to the US suppliers. Sartha Marketing’s role also included planning the program/events, identifying the travel agents to attend the events – both B2B and VIP dinners, following up and RSVPs, planning and organizing the media event, hotel arrangements, managing the event on ground including branding, F&B, etc.

On the challenges faced in putting together various aspects of this mission, Vohra, explained: “Since the mission has become very popular and most suppliers have added it to their yearly budgets, there were no major challenges faced by Sartha. They had a waiting list of suppliers this year. In 2007, they had challenges getting US suppliers interested to attend.”

The United States welcomed a record 62 million international visitors in 2011, 2.5 million more than the year before. According to the U.S. Department of Commerce, 663,000 Indians visited the United States in 2011, ranking the country 12 in the world in terms of arrivals. However, in 2011, Indians ranked 10th in the world in terms of spending, and spent a record-breaking $4.4 billion which is an increase of nearly 10% when compared to 2010. India is one of the key markets for Brand USA with the number of Indians travelling to the United States growing from 309,000 in 2004 to 660,000 in 2011 – an impressive 115% growth in travel during that time. Brand USA are hopeful of generating nearly 1.3 million arrivals from India in 2016, by bringing the largest ever delegation of U.S. travel representatives this time.

The agenda
The agenda of the U.S. delegates was to meet travel agents, airline representative, tour operators, and the travel trade media. Brand USA’s objective is to rekindle the holiday-makers’ love affair with America – reclaiming the USA’s share of the market and positioning the country as a diverse destination with nearly limitless opportunities and experiences. By highlighting the country as a fresh and unexpected destination, with welcoming and friendly locals, Brand USA’s intention is to promote the United States of America as the world’s leading tourism destination. This is the sixth and largest mission to India, joining the delegation were representatives from Akquasun Incredible Vacations LLC, Best Western INTL, Blue & Gold Fleet, Caesars Entertainment, Choice Hotels International, among many others.

Talking further, Vohra added: Our prime endeavour is to bring value to both our client and Indian travel trade. Our focus is twofold here in ensuring the right audience for our mission. Due to the growth of the outbound market all several major tourism companies from around the globe organize workshops, networking forums etc. So a strategic approach is important to ensure that travel agents attend the events. Internally, we have an exclusive team which works on database management regularly updating information. So besides the invitation our personalized approach with the travel trade also helps to get the right audience. Our travel industry partners have also supported our initiatives – we always try to address an industry need and bring in new products, services that would add value to our industry friends and partners. We believe that our strategic approach and relationships with the trade has helped us organize successful events.”
Talking to the media

Over the years Mileage Communications has built very strong media relations pan-India in all sectors - especially in tourism and hospitality industry. Mileage helped Sartha Marketing in inviting a large gathering of top tier media, providing quality inputs and distributing Sartha Marketing’s news releases. This ensured that Sartha Marketing garnered support from their media partners for their events and gave an opportunity to all delegates to directly interact with them, showcasing their products and destinations.

The mission received encouraging and positive feedback from both participating delegates as well as Indian attendees. “The fact that we have been witnessing a strong repeat in delegates who participate every year emphasizes their faith in the mission. Indian travel trade has been supportive and they ensured success of the mission by attending all the events. The mission allows them to interact personally with a very large delegation and share information. The success of the mission can be deduced from the fact that over 400 travel agents attended the B2B events and over 200 trade partners attended the networking dinners in Mumbai and New Delhi,” explained Vohra.

Delegates interact with media

The line partner

Sartha Marketing partners with Line Communications for all events organized for their clients, for the on-ground execution and branding aspects of the events. They are an integral part of the team and are involved in the process from the beginning. This ensures that the event procedures are seamless and brand identity is maintained.

Commenting on the role of Line Communications, Chetan Vohra, Managing Director, Line Communications said: “Line has been an integral partner with Sartha Marketing across many of its events, such as Visit California and the recently concluded launch of NDTV in the USA. We have managed to establish great synergies working together and understand clearly that clients who they represent are very different from the normal crop, India is being looked at very seriously by many international markets and companies such as Sartha Marketing are doing a great job in showcasing India to them. Seeing the interest these brands have in India and the turn-out at these roadshows, I can safely say that the future for the country in the fields of travel, tourism and MICE looks great.”

American MICE

While Brand USA is primarily focused on the leisure and vacation travel industry, the destination does pose much potential for MICE travel as well. Highlighting the MICE potential of the destination, Vohra added: “USA is among the world’s leading destinations for meetings, conventions, trade shows and incentive programs. The US offers such a variety of destinations, activities, venues and experienced for the incentive and events segment. There are so many choices of international cities like San Francisco, Los Angeles, Las Vegas, New Orleans to name a few and the accessibility to combine another new destination with that is so easy – as you know that cities are important to the Indian market besides they also prefer multi-destinations, thus the USA is perfect to fulfill their needs and add the spice for a new location also. Besides, the USA remains one of the most aspired destinations and the USA is a value-for-money destination.”

The US embassy in India made major enhancements to the VISA process – making it easier for applicants to get it. Now group interviews are also possible – this will go a long way to increase MICE business to the USA. In today’s scenario, the US visa is possibly the simplest for Indian travellers.
Aussies to invade India with the Oz Fest

Using the common thread of culture, Oz Fest aims to establish strong connections and bring Australia’s story in the forefront.

By Parita Modi

Beginning Oct. 16, a series of events concentrating on music, art, food, films, literature, dance, sports, ideas and much more will take place. The four-month cultural fair will culminate on Jan. 31, 2013, in Delhi with a very promising but undisclosed performance.

Commenting on the idea behind the initiative, Varghese told ExM: “We hope that through the Oz Fest, Indians will come to understand more about Australia and our nation’s story, our cultural diversity, our creativity, our strong economy, and the many links between our two nations. We want to take the Australia-India relationship to a whole different plane creating more of a sustainable connection at the people to people level. The broad spectrum of items that are lined up will give the Indian audience a glimpse of what contemporary Australia is.”

The government through this initiative wants to present a more rounded image of Australia concentrating on its multiple cultural offerings.

Deep Blue Orchestra

The month of October will witness the coming together of the Australian government along with 24 government, business, institutional and production partners to launch the Oz Fest, one of the biggest cultural programs to be staged in India.

A press meet was organized at Liberty Cinema Hall, Mumbai, on Sept. 28 to make the announcement. Peter Varghese, Australian High Commissioner, along with Australian Consul General Steve Waters and festival ambassador, Pallavi Sharda, addressed the media and officially launched the platform.

The Aussies come to India

The festival aims to strengthen the Australia-India relationship via the path of culture. It will showcase contemporary Australia to the Indian audience with over 100 events across 18 cities.

Peter Varghese
Australian High Commissioner

“We hope that through Oz Fest, Indians will come to understand more about Australia and our nation’s story.”
The 24 spokes in the partnership wheel

Twenty four partners have come on-board to lend their support to the festival. Only Much Louder and Teamwork Productions are the chosen production partners for the initiative. Divided at three levels namely platinum, gold and silver, Indian and Australian industries will partake in this event and join in the cultural festivities.

Speaking about their association with Oz Fest, Vidyananda Sagaram, Director, Strategic Projects, State Government of Victoria, said: “The Victorian government is the only Australian State Government Platinum Sponsor. Melbourne is the arts hub of Australia and major landmark events happen in Melbourne like the Australian Grand Prix Formula One, Australian Open, Boxing Day Cricket, Comedy Festival, Food and Wine Festival, Races to name a few. So the Oz Fest offers a platform to showcase our talent, events and products.

He added: “The Oz Fest has considerable Victorian content and links like the Melbourne International Comedy, the Chunky Moves and Save Your Legs which is a Victorian production. So overall, a robust program and great line up from our state is expected.”

Elaborating on the business aspects, Sagaram said: “On the business front, we will be bringing a mission on creative sectors to India during the Oz Fest to partner, collaborate and engage with the business cohort. We will be the only foreign state government to have a second office in India soon which will reinforce our commitment and further enhance our engagement here. In short, we have enough to contribute and we take our relationship with India very seriously.”

Bringing forth gold sponsor Australia India Institute’s point of view is Vinod Mirchandani, Associate Director, Australia India Institute, who said: “The association provides us with a great opportunity to garner visibility and at the same time promote culture. The cultural fest meets with our objectives and is a great way to give the Indian audience a variety of artistic and literary events.”

Commenting on the event and OML’s role, Vijay Nair, CEO, Only Much Louder, said: “We’ve been big fans of Australian Indie music and about three years ago I got a chance to travel to Australia and meet a lot of people from the industry there. When the embassy approached us with the idea of Oz Fest and showcasing Australian acts, we were really keen to make it happen. We are working on a few Oz Fest events including the AUSSIE BBQ showcase at Bacardi Nh7 Weekender in Pune. The opening itself in Delhi will be a spectacular event at the Purana Qila, and we can’t wait to see the whole event take shape.”

Save Your Legs

“The cultural fest meets with our objectives and is a great way to give the Indian audience a variety of artistic and literary events.”

Vinod Mirchandani
Associate Director,
Australia India Institute
Teamwork Productions will be line producing the Oz Fest across multiple cities in India. Speaking about the key execution offerings they will focus on, Sharupa Dutta, Producer, Teamwork Productions, said: “Teamwork was invited by the Australian High Commission to line produce and advise the high commission on the festival. It is always a challenge to present an exciting show that has not been presented before. Our attempt is to maintain the balance of production costs with providing the requisite logistics for a show. A show has to be presented with the right mix of energy that ensures that the artists get their time to prepare, rehearse and present to their satisfaction and also the audience can view and participate comfortably.”

The festival highlights
Inaugurating the festival will be the outdoor night concert that is scheduled to take place at Purana Qila in Delhi. The event will see Aboriginal singer/song writer Gurrumul Yunupingu and didgeridoo virtuoso, Mark Atkins, performing with Indian classical musician and sitarist Anoushka Shankar. Another highlight of the festival is the live music and film show which will bring to life Fearless Nadia’s works and achievements in cinema. Created by a mix of Indian and Australian artists, the show will be staged at Liberty Cinema with actor Amitabh Bachchan as the guest of honour.

Keeping in mind the cricket craze observed in both the countries, the festival will tap the mania with the coming of an Australian indigenous cricket team to play a combination of one-day and Twenty20 matches with local Indian teams in Pune and Mumbai. The festival will make its presence felt at the Mumbai Film Festival with the premier of Australian comedy ‘Save Your Legs’ and hit film ‘The Sapphires’. Oz Fest will also be present at the Goa Film Bazaar and The Chennai International Film Festival.

The Melbourne International Comedy Festival roadshow will bring the best comedy acts along with an open-mic competition to tickle the funny bone. Australian band, ‘THE AUSSIE BBQ’ will play at the Bacardi NH7 Weekender event making it a musical extravaganza. ‘Now and When’, a 3D exhibition of Australia’s potential and futuristic environment, will be showcased in Mumbai, Bangalore, Coimbatore, Gandhinagar and Delhi. Other attractions include Deep Blue Orchestra; Chunky Move, a contemporary dance piece; Snuff Puppets, an experimental puppet theatre act; and the Bookwallah, which will take six writers from Australia and India on an Indian tour via train.

Along with the many cultural programs, the festival will also feature business and industry networking events across four Indian cities which will focus on innovation, science and technology, mining and resources, and food and beverages.

The eclectic mix of activities promises to not only showcase the many facets of the contemporary Australian culture but also bridge the imaginations of the two communities and forge new partnerships and networks in the many fields that will take the countries forward.
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Vodafone takes to the streets with the first edition of Speedfest

Vodafone Speedfest brought the street racing experience to India which witnessed a conglomeration of enthusiasts and fans in Mumbai.

By Parita Modi

Bringing street racing to India for the first time, Vodafone set the stage for Vodafone Speedfest which saw F1 driver Lewis Hamilton burning rubber at Bandra Kurla Complex, Mumbai, on Sept. 16. The initiative received support from the Maharashtra Tourism Development Corp., MMRDA, BMC and the concerned police authorities to accomplish this goal.

Let the race begin

The commercial street corridor at Bandra Kurla Complex was transformed into a racetrack, complete with stands and a pit garage for the Vodafone Speedfest, which witnessed a crowd of 60,000 plus enthusiasts. The entire stretch, which was little over a kilometer, began from the Asian Heart Hospital and culminated at the MTNL building.

The demo run was flagged off by Prithviraj Chavan, Maharashtra Chief Minister, in the presence of Public Works Department and Tourism Minister, Chhagan Bluubal. Displaying his celebrated driving skills in the Vodafone McLaren Mercedes car was Lewis Hamilton. He enthralled the audiences with his hallmark ‘hot laps’ and ‘donuts’. Hamilton was cheered and applauded by an assorted crowd of young and old enthusiasts including socialites, celebrities, politicians and bureaucrats.

Gaurav Kapoor and Mandira Bedi, the hosts for the evening, kept the excitement alive and entertained the spectators. International artists were called upon during breaks to entertain the crowd with their acts. Few lucky Vodafone customers got the opportunity to test the roads with Hamilton in his sports car.

The Vodafone perspective

Speaking about bringing the street car experience to India, Marten Pieters, MD and CEO, Vodafone India said: “Vodafone shares an exclusive relationship with McLaren Mercedes which gives us access to the team, the drivers and other assets, enabling us to provide our customers unique content and enjoy great experiential events and promotions. Our activities in India are an extension of this association. I am very excited that we can bring world known megastars like Lewis Hamilton to India. The street race experience in Mumbai is an exclusive event that happens so far only in Monaco and Singapore. We are very happy to bring our customers to get closer to this action.”

Elaborating on how the brand benefits through these initiatives, a Vodafone spokesperson said: “The Vodafone McLaren Mercedes partnership delivers an innovative, powerful and

Lewis Hamilton with the organizers and authority personnel.

Marten Pieters
MD and CEO, Vodafone India

“I am very excited that we can bring world known megastars like Lewis Hamilton to India.”
integrated marketing platform enabling Vodafone customers to get closer to the action through unique experiences, innovative content, experiential events, advertising, offers and promotions. We are able to sustain the buzz and build brand loyalty through innovative products and services, allowing Vodafone to bring our customers closer to the passion of Formula 1, empowering them to witness and live the F1 fervor through a host of offerings and sponsorship programs during the F1 season.”

**Drive into the Big League II**

Enhancing the Vodafone experience and giving the business community a chance to grow is the second edition of the Vodafone Drive into the Big League which provides small and medium enterprises (SMEs) with an opportunity to feature their logo on the Vodafone McLaren Mercedes car that will race at the second season of the Formula 1 in Delhi this year. The contest received approximately 3,00,000 entries from ten cities namely Chandigarh, Pune, Kolkata, Delhi, Ahmedabad, Mangalore, Bhubaneswar, Vishakhapatnam, Lucknow and Coimbatore.

Companies that were credited with good performance and faster growth rate were shortlisted for the qualifying rounds that were held from Sept. 7 to 13. The chosen finalists also got the chance to interact with Hamilton at the event. The winners for the same will be announced on the eve of the motor racing event.

**The Percept Role**

The event was staged by Percept Sports & Entertainment, which took care of all the event details, ensuring arrangements for the dignitaries and thousands of spectators who flocked from all parts of the city to witness this thrilling display of power and speed.

Highlighting their role and challenges faced, Nazneen Karimi, COO, Percept ICE – Percept Sports & Entertainment, said: “Percept Sports was mandated by the client to create the entire project plan from start to end. Percept Sports was the official agency on board for strategy, planning and execution of the event which included the Demo Run at BKC, Speedfest activations and post party. Venue selection and clearance from authorities was a key challenge which Percept Sports eventually did with the support of all authorities in Mumbai. Getting the entire event in place given the amount of communication, coordination and permissions required to pull of an event of this magnitude in the given time frame was challenging. Ensuring safety of public was of utmost priority for Percept Sports and the same was very well taken care of and appreciated by the authorities.”

**Vodafone After Party**

Post the event, an exclusive Vodafone after party was organized at Grand Hyatt, Mumbai. Besides being an assembly of the glitz and glamour of Mumbai city, the event also witnessed a charity auction, proceedings of which were given to the McLaren Foundation. The party followed the Vodafone colors of red and white as the central theme which
strongly reflected the brand image. The night saw a stunning performance by a speed artist which blended well with the event as a whole. The F1 cars on display gave the guests a taste of what is yet to come.

Generating the buzz
The Vodafone Speedfest was promoted through a multimedia campaign which included print, outdoor and digital mediums. A number of pre-event on-ground activations took place across eight cities to generate the necessary buzz. All through the month of August, Vodafone conducted road shows displaying the Vodafone McLaren Mercedes car at business parks and malls. Adding to the experience were helmet and car simulators that gave a realistic feel to the activity.

The promotional activity was executed and managed by Hansa Events & Activations. SpaceandPeople booked the space for the mall activations. Speaking about the activity, Sujit Kote, GM, Hansa Events & Activation, Mumbai, said: “The show-car activity was a tremendous success last year, due to which we have been chosen to handle it again this year. The mandate given by Vodafone was to create a unique experience for their target audience. The biggest challenge was to transport the car from city to city and venue to venue with proper handling, maintaining driving speeds. The rains and potholes added to the challenge, but a specialized team from Hansa ensured the car was transported in time to all the cities without any hiccups.”

Commenting on their role, Suresh KK, Sales Director, SpaceandPeople India said: “SpaceandPeople had been associated as a venue partner with Vodafone McLaren in Chennai, where the activity was planned at corporate parks on weekdays to target the right crowd for the brand, and the same crowd was pulled over to shopping centers like AMPA Skywalk and Express Avenue. This plan was just to target the maximum crowd, enjoy the view of the Vodafone McLaren car, and create Vodafone brand awareness. Overall, the event turned out to be a huge success.”

The activity received positive response from fans, who were engaged in interactive games and clicked pictures with the sports car. The activity is also a lead-up to the motor racing event that will take place Delhi.

Radio Mirchi partnered with Vodafone, giving its listeners an exclusive chance of meeting Hamilton. The radio station conducted a contest titled ‘Ride with Lewis’, which was a programming blend of trivia and expert information questions. The multi-stage contest gave away various goodies and gift hampers to contestants for participating.

All in all, Vodafone Speedfest created an ideal platform for speed enthusiasts to witness their favorite celebrity in action and savor the fruits of the many experiential initiatives that supported the cause.
Vogue takes fashion brands out for a night

Fashion’s Night Out took Delhi by storm on Sept. 7 as prominent international and Indian brands all descended on one place.

By Dharm Patel

Commenting on the initiative, Priya Tanna, Editor, Vogue India, said: “Call it a luxury fest, a block party or a late-night retail extravaganza, either way Fashion’s Night Out has shaped up into a unique shopping experience for India. In its fourth instalment, Fashion’s Night Out was back to throw the spotlight once again on fashion, fun and shopping. With numerous brands to shop from, exciting offers to indulge in and fashion experts dishing out styling tips; this fabulous evening was truly a shopper’s paradise. Fashion’s Night Out had more exclusive merchandise, more deals, steals and wins and more shopping. Designer Sabyasachi had fashioned a Fashion’s Night Out-themed tote for us this time, Rohit Bal’s done a t-shirt and so have Shantanu & Nikhil.”

This year’s event was marked by the presence of Vogue India’s September issue cover girl Alia Bhatt along with renowned Bollywood personality Karan Johar. Bhatt visited several outlets at the mall and handpicked her favourite merchandise. In addition, Vogue Loves, a pop-up store, sold coveted designs, while Tresmode showcased their sandals. Whether it was Vogue’s exclusive bags and t-shirts or designer merchandise from the pop-up store, all the proceeds

“Call it a luxury fest, a block party or a late-night retail extravaganza, either way Fashion’s Night Out has shaped up into a unique shopping experience for India. The fabulous evening was truly a shopper’s paradise.”

Crowds engaged at the Ciroc installation

Initiated by Vogue, Fashion’s Night Out is a global annual fashion extravaganza that offers a lot to experience like specially created events, great deals, elite designs and merchandise. The fourth edition of Fashion’s Night Out took place at DLF Emporio Mall in Delhi on Sept. 7. The event was executed by Backstage Productions. From Manhattan to Moscow and everywhere in between, Fashion’s Night Out is the one event that brings together designers, stars, celebrities and, of course, shoppers. This global initiative was the brainchild of US Vogue Editor Anna Wintour, and started as a way to get people excited about shopping again during the global recession. It is now celebrated in 16 countries, each hosting a unique version of its own. While each country follows a different format, Fashion’s Night Out remains a public event and is open to all globally.
Managing Director, Backstage Productions

“Being a worldwide event, we had to match the energy, buzz and quality with various activities happening around the world. The planning of this event always began with ideation of how the event could be different from the previous year.”

Vandana Mohan

A shopper’s paradise

Fashion’s Night Out 2012 saw more than 75 brands participate with an in-store celebration. While the international brands replicated the global experience, the Indian brands created distinct experiences. The brands are familiar with the concept of the event and were aligned to this year’s celebration as early as May, post which they worked closely with the Vogue team.

The brands had various activities going on at their outlets. Dior had champagne at its outlet; DKNY hosted a runway show along with a contest; Burberry had a lucky draw where the winner got a personal shopping experience at the store worth Rs. 25,000; Porsche Design also had a product-related lucky draw; Gucci had an exclusive preview of the Gucci made-to-order service and gave Gucci bamboo key chains to customers on their way out; Hugo Boss gave out goodies to shoppers who bought merchandise worth 1,00,000; Roberto Cavalli styled potential customers and got them photographed by professionals; Signature by Satya Paul styled people in scarves and gave out surprise gifts; and shoppers at Salvatore Ferragamo had the chance to walk away with a travel-size Signorina perfume pack. There was a treasure hunt as well, which involved a pink cocktail called Scirocco at Emporio Armani, Jimmy Choo, Kitsch and Ensemble stores.

This year, Cîroc associated with Fashion’s Night Out in an endeavour to further establish Cîroc as the ultimate party vodka. Cîroc wanted to partner with this iconic extravaganza brought together by Vogue, which perfectly blends fun, fashion and luxury and is a seamless fit with the brand.

Speaking about the event, Oona Dhabhar, Marketing Director, Condé Nast India said: “This year’s Fashion’s Night Out showcased a vast variety of exclusive designer merchandise, irresistible in-store offers and unique product launches. DLF Emporio is arguably the most celebrated luxury mall in India is home to 90+ luxury retailers across fashion, accessories, watches and other luxury brands which make it the perfect fit to host Fashion’s Night Out. The mall design, decor and location are perfect complements to hosting an event of this stature.”

She further added: “The brands have been participating in Fashion’s Night Out for the last few years, so most of them are aware of the event. However, Vogue meets each brand one-on-one to share the thoughts, ideas and unique element for each year and bring them on board. We also follow it up with constant communication and engagement at each level. Over the years, Fashion’s Night Out has become a mandatory part of Delhi’s shopping calendar. In 2012, Fashion’s Night Out was promoted through Vogue and its sister publications like GQ, AD and Condé Nast Traveller since July. In addition, there was a significant newspaper campaign in Hindustan Times and Delhi Times. These efforts were amplified through social media posts and contests. We also had a concentrated emailer invite initiative through our database, the DLF database and the participating stores.”

Commenting on Backstage’s role, Vandana Mohan, Managing Director, Backstage Productions said: “The association between Condé Nast and Backstage goes back to the Vogue launch in Jodhpur. It is due to this that Backstage had been trusted with the planning and execution of various Condé Nast events, Vogue Fashion’s Night Out being amongst them. The brief included information about this event. Being a worldwide event, we had to match the energy, buzz and quality with various activities happening around the world. The planning of this event always began with ideation of how the event could be different from the previous year. Layouts and flow were created for detailed understanding for everyone involved with the event. Since there were over 100 participating brands involved, the coordination and logistics were sometimes a task. The highlight of the event was the Vogue pop-up store – Vogue Love – which had an element of fun and style with the décor of the store. Given the scale of Fashion’s Night Out and the complexities involved, Backstage was the natural choice, given our global experience in organizing events and weddings which are the ultimate in luxury, glamour and style.”

Hosting the event for the fourth year in a row, Dinaz Madhukar, VP, DLF Emporio said: “The quality of the event and the crowds it attracted were very high. It’s a celebration of fashion and a part of a larger global initiative. It was lovely hosting the evening where the fashion fraternity came together to charge up the environment with fun, excitement and great offers across all DLF Emporio stores. It is now a part of Delhi’s yearly calendar and is something I look forward too.”

Brand-conscious

With so many brands having a night out, ExM interacted with three of the participating
Dior has a global format every year for Fashion’s Night Out. It’s a special night where they get a qualitative crowd and did great sales at this year’s Fashion’s Night Out, where actual buyers make an effort to come and spend the evening shopping. They benefit from these concentrated hours of shopping extravaganza and it is a formula which has worked in India very well, becoming an annual event everyone looks forward to.

Commenting on the event, Kalyani Chawla, VP, Marketing and Communications, Dior India, said: “Vogue brings in a certain amount of authority to the buyers, telling them they really should be shopping. Months of marketing blitz really helps us brands. In the past, we have done a lot of fun things as was followed globally from New York to New Delhi to London to Paris to Tokyo, where we have had gorgeous women DJs spinning music all night topped with photo opportunities where they could take their photos back, taken in a typical Dior setting made specially within the boutique etc. This year, we wanted to focus on our customers and get the clientele to concentrate on the new collection which we timed to be available during Fashion’s Night Out. We served champagne to everyone who walked in, since it helps a shopper shop happily! The execution was done in-house completely.”

Diesel

The Italian clothing brand appointed Augustus Communications to provide Diesel with the complete setup, décor, etc. For a week after the event, Augustus also carried out styling activities for brand promotions. Diesel has been working with Augustus for a while now and they haven’t looked out for any other agency because the agency understands Diesel’s requirements and are flexible when it comes to accommodating last minute changes.

Commenting on Diesel’s participation, Pallavi Barman, Marketing and Communications Manager, Diesel India, said: “By the virtue of being in Emporio, Diesel Black Gold had to participate in Fashion’s Night Out. Diesel Black Gold is the ultimate rock chic brand for those who understand that style has nothing to do with uniformity and Fashion’s Night Out is where we find a lot of such people who hold the potential to understand and appreciate this brand. While currently the collection is all male, we are now poised to introduce Diesel Black Gold for women to India for bringing home that edgy yet understated fashion. Fashion’s Night Out was also an attempt at testing the waters, understanding the women who shop for luxury, their aspirations and motivation for the future when we launch Diesel Black Gold women’s collection. At one level, it helped us create noise about Diesel Black Gold amongst the who’s who of the city and on another level it helped us assess the potential of female shoppers at the mall. We could effectively communicate, through this event, to the audience that Diesel Black Gold is indeed a sophisticated and enhanced Diesel with all the spunk and the suave appeal. Diesel Black Gold is Diesel’s answer to luxury.”

The underlying thought for the event was based on Diesel’s campaign - Fit Your Attitude – which is the name for the new family of Diesel female denims. This includes five fits ranging from super skinny to the 70s inspired flair. The carrying theme was all blue with the obvious connection being denims, hence they lit up the windows with blue lights, treated their guests with blue cocktails and blue cupcakes while they grooved to the music of DJ Shy-O from France. In addition to the above, the guests were kept busy with tarot reading which suggested which possible fit would work for them. Apart from giving away brand catalogues, they also doled out a jute tote bag with a future appointment card for an obligation free denim styling session.

Jimmy Choo

Jimmy Choo decided to participate in the event with the objective of creating brand awareness amongst the newer and aspirational audience who attended Fashion’s Night Out. “It benefitted the brand since we had a lot of walk-ins who were curious and had buyers we would like to target. We had a photo booth at the store and served cocktails in-store to engage customers. The whole setup was handled internally by Jimmy Choo’s in-house teams, as they were given specific guideline by the brand to be executed in sync with the international theme,” Deepika Gehani, Creative Head, Jimmy Choo India, Genesis Colours, told ExM.
Rahul Arya is an Internationally acclaimed Sand Animation artist. He was the winner of ‘Entertainment Ke Liye Kuch Bhi Karega’ on Sony. His work has also been showcased on channels like NDTV, Star Plus, Colours and FOX History.

With a Masters in Animation Designing from IIT Bombay, he has been discovering new ways to amaze his audience. Rahul Arya has been doing Sand Art Live shows for 5 years across the globe for audience ranging from a hundred to thousands of people.

Rahul Arya always receives a standing ovation from the crowd after his Sand Art Performance.

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My ability to improvise and play off the audience helps me create a comfortable atmosphere for them. This, more than anything, has made me a successful Emcee and a Singer. I strive to empower the audience with my voice, words, tone, energy, glamour, humour, talent, knowledge and feel invigorated by the encouragement of the audience. I make them feel, make them believe that I am one of them, a part of their wholesome family. My style relies on this personal touch. I’ve hosted a lot of shows, but I treat each one like it's unique and my first. I believe that only this level of attention to detail can make each one a success.
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AKRITI KAKAR

Singer/ Performer

“Akriti Kakar, the young, energetic, sensational power packed singer who promises to entertain you and make you shake a leg with her music style ranging across all genres from Pop to Bollywood, Unplugged to Western. Her blockbusters to name a few are “Abhi Abhi from Jism 2”, “Johnny Gaddar title song”, “Marjaani Marjaani and Khuda Ya Khair from Billu”, “Jail House Rock from We are Family” and many more with composers like Shanker Ehsaan Loy, Vishal Shekhar etc. Her Coke Studio at MTV Performance was very well appreciated. Watch out for this One Female Performer who is all set to always set the stage on fire.”

HAZEL KEECH

Actor/ Anchor/ Performer

Hazel is an Indian film actress and model who is a versatile actor and an item dance performer. She is equally good as a performer on stage as she is on camera. Hazel's first break in films came in 2007 in the Tamil film Billa. In 2011, she played a role in the Hindi film Bodyguard with Salman Khan and Kareena Kapoor. She has performed an item number titled "Aa Ante Amlapuram" in the film Maximum. Her notable performances include her remix item number "Kahin Pe Nigahaen".

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‘In My City’ launch

Universal Music launched Priyanka Chopra’s debut single, In My City, on Sept. 13 at the JW Marriott Hotel in Mumbai. Executed by Cineyug Entertainment, it was attended by close to 200 people, including the press along with Priyanka Chopra’s family and friends. Devraj Sanyal, MD, Universal Music India & SAARC; Troy Carter, Founder, Chairman and CEO of Atom Factory; and Anjula Bath, CEO & Co-Founder of DesiHits attended the launch.

Art and Music Unplugged

Art and Music Unplugged, in association with Chivas and VH1, showcased art displays by various artists. Organized by Gallerie Angel Arts and My Company by Shruti Seth, the affair was held at Mezzo Mezzo, JW Marriott on Sept. 6. Invision Entertainment executed the event.
Femina Miss India 2013 announcement party
The announcement press conference of Femina Miss India 2013 took place at PVR Phoenix, Mumbai on Sept. 18. Femina celebrated 50 years and launched their new logo at the event.

Kochi International Fashion Week
The third Kochi International Fashion Week took place from Sept. 3 to 6 at Casino Hotel, Cochin. Executive Events executed the event as they had managed the previous editions as well. The fashion week was produced by Storm Fashion Co. and sponsored by Kingfisher Ultra.
The Big Indian Picture

Maximus MICE and Media Solutions launched ‘The Big Indian Picture’ (TBIP) on Sept. 24 at JW Marriott, Mumbai. TBIP is an online magazine on cinema, referred to as the cinema-zine that features opinions, reports, narratives, photo-essays, art, memorabilia, interviews and videos. It aims to promote serious film journalism and at the same time include an element of fun.

OkToBeer fest

Team Rustic’s new property - OkToBeer Festival - will take place on Oct. 27 in Navi Mumbai. What started in Germany as a beer festival and fair now has numerous variations that have spread all across the world. Team Rustic’s objective is to bring the consumers and beer-lovers closer to this product and bring a wide range of famous and most preferred beers from all over the world under one roof.
UK B-Boy Championships

The 17th UK B-Boy Championships, a prominent b-boying tournament, came to India for the first time and was presented by Sony Music’s property - Zomba Beats. Associated with British Council, the style partner for the event was PUMA. The Indian leg of the qualifiers was held in Chennai on Sept. 18, Delhi on Sept. 19 and in Mumbai on Sept. 21. Around 500 people participated in each city.

Aamby Valley India Bridal Fashion Week (AVIBFW)

The third season of the AVIBFW took place from Sept. 12-17 at Grand Hyatt, Mumbai. It was organized and executed by Fashion One International, with Shaju Ignatius as the Consultant Producer. Presented by Aamby Valley City, the fashion week saw show stoppers like Saif Ali Khan, Chitrangada Singh, Sonakshi Sinha, and Bipasha Basu, among others.
Korn India Tour

Two-time Grammy winner Korn had its first ever India tour in September. Brought in by Mooz Entertainment, the metal band played in two cities - Gurgaon on Sept. 5 and Bengaluru on Sept. 9. Metal lovers got to see the legendary band members Jonathan Davis, James ‘Munky’ Shaffer, Reginald ‘Fieldy’ Arvizu and Ray Luzier, and hear them play some of their latest songs.

Max Miss Bangalore

Conceived, promoted and produced by Dream Merchants, the MAX Miss Bangalore Beauty Pageant finals took place on Sept. 21. The auditions took place on Sept. 2. Except for the photoshoot which took place at the Windflower Resort, all the other events took place at The Lalit Ashok. The event was created with a vision to create a platform for young talented girls of Bangalore in the world of fashion and glamour.
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