THOT conceptualizes “Horizonext” for Tata Motors in a 6 day extravaganza
Your customers favorite shopping destination

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FACT FILE:
- SEC A+, A, B+, B

- Monthly average footfall: 14 lakh people
- Annual average footfall: 1.67 crores

- Bangalore’s favorite shopping destination spanning across 1.7 million sq.ft

- 64% of shopper base coming from north and west Bangalore.

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It’s all happening here

It’s quite accurate to compare life with an event. An event in which one craves unique and enriching experiences. An event in which one learns by involving every sense. And in which one remembers only those experiences that touch the soul.

While events may not and should not be as serious as life, they do somehow follow similar rules. At least the great one’s do!

So when there is testimony to what works, in the form of life experiences, why not strive to emulate these? There’s good reason why we prefer the term ‘experiential marketing’ to ‘events’. This is because we’re no longer referring to occurrences, but really trying to define a medium that evokes behavioural and emotional change.

The biggest learning, however, in this analogy, is that the central aspect of the experience is the individual. So if that focus is maintained, and specifically catered to, messages are bound to resonate...

Karishma Hundalani Nagdev karishma@eventfaqs.com
THOT conceptualizes “Horizonext” for Tata Motors in a 6 day extravaganza

“In 2012, MICE travelers from Asia were largely responsible for the strong growth of Thailand’s MICE sector”
Mr. Sethaphan Buddhan | Tourism Authority of Thailand, Mumbai

“The idea is not only to design the most innovative of campaigns but also to make sure that the campaign reaches the right audience”
Ashit Kukian | Radio City 91.1 FM

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Korum Mall engages TG of women through new property

Korum’s new property - Women On Wednesdays (WOW) - is being ideated and executed by Everything Goes! Communications (EG). EG has previously worked on several Korum Mall activations. WOW is an initiative towards a stronger, more enriched community. WOW, which began earlier in July, is an on-going program and is taking place at Korum Mall in Thane, Mumbai.

Deva Jyotula, Centre Manager, Korum Mall, said: "WOW - Women On Wednesdays is a very thoughtful concept which reinforces Korum’s positioning as a community centre. The objective of the mall is to establish a social connect initiative with the mall audience. It will give the audience self-development, learning and recreational reasons to visit the mall."

Microsoft partners Communique for Office 365, six cities campaign

The first phase of the Microsoft Office 365 ‘cruiser’ campaign, a B2B initiative in the OOH space, was recently carried out from April to June across Delhi, Mumbai, Pune, Hyderabad, Chennai and Bengaluru. The activation campaign, right from the concept, creative, to the final execution, was conceptualized, designed and produced by Communique.

Rahul Datta, Marcom Lead, Microsoft said: “The most important aspect of the campaign was ensuring we spoke with the absolutely exact prospects for zero percent wastage in ROI, while delivering an extremely engaging product demonstration. Also, the concept is an industry first in the B2B space and we are extremely happy with the response generated by the activation.”

Zydus Wellness holds activation to establish positioning

Zydus Wellness Ltd (ZWL) has recently re-launched its range of men’s personal care products under the Everyuth Menz brand name, which focuses primarily on the skin care needs of men. The brand recently held an activation, which was executed by DDB MudraMax. The campaign ran for close to 10 weeks and was implemented at various malls across eight cities - Mumbai, Pune, Ahmedabad, Delhi, Bengaluru, Hyderabad, Chennai and Kolkata.

Elkana Ezekiel, MD, Zydus Wellness said: “We at Zydus Wellness keep the consumer in the forefront of all our activation experiences. With this campaign we have tried to strike a chord with the consumer by giving them an experience of the product. We aim to establish this new ‘Born to Play’ positioning in a highly cluttered personal care segment and communicate product benefits by encouraging men to experience the products.”

Hero Motocorp organizes road safety rally for risk-free riding

Hero Motocorp Ltd. (HMCL) recently organized a road safety rally in Chennai in a bid to promote both its Impulse motorcycle and road safety. The rally commenced on June 27 in Chennai, covering 42 commercial and residential areas of the city in a span of 3 days. The activity was scheduled to continue for a month from the starting date, covering all dealerships. The Chennai event was conceptualized and executed by Axiom Gen Net.

M.Thiagarajan, Senior Territory Manager - Sales, HMCL Chennai, said: “The main objective of the rally was to increase visibility for the brand and increase product trials. The Impulse is India’s first crossover motorcycle and it is very important to explain to the customers what it can do. We demonstrated what Impulse can do, while paying utmost importance to two-wheeler safety, pertaining to city riding, off-road biking and touring."

Myntra.com strengthens its foothold with BTL activities

Myntra.com, the online shopping portal, is taking some positive steps in the field of experiential marketing, with on-ground activations across 2 cities and the appointment of a new CMO. Vikas Ahuja has been appointed the new Chief Marketing Officer for the brand. Since May 2013, Myntra has also been engaging in brand activations in malls and multiplexes in Jaipur and Ahmedabad.

Ashutosh Lawania, Co-Founder, Myntra, said: “Over 50% of the business on Myntra.com is driven by tier II and III markets and this percentage is growing month after month. The primary reason for this growth is the growing purchasing power and limited access to leading fashion and lifestyle brands in many of these markets.”

M&S holds fashion parade for store launch

In order to celebrate the launch of its first standalone store in Mumbai which took place on July 4, Marks & Spencer held an activity on July 6 where in eight foreign models paraded Lokhandwala market and Lokhandwala circle in M&S clothing. The activity was conceptualized and executed by Cream Events, which won the account through a pitch process.

The brief given to Cream Events required that they create a lot of noise around the Lokhandwala store in that respective area and ensure that people were made aware of the arrival of the brand. Cream Events pitched the idea of having models dressed in Marks & Spencer clothing with full blown makeup placed in a line at the main Lokhandwala market in order to get maximum eyeballs for the activity.
OMCPL celebrates 20 years with offsite in Goa

Oaks Management Consultancy Pvt. Ltd. (OMCPL), celebrating 20 years of its formation, organized its annual employee offsite event, end June, at The Zuri resort in South Goa. The three-day event saw a number of work and leisure activities take place from discussing the future growth plans of the company to team building activities.

Rahul Gomes, Director, Oaks Management Consultancy Pvt. Ltd. said: “Being in the events industry has given us enough experience to master the task of managing groups and avoiding possible calamities. Employees had the opportunity to indulge in jamming sessions, local cuisine, partying and also retail therapy for the rest of the offsite.”

500 brands participate in the 21st GGMA National Garment Fair

The 21st GGMA National Garment Fair, which was held from July 4 to 6 in Ahmedabad, was organised by The Gujarat Garment Manufacturers Association. It saw the presence of more than 25,000 visitors from across India and abroad. The event saw participation from more than 500 brands. The event was exclusively marketed, designed, managed and executed by Xpertz Advertising, Events & Promotions. Xpertz has also executed the previous three editions.

Devang Shah, Director, Xpertz Advertising, Events & Promotions said: “We put in all our efforts to break the visitor record of last year’s fair and we were successful. This year not only experienced more footfall but also genuine buyers. There were visitors who came to this fair inspite of heavy rains during this season.”

Pegasus Events executes conference for Bricsa Consulting

The Infrastructure Outlook Conference, an event organized by Bricsa Consulting, was held at The Lalit, Mumbai on July 1 and 2. Pegasus Events was roped in to manage the event after winning a multi-agency pitch. The event, which essentially focuses on the investment and financing of transport infrastructure assets, witnessed participation from approximately 200 attendees.

The objective of the conference was to gain insight into what direction the transport infrastructure sector will be taking in 2013 and beyond, through in-depth presentations and on-topic panel discussions. It also attempted to debate solutions to pressing industry challenges for growth as well as network with new and existing clients.

14th VAS Asia 2013 sees three international operators

The 14th edition of VAS Asia 2013, a conference and exhibition in the Value Added Services (VAS) domain, took place on July 12 at The Leela Kempinski in Gurgaon. The event was organized and executed by Bharat Exhibitions, which specializes in ICT events, and the business conference and exhibition arena.

Sunil Bangwal, VP - BD and Marketing, Bharat Exhibitions said: “VAS Asia was first initiated in the year 2005. It has gradually become the most awaited and the largest Mobile Value Added Services (MVAS) event in the country with immense support and patronage from the industry.”

Godrej India Culture Lab hosts a pop-up version of INK

Godrej India Culture Lab, the socio-economic arm of Godrej, recently hosted a special pop up version of the INK Conference in its office premises. Jointly organized by Godrej India Culture Lab and the INK team, this conference was held on July 5 at the Godrej premises in Vikhroli, Mumbai. The main INK Conference is an annual event that is held in association with TED, to encourage the spread of innovative ideas.

Lakshmi Pratury, Host and Curator, INK Conference, said: “INK is an independent organization from TED. Since INK conference is a follow on to TED India, they are our strategic partners and supporters of what we do. We share a common interest to collect amazing stories, ideas and perspectives.”

Philips celebrates success of its top performing dealers

Philips recently celebrated the success of its top performing dealers by organizing the Philips Incentive Tour 2013. Fountainhead Corporate Journeys (FCJ) was appointed to execute the five-day event which took place across Amsterdam, Brussels and Paris. The highlight of the tour was a two-day visit to Paris that included the Eiffel Tower, the Louvre Museum and the Seine Cruise.

Avinash Shetty, GM - Operations, Fountainhead Corporate Journeys said: “To create an experience of a lifetime, we organized a fun-filled trip including sightseeing of some of Europe’s most exciting spots. We also offered customized options at various touch points to fit into the specific requirements and expectations of the client. Though the itinerary was developed with tremendous detailing, but logistically it was a big challenge to visit three countries in such a short span of time.”

For latest updates on events and on-ground promotions from across India, log on to www.eventfaqs.com
DNA Entertainment Networks Pvt. Ltd. has launched the first edition of its new Electronic Dance Music (EDM) festival titled Sound Awake. With the tagline of ‘Redefining EDM’, this music fiesta took place on Aug. 4 at the Supernova Arena and Convention Centre in Bengaluru. DNA has collaborated with dance record labels Ministry of Sound and Hedkandi to jointly manage the entire event, including the planned headlining acts by 14 international artists.

T. Venkat Vardhan, CEO, DNA Entertainment Networks Pvt. Ltd, said: “In keeping with the music trends being followed by fans across the country and with new genres coming to the fore for the live experience, it was only prudent for us to launch an EDM festival to encapsulate all these offerings. Sound Awake was a testimonial to its very name.”

The Centuro was launched amidst the presence of 650 people. The three-day event kicked off on the night of June 30, with a welcome dinner for members of the press. A ‘guess the price’ contest was conducted, where the attendees had to estimate the price of the Centuro and the winner was gifted an all-expense paid visit to the Moto GP World Tournament.

The 9th Indo-American Corporate Excellence Awards (I-ACE), an awards event organized by the Indo-American Chamber of Commerce (IACC), took place recently in a ceremony held at The Lalit in Mumbai. The awards ceremony was organized in association with Maharashtra Tourism Development Corporation (MTDC), and saw Prithviraj Chavan, Maharashtra’s CM, as the chief guest.

The annual event is hosted by CNBC Awaaz to honor the best in class travel destinations and other ancillary services of the tourism industry. The awards also seek to recognize organizations and service providers based on an objective study conducted by CNBC Awaaz across multimedia platforms. The awards are based on an exhaustive consumer response study across the country.

Maharashtra CM attends 9th I-ACE award night

The 9th Indo-American Corporate Excellence Awards (I-ACE), an awards event organized by the Indo-American Chamber of Commerce (IACC), took place on July 1 in the Regal Room, Hotel Trident, Nariman Point in Mumbai. The event was executed by Motif Advertising and was attended by Prithviraj Chavan, CM of Maharashtra.

The core objective of the event was to recognize the best Indian companies in the US and vice versa along with the celebration of the 237th American Independence Day. The awards ceremony recognized companies in various categories such as CSR, financial services, FMCG, gems and jewelry, innovation, manufacturing, media and entertainment, SME, technology and communications, and other services.

Mahindra Two Wheelers unveils motorcycle - Centuro

Mahindra Two Wheelers recently held a launch event for its new motorcycle, Mahindra Centuro, in the city of Jaipur. The launch event was held at the Marriott Hotel from June 30 to July 2. A for Pineapple (AFP) Ideas and Execution was brought on board to manage and conceptualize the entire event. The nationwide launch event was followed by a Mahindra Two Wheelers dealer and vendor partners meet.

The event saw internals acts including a mime and a choreographed dance sequence, three special audio visual films that were customized in order to portray life at Vodafone, had a DJ to entertain the guests with Bollywood numbers and saw Benny Dayal perform numbers like Battameez Dil, Daaru Desi and Humma Humma to name a few.

Maharashtra CM attends 9th I-ACE award night

Jawaharlal Nehru Port Trust (JNPT) celebrated the advent of its silver jubilee year in Mumbai recently. Molecule Communications was brought on board to manage the festive event, which took place at the Taj Mahal Palace Hotel on July 5. The event was mainly held to mark JNPT’s growth in capacity, efficiency and logistical ability since its inception in 1989.

S.K Kaul, Chief Manager (Administration) and Secretary, JNPT, said: “The event turned out to be fabulous, and was handled in a very professional manner. Everything from the ambience to the presentation was executed well and helped establish JNPT’s brand name in the industry.”
Red Bull Street Style brings freestyle footballers to the fore

The 4th edition of the competition, targeted at street style footballers in India, commenced in Mumbai, Kolkata, New Delhi and Chennai from July 19 and culminated on July 27 with a final event in Inorbit Mall, Mumbai.

The Red Bull spokesperson said: “The first edition of the world finals took place in São Paulo, Brazil and received participation from 44 countries. Globally, Red Bull has associated with athletes and cultural artists, to give wings to their talent. This event gives India’s promising freestyle soccer players an international platform to showcase their talent.”

Videocon celebrates IPL partnership with Mumbai Indians

In order to commemorate a successful partnership with the Mumbai Indians IPL team, Videocon recently organised a gala soiree at Oberoi Trident Hotel in Mumbai. Percept Activ was commissioned to manage the event after winning a multi-agency pitch. The celebratory evening was attented by about 250 people and hosted by Neeta Ambani and Venugopal Dhoot, Chairman of the Videocon Group.

The entire Mumbai Indians team was present at the event, led by Sachin Tendulkar and Ricky Ponting. Archana Vijay and Raveena Tandon were brought on board as emcees for the evening and to have an interactive on-stage session with the team. Guests were entertained with performances by Bipasha Basu and Mallika Sherawat and a fusion gig called ‘MJ meets Bhangra’.

OMCPL to launch new IP - The Indian Miniature Golf Challenge

Oak’s Management Consultancy Pvt. Ltd. (OMCPL), in celebration of ‘20 years of building brands’ through events and brand activations, is all set to launch a unique IP in September this year called The Indian Miniature Golf Challenge (TIMGC). TIMGC will be based on the lines of international miniature golf championships, with miniature golf sets especially imported from Putter field in the UK.

Rahul Gomes, Director, OMCPL said: “The idea originated while brainstorming on unique initiatives to build for our clients, keeping in mind relevant TGs as well as ensuring a connect with the psychographics of these audiences. Miniature golf is an international sport and has its own international stars and circuit, whereas in India while it is known off, the opportunity to play the same does not exist. The intention here is not to connect with golfers, but to allow people to try out a fresh version of golf.”

Chennaiites gear up for 2nd Wipro Chennai Marathon

Wipro, in association with Chennai Runners, has announced that the 2nd edition of the Wipro Chennai Marathon will be held on Dec 1 this year in Chennai. The marathon is the sole property of the Chennai Runners, which has been promoting running in Chennai for the last 7 years. Tango Brand Engagement Services has been brought on board to manage this running event.

Krishnakumar Rangachari, President, Chennai Runners, said: “Our primary objective at this stage is to host a world-class, premier marathon event. In the future years, we hope to seek International Association of Athletic Federations (IAAF) certifications for our marathon. It has been a privilege to have Wipro Technologies Ltd. as our title sponsor.”

ESPN Cricinfo celebrates 20 years with various events

ESPN Cricinfo is celebrating its 20th anniversary this year and to celebrate this key milestone, various events were kicked-off across the calendar year of 2013. The celebration on July 5 at Shangri La Hotel in Mumbai was one of its first events and the objective was to amplify their brand across stakeholder from across industries including cricket enthusiasts. The event was executed by Cream Events.

Torsha Bannerjee, Senior Manager - Marketing, ESPN Cricinfo said: “The message of the evening was clearly to relive the 20-year story of how a group of volunteers started Cricinfo and to where we are today, a global leader in digital sports. Since Cricinfo is all about the favourite sports of the country, we made sure we approached this with cricket being the focus. It was also a great opportunity for the brand to connect with their clients and advertisers and speak about the exciting partnerships they have had in the past and what they look forward to in the future.”

PSPB awards 150 sportspeople through 10th ceremony

150 sportspersons were honoured at the 10th PSPB awards function in July at Grand Hyatt in New Delhi. The event was initiated by Petroleum Sports Promotion Board (PSBP) and was hosted by commentator Charu Sharma. The event was executed by TEC India Entertainment Pvt. Ltd.

Vivek Satyajit, Secretary, PSPB said: “PSPB aims to develop, promote, encourage, co-ordinate and organize various sports and games in the petroleum sector and the country at large. The esteemed award ceremony was held to commemorate, encourage and appreciate sportspersons who have excelled in sports in India.”
Flexibility to choose your brightness
20,000 lumens, WUXGA DLP projector with light-on-demand option

Barco’s new HDX-W20 FLEX projector equipped with the light-on-demand option for flexible light output. Thanks to this technology, you can fully tune the light output of the projector to your event. It can be programmed to a light output of 10,000 to 20,000 lumens in 2,000 incremental steps. The HDX-W20 FLEX’s built-in color LCD screen provides you with all the information you need on your projector’s connected sources, status, power, temperatures and lamp runtime. The HDX-W20 FLEX has a native 3G HDSDI/SDI input, which makes it compatible with progressive HD sources over a single BNC cable.

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Jagran Film Festival celebrates ‘100 Years of Indian Cinema’

As a celebration of ‘100 Years of Indian Cinema’, the publication group, Jagran Prakashan hosted the 4th edition of the Jagran Film Festival this year. At the event, Jagran presented some of the finest Bollywood films of all time in 16 cities across seven states in the country. The films were screened from July 5 to 9 at Srifort Auditorium in Delhi. The Jagran Group managed and executed the event completely by itself.

Vindo Srivastav, GM - Strategy and Brand Development, Jagran Group, said: “Jagran Film Festival has been conceptualized with the objective to bridge the gap between good quality cinema and its intended audience. It’s an initiative to highlight parallel, low budget and meaningful movies in smaller towns that can draw an overwhelming response.”

Viacom18 Group launches new division and music property

The Viacom18 Group recently launched its new business division - Integrated Network Solutions (INS) - which offers multiple brand solutions catering to the diverse needs of advertisers with varied marketing objectives. INS introduced a new property - Emerge - that aims to engage Indian crowds through international music every two months.

Jaideep Singh, SVP and Business Head - Integrated Network Solutions, Viacom18 Pvt. Ltd. said: “Through Emerge, we hope to promote international talent in India by introducing our audience to upcoming artists performing across the globe. This model works in the interest of International music and thereby will help us get to the next level and go global.”

Radio Mirchi and ZeeQ join hands for edutainment

Radio Mirchi and ZeeQ recently joined hands for an edutainment campaign at the Mumbai Airport. As a part of the campaign, people dressed up as astronauts, scientists and various other interesting characters surprised children by giving away prizes on answering simple questions at the ZeeQ kiosk at the domestic airport.

Sarvmeet Oberoi, Head - IP Business, ENIL, said: “We at Radio Mirchi always endeavor to provide our advertisers and consumers something that is exciting and engaging. With this innovative campaign we aim to provide ZeeQ’s edutainment message to children in our own ‘mirchidaar’ style. We are delighted to partner with ZeeQ in this interesting initiative and look forward to many such associations in the future.”

4th Mirchi Music Awards South returns to Chennai

The fourth chapter of Mirchi Music Awards South will be held in Chennai. The last edition was held in Hyderabad. The awards ceremony solely dedicated to excellence in film music, saw its ‘Grand Jury Meet’ take place on July 9 at Park Plaza, Marathahalli in Bengaluru.

Anand Parameswaran, Regional Director (South) and Executive VP, Entertainment Network India Ltd. (ENIL) said: “Radio Mirchi has always wanted to pay a tribute to the entire music industry for their contribution to cinema and our lives as a whole. This led to the genesis of the Mirchi Music Awards (Hindi) in the year 2009 in Mumbai. Based on the success of the event, we decided to launch it in the South too, and this led to the first Mirchi Music Awards in the year 2010 held in Chennai.”

PrintWeek India launches fifth edition of awards

Haymarket Media India will host and organize ‘the annual hunt to find print’s brightest and best companies and rising stars’ by announcing the fifth edition of the PrintWeek India Awards, which continues to recognize excellence in the Indian print industry. The award night will take place on Oct. 4 at the Grand Hyatt in Mumbai. The property is supported by Canon, Epson, Henkel, Roland, etc.

Ramu Ramanathan, Editor, PrintWeek India said: “It is an international property with Awards in UK, Germany, Australia and now in India. The main aim is to celebrate the best in print from the point of view of the print buyers and print brands. Being the fifth edition, this edition will have more sponsors, print firms and print entries compared to the previous editions.”

Viacom 18 partners GPJ for music launch of ‘Luv U Soniyo’

Viacom18 Media Pvt. Ltd. recently held a launch event to release the music of the movie ‘Luv U Soniyo’. George P Johnson (GPJ) was roped in to conceptualize and execute the event at Infiniti 2 Mall in Mumbai on July 6. The mall was chosen as the venue in order to create a buzz and to tap a large audience group at one go. GPJ won the mandate for the event after winning a multi-agency pitch on the basis of its concept.

K.G. Ramnarayan, Associate Director - Marketing, Viacom18 Media Pvt. Ltd, said: “This film has a youth connect which we wanted to bring out in our interaction with the audience. This event was targeted at the press and we engaged over 200 media guests. GPJ was given the mandate after they came up with the complete concept which worked very well for the film’s music.”
Jordan Tourism Board announces programme for travel trade in India

Jordan Tourism Board recently announced the launch of its Online Specialist Programme that aims to increase the travel trade’s knowledge, capability, and sales of Jordan as a destination. Jordan is now a religious and health/wellness tourism hub. Hotels with spa and fitness facilities, as well as archaeological and spiritual sites make this country enticing to families as well as MICE groups.

The programme gave participants an increased knowledge of Jordan, including each region’s unique selling points and how to build them into an itinerary. Without doubt, Jordan’s greatest tourist attraction is Petra. Then there is the mineral rich and unsinkable Dead Sea, the lowest point on earth. Amman, the capital, which is a modern Arab city is a unique blend of the new and the old.

Sri Lanka tourist arrival increases by 11.6 percent in February

Sri Lanka’s tourism arrivals continue to increase with numbers growing by 11.6 percent in February when compared with the same month in 2012.

Data released from the Sri Lankan Tourism Development Authority (SLTDA) showed that 93,232 tourists arrived in the country, compared to 83,549 in February 2012, which is an 11.6 percent increase. Tourist arrivals recorded an impressive 12.5 percent increase in the first two months of this year with 190,643 tourists arriving in the island.

Goa registers highest tourist arrivals

In 2012-13, the Department of Tourism, Government of Goa registered a record arrival of 27.8 lakh tourists in the state of Goa out of which, 4.5 lakh were foreigners as against 26.7 lakh. Goa also witnessed an increase in arrival of chartered flights. According to Goa Tourism Department statistics, there were 987 chartered flights carrying 2.15 lakh tourists from nine international destinations as against 910 flights with 1.69 lakh tourists in 2011-12.

About 742 chartered flights arrived from Russia followed by 152 flights from United Kingdom. Similarly, the number of cruise ship arrivals in Goa has also seen an increase with 25 vessels carrying 22,233 passengers in 2012-13, as against 20 vessels carrying 11,946 passengers in 2010-11.

Visit USA Committee - Delhi Chapter educates corporate for MICE

The Visit USA Committee (VUSACOM) - Delhi Chapter, in association with the Embassy of the United States of America and the US Commercial services, organized an exclusive round table meeting for senior corporate MICE decision makers. This interaction was focussed at educating the senior decision makers of leading corporates of the visa procedures for the growing MICE segment.

Sheema Vohra, President of the VUSACOM- Delhi chapter said: “This initiative is a part of the outreach program of the US Embassy officials and the US Commercial Services. These forums increase business opportunities and MICE movement to the US.”

Now, village-style tourism in UP

In a brand new initiative to attract more tourists to Uttar Pradesh, the state government is planning to set up two resorts based on rural themes similar to Jaipur’s famous Chokhi Dhani. The resorts are to come up enroute to Taj Mahal via Yamuna Expressway and will be a mix of tradition and five-star facilities along the expressway.

The government said these models will be developed on a public-private-partnership model, with the management of Chokhi Dhani or any other interested groups who are willing to promote UP’s tourism.

EEMAGINE 2013 to take place in Jaipur

B2B Exhibitions, Industry Awards Function and a Convention with International and Indian speakers - EEMAGINE 2013, the annual convention of Entertainment & Event Management Association (EEMA), is all set to take place from Sept. 5 to 7 at Fairmont Hotel in Jaipur. The event will host the EMEX Awards, to honour excellence in the creativity, entertainment and exhibition sectors of the live events industry.

Percept Limited organizes Business Conclave 2013

The conclave took place on July 20 at the Trident in Mumbai. It witnessed a mix of panel discussions and guest speakers which included some of the most renowned names in the corporate and media fraternity. The event witnessed many lively debates and Q&As between the 200 guests attending and the speakers on the podium.

The Meetings Show UK concludes

The Meetings Show UK is a major new event for the UK meetings industry, launched by Centaur Exhibitions. It took place from July 9 to 11 at Olympia, London. The show featured destinations from over 50 countries across six continents, venues, hotel groups, etc.

RMAI’s 8th AGM

The Rural Marketing Association of India (RMAD) recently held its 8th Annual General Meeting (AGM) to mark the beginning of its 9th year of functioning. The meeting, held on July 12 at the India International Centre in New Delhi, also saw the appointment of new office bearers for the upcoming year 2013-2014, including the president and vice-president.

Kyoorius Designyatra returns for its 9th leg

Kyoorius will host the 9th edition of its annual design conference titled Kyoorius Designyatra at the Grand Hyatt Hotel in Goa from Aug 29 to 31, Kyoorius Designyatra is expecting participation from 1350 people, of which 300 are expected to be senior industry professionals.
**Developments**

**Pepe Jeans India appoints Kavindra Mishra as CEO**

Mishra has been appointed with effect from July 5. He brings over 13 years of relevant industry experience to his new role. In his current role, he will be responsible to grow the existing business portfolio and will be instrumental in designing effective strategies for the brand.

**TIRUN Travel Marketing introduces special MICE and ship charter programs**

TIRUN Travel Marketing, exclusive India Representative of Royal Caribbean Cruises Ltd., recently introduced a bouquet of special MICE and ship charter programs that are ideal for Indian organizations and keen travellers. With travel emerging as a leading option among MICE groups, the Indian incentive travel market is growing and seeking new outlets, and cruising is increasingly seen as a fresh, novel way to motivate staff and reward customers.

**DDB MudraMax wins at OAA 2013 awards**

DDB MudraMax – Outdoor bagged 8 Golds, 5 Silvers, 4 Bronzes and the coveted ‘Campaign of the Year’ and ‘Innovation of the Year’ titles at the recently concluded Outdoor Advertising Awards 2013 in Goa.

**Brand USA expands international network**

Brand USA, the public-private partnership responsible for promoting the United States as a premier travel destination, recently appointed in-market representation firms in key markets - India, Australia, New Zealand, China, Hong Kong and Taiwan.

**Academy of Marketing Science honours John Zeigler**

John Zeigler, Chairman & CEO of DDB Group Asia Pacific, India & Japan was named Global Marketer of the Year at this year’s Academy of Marketing Science World Marketing Congress (WMC) held in Melbourne, Australia, July 18.

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**Venues**

**Magic Holidays launches four new properties**

Magic Holidays, a unique timeshare product from the Panoramic Group of Companies, recently announced the setting up of four new Magic Holiday resorts in key domestic and international market. With inauguration of properties in Todgarh, Udaipur and Mahabaleshwar in India; Magic Holidays also increased its global presence by launching a property in Singapore.

Hitesh Kshatriya, COO of Panoramic Group of Companies, said: “Our expansion is driven by a strategic and focused approach of adding new properties to deliver an improved, unique vacation experience. We strive to provide best-in-class holiday experience with variety of options and giving ‘Unforgettable Times’ to our valued customers.”

**Sunderland National Glass Centre re-opens**

The National Glass Centre at UniSpace Sunderland has reopened for business, following a £2.3m renovation and upgrade programme. Renovations, which began in February 2013, were carried out to double the exhibitions and events space at the centre, as well as improve the environmental sustainability, reducing its carbon footprint.

Sharon Olver, Manager - Commercial Services, UniSpace said: “The venue has always been iconic and unique, but with the improvements made in the exhibition spaces, we look forward to hosting larger events of national and international significance. There will be incentives added to any event held here, creating an unforgettable delegate experience.”

**Suntec Singapore upgrades itself**

Following its hiatus due to a major refurbishment, Suntec Singapore Convention and Exhibition Centre has now opened for business with a private dining event held recently. Suntec also has a back-to-back line-up of events for 2013 that span across the MICE spectrum. Facilities in the upgraded venue include more than 2,100 sq.m. function space, 36 convertible meeting rooms, six halls covering 12,000 sq.m., and a 10,000 sq.m. column-free hall that connects to a multipurpose hall. Free Wi-Fi is now provided throughout the building, and is capable of handling up to 6,000 devices any given time, to cater to the evolving needs of the MICE industry.

Arun Madhok, CEO, Suntec Singapore said: “It is very rewarding to see people enjoying themselves the way they are tonight. We have been working very hard over the past year for this moment and it is a great feeling to welcome visitors to our new Centre.”

**Luxe Pack upgrades to exhibition centre**

Since Luxe Pack Shanghai was created, its popularity with exhibitors and visitors has increased every year rendering the previous venue, used since 2008, too small for the fair. Therefore the seventh year of the trade fair, which is now a benchmark for high-end product packaging in Asia, will be held at the Shanghai Exhibition Center; a new easy to access venue located in the Puxi district near to the decision centres of many businesses.

The new larger venue will give exhibitors the possibility to present their products and expertise to a much wider audience of packaging specialists. The fair is the only Asian meeting place for major players in the packaging industry.

**Rotana announces the opening of Saadiyat**

Rotana, the leading hotel management company in the Middle East and Africa, has announced moving forward with its development plans of the Saadiyat Rotana Resort, a luxurious five-star hotel set to open in 2015 on Saadiyat Beach, a nine-kilometre stretch of pristine white sand on Saadiyat island, Abu Dhabi. The design of the luxury resort with its 354 upscale rooms and suites in addition to 13 beach private villas, has been creatively conceived with a sense of space within a conceptualized vernacular architecture, contrasting with a very innovative design in terms of facilities and features.

Nasser Al Nowais, Chairman of Rotana said: “The resort offers a private stretch of beach, a variety of F&B outlets with large meeting and conference facilities, in addition to a Zen the spa at Rotana and a fully-equipped Bodylines health and fitness club.”
“In 2012, MICE travelers from Asia were largely responsible for the strong growth of Thailand’s MICE sector”

Mr. Sethaphan Buddhan
Director,
Tourism Authority of Thailand,
Mumbai

The Tourism Authority of Thailand (TAT), which was established on March 18, 1960, was the first organization in Thailand to be specifically responsible for the promotion of tourism. TAT supplies information and data on tourist areas to the public, publicizes Thailand with the intention of encouraging both Thai and international tourists to travel in and around Thailand, conducts studies to set development plans for tourist destinations, and co-operates with and supports the production and development of personnel in the field of tourism. During the past 30 years, TAT has established numerous offices in different parts of the world including two in India, with one situated in New Delhi and one in Mumbai.

In an exclusive interview with ExM, Sethaphan Buddhani, Director, Tourism Authority of Thailand, Mumbai, talks about its initiative ‘The Little Big Project’ and what Thailand has to offer the Indian tourism industry as a MICE and holiday destination.

What does Thailand have to offer to the Indian tourism industry firstly as a MICE destination, and secondly as a holiday destination for Indians?

The year 2012 was a good year for Thailand as we crossed the 1 million mark of tourist arrivals from India and globally reached a total 22 million tourist arrivals. For the MICE industry in Thailand, the year proved to be of importance with 2012’s targeted visitor numbers of 750,000 being exceeded by 19 percent to 895,224 visitors. We have been a country that has the maximum to offer for a MICE traveler. We have a variety of option for hotels and convention centers, activities from adventure and sports to culture, locations that make for a perfect getaway and a price that fits one’s budget. Be it Phuket, Pattaya, Bangkok, Koh Samui, Chiang Mai or Hua-Hin, we have the facilities to host a MICE group, however big or small the number.

As a holiday destination we offer cultural experiences, historical cities, azure blue seas, adventure trails, wellness delights, food you can’t get enough of and a shopping experience no one would want to miss. Over the years we have understood that the
Indian travelers want their holiday to be packed with activities, places to go to and options of good food, and we have all of these in abundance across various destinations in Thailand. From being a destination with mass appeal we are now also focusing on being a destination that caters to the niche audience. We are promoting new regions within Thailand that we’d want Indians tourists to experience places such as Khao Yai, Chiang Mai, Hué-Hin, Chiang Rai and Trang.

What is the percentage of MICE versus holiday tourism that Thailand receives every year? How has this changed over the last five years and what future growth is expected?

Thailand’s MICE industry is growing strongly and the figures of 2012 are a clear vote of confidence that Thailand is a cost-effective MICE destination. In 2012, we hosted a total of 7,382 MICE events, 6.84 percent up from 2011. What’s of interest is to note that in 2012, MICE travelers from Asia were largely responsible for the strong growth in Thailand’s MICE sector, representing 65 percent of all MICE travel. Statistics indicate that MICE visitors to Thailand were dominated by 10 Asian countries - India, China, South Korea, Malaysia, the Philippines, Japan, Indonesia, Singapore, Taiwan and Hong Kong respectively. Overall, the MICE industry was responsible for 9.49 percent of all tourism earnings in 2012, accounting for 0.58 percent of total GDP. Conventions contributed 33 percent, followed by corporate meetings and incentive travel, which contributed 25 and 24 percent respectively. International exhibitions and trade shows accounted for 18 percent of the total MICE revenue for 2012.

Please tell us about 'The Little Big Project', how it was initiated, its concept and how it hopes to achieve its purpose?

The Little Big Project is a first of its kind concept that we have initiated towards responsible tourism. The thought was to reach out to the masses and to inspire travelers worldwide to experience a voluntary vacation in Thailand by means of entering a contest.

Lots of adventure on offer in Thailand

The project / contest is divided into three phases. The first phase requires people to volunteer for a cause and submit a note on why they want to work on the given cause. The second round will see the top teams being announced for the project. Each of the winners here will be given an all sponsored two week holiday during which they are required to work for the cause they have chosen. On each day, these finalists are required to write a blog on their experience, upload videos and promote the same to gather maximum views and comments. The third phase is the culmination of the event. All the finalists will be flown in to Bangkok where the winner will be announced. The participant team which has gathered the maximum number of comments and views on their blog with be awarded with a USD 500 cash prize to be donated towards the cause they worked for and a hotel voucher of USD 500 for their personal enjoyment. The visiting competitor whose video receives the maximum views will be awarded with an Apple gift card worth USD 1000.

Through the contest we hope to give a reason for people to travel and pick a cause they are most passionate about. The main purpose here is to highlight the other attractions going beyond shopping, wellness and beaches. While those continue to be our core strengths, Thailand has a vast resource of tourist attractions. The concept of a vacation is also changing, and while people want a luxurious experience they would also want to take home unique memories and experiences associated with their trip. With this activity we hope to bring out those experiences which people can gather when traveling to Thailand by making the holiday more personal.

What kind of role does BTL marketing play in the marketing strategy that Tourism Authority of Thailand adopts for India?

BTL marketing plays a very important role for us. The travel trade fraternity in India is our backbone and thus direct B2B awareness and joint B2C campaigns are on our radar. An intensive in-depth direct trade training is also in the pipeline with which we hope to educate the travel trade about the newer regions beyond Bangkok and Pattaya.

In the latter half of the previous year, we had started promoting Khao Yai, Chiang Mai, Chiang Rai, Trang, Koh Samui as the upcoming destination and we will continue working extensively on promoting these regions. Only recently, Thai Airways launched their budgeted Thai Smile flights to Bangkok and Phuket. This year we are also working towards targeting the niche segment of travelers for weddings, honeymooners, golfers, bikers etc. and the Thailand Travel Mart Plus in Bangkok will focus on the same.

How is Thailand expanding the MICE potential that the country offers? What incentives and facilities are being offered to interested entities?

In 2012 India was Thailand’s largest MICE market. The marketing strategy adopted by Thailand Convention and Exhibition Bureau (public organization) or TCEB, targeted Delhi, Mumbai and Bengaluru and resulted in more than 39,000 MICE visitors from India to Thailand. This year TCEB will be extending its marketing program to cover many more major cities in India.
“The idea is not only to design the most innovative of campaigns but also to make sure that the campaign reaches the right audience”

Promoted by Music Broadcast Pvt. Ltd (MBPL), Radio City 91.1 FM is a radio station with a pan India presence. Started in 2001 in Bengaluru, Radio City is owned by IVF Holdings Pvt. Ltd which is a private equity firm based in India. Radio City Connect, the Non-Traditional Revenue (NTR) arm of Radio City, is devoted to providing its clients with 360 degree advertising solutions using on-ground, on-air and digital platforms.

Ashit Kukian, President and COO, Radio City 91.1 FM, gives us some insight into the importance of experiential marketing to a radio station and how innovative campaigns have helped leverage Radio City’s brand name.

What role do BTL activations/on-ground activities play in leveraging Radio City as a brand? How important are they for a radio station?

Radio City has been a pioneer in the FM radio industry and at the helm of innovation in terms of on-air, on-ground or advertising activities. Radio City Connect is the non-traditional revenue arm that executes 360 degree advertising solutions. It has successfully delivered a wide variety of on-ground activities ranging from Mobile Road Shows, Multi-City Mall Activities, RWA Activities, School/ College Promotions and Rock Shows offering its clients innovative, efficient and cost effective advertising solutions.

Radio City Connect took forth Radio City’s panache for experimentation to a new level by introducing 360 degree promotions in radio. Launched around 3 years ago, Radio City Connect brings about an integration of on-air, on-ground, mobile and social media elements. We made use of BTL promotions, the watchword, moving away from pure FCT sales and Vanilla advertising. These campaigns create a special level of engagement between the consumer and the brand. A one-window solution is provided to the client, based on the specific needs of the brand. As such, the mark created in the consumer psyche by such campaigns is more effective and long lasting. Hence Radio City Connect has been established as an entity that is worthy of trust and reliability.
Can you provide recent examples of some innovative 360 degree BTL activities you have conducted?

In a market that is cluttered with promotional activities, innovation helps in putting forth the right message. ‘Dekho Visarjan Aasman Se’ in association with Vodafone has been one of our most innovative activities till date. The chopper-ride giving a view of the Ganpati Visarjan in Mumbai received wide appreciation.

The ‘Vodafone Hot Air Balloon’ campaign is another topper on the innovations front. The phrase ‘Love in the Air’ was made possible by sending couples on a hot air balloon ride on Valentine’s Day. Flawless execution ensured that this was a most picturesque activity.

How did the recent Dabur Lemoneez, Dolby Atmos and Cornetto activities boost Radio City’s brand standing?

The recent activities have been a profusion of the accumulated expertise of the past 3 years. The Dabur Lemoneez ‘Nimboo Nichod Marathon’ was a campaign high on timeliness, making it easier for people in Delhi-NCR to brave the extreme summer heat. In this contest, people had to squeeze as many lemons as they could, into a bottle of Dabur Lemoneez. The idea was to drive home the point that the drink is as tasty and hygienic as home-made lime drinks, minus the hassles of making the drinks. People participated with gusto.

Our association with the newly launched ‘Dolby Atmos’ has been pioneering in terms of movie exposure solutions. We have already facilitated the integration of ‘Dolby Atmos’ with major movies like Iron Man 3 and Star Trek, through this association.

The recently concluded ‘Cornetto’ activity was conceptualized to drive engagement and interactivity between the brand and the consumers. Right from the ideation to the execution, we made sure that we follow the approach of staying in the consumer psyche for long. Integration with the show ‘Hum Tum’ was well-thought out and provided an impetus to the activity. The great execution made sure the campaign was highly successful.

How do you set yourself apart from your competitors in the industry? Do BTL activations contribute to this?

Radio City as a brand has always been a step ahead, benchmarking practices. The concept of a separate activations arm has revolutionized advertizing in radio. The entity has enabled us to take radio advertizing beyond pure FCT sales, into something which requires a holistic ideation and execution approach. Multi-platform exposure and a one-window solution are sought after by clients today. We proportion these elements in the right mix, to generate the maximum traction for the brand. Two parallel teams are at work; a creative team that generates campaign ideas for the client and an execution team that ensures these ideas see the light of day.

Today, we are proud to have brought about such innovative concepts in activations like ‘Studio Shifts’ where our RJs visit the activation site, interact with the audience and conduct their shows, right from there. Radio, as a medium, is highly interactive and personal. We ensure the power of the medium is fully leveraged through the campaigns.

What are the future plans for Radio City in terms of BTL activations?

A trend analysis of the past few years shows a remarkable interest towards non-traditional promotions. Clients prefer specific business solutions over a ‘one size fits all’ approach. The idea is not only to design the most innovative of campaigns but also to make sure that the campaign reaches the right audience. Taking a cue from some of our recent activities, we can say how important targeting is for a campaign. With LG mobiles, the idea was to familiarize the right audience with the features of the smart phone, hence a Karaoke competition was organized in the midst of tech-parks across Bangalore. The quirky idea fulfilled the objective of reaching the right target audience. With Asian Paints, the brief was to touch the normal Mumbaikar’s daily life and this was done quite successfully by placing ‘Asian Paints’ gift boxes in the lunch dabbas, in restaurants and movie theatres.

Apart from brand activations, we have a team managing movie exposure in Radio City. The ‘Blue Carpet’ property makes sure that our listeners get to watch an exclusive screening of the biggest movies. Recently, we have also ventured into providing radio solutions for regional movies like the recent Marathi movie ‘Zapatlela 2’. For the future, the ideas need to keep flowing to bring about a greater integration of on-ground, on-air and mobile elements. We have to ensure that we don’t just reach the home or workplace of our consumers but carve out a place for the brand in the consumer psyche.
Together, Unitech & Appu Ghar bring the biggest retail and entertainment destination that India has ever witnessed. Entertainment City, spread over 147 acres, located in the nerve centre of Noida in the National Capital Region (NCR). It encompasses:

The Great India Place Mall, a superlative shopping experience, and Worlds of Wonder, one of the most sought-after amusement parks. The opulent Gardens Galleria, comprising an upscale mall and an international-brand luxury hotel; and a Water Park, set in a lush tropical ambience.
The Great India Place (TGIP) is the greatest shopping and entertainment destination in the heart of Noida in the NCR. Spread across 14 acres, TGIP boasts over 1.5 million sq. ft. of retail space comprising 238 operational stores and 14 anchor stores. The over 400 leading brands retailed here include such premium brands as: Lifestyle, Shoppers Stop, Pantaloons, Vero Moda, Kazo, Meena Bazaar, Cili, Rado, Elle, Blackberry, Arrow, Allen Solly, Tommy Hilfiger, Reliance Digital, Apple, Sony & many more. With over 10 million footfalls generated per month, TGIP is unequivocally the venue of choice for event activations in the NCR.

THE GREAT INDIA PLACE: ACTIVATION FACILITIES

Outside Mall
- 3 phase supply up to 60 to 80 KW provided from our electrical room / outside panel
- Cable is arranged by vendor for promotional activity

Inside Mall
- Single phase supply up to 2 KW provided on the ground floor (from our floor socket)
- Cable is arranged by vendor for promotional activity

Activity zones and areas to feature branding & signages, product launches, mall activations, mall movie promotions, cultural programs and lifestyle & property exhibitions.

In-Mall Activation Zones
- Oasis Atrium
- Transport Atrium
- Star Atrium
- Planetarium Atrium

Outside Mall Activation Zones
- Total accommodation - 9,000
- VIP Parking zone
- 51 Parking zone
- Engineering Ground
- Metro side entry
THE WONDER LOCALE FOR AN UNFORGETTABLE SENSATION

Worlds of Wonder (WOW), one of the largest amusement parks of Asia, is Entertainment City’s most entertaining destination that will enthrall visitors of all ages. Apart from 19 world-class rides, the latest attraction at WOW is the largest man-made lake in the NCR.

All rides at the Theme Park match international standards and adhere to the highest accepted European Safety Standards that are followed by famous amusement parks worldwide.

With several dedicated lawns, Worlds of Wonder makes a truly unusual setting for exclusive corporate and social events. An event here gets an added dash of excitement with select rides included in the programme. WOW has a proven track record of hosting corporate social events for numerous reputed corporate names.

WORLDS OF WONDER: VENUES & CAPACITIES

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Venue / Parking Facility</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Metro Facing Lawn</td>
<td>25000 pax</td>
</tr>
<tr>
<td>2</td>
<td>Zorb Lawn</td>
<td>5000 pax</td>
</tr>
<tr>
<td>3</td>
<td>Carnival Lawn</td>
<td>5000 pax</td>
</tr>
<tr>
<td>4</td>
<td>Rein Dance Lawn</td>
<td>800 pax</td>
</tr>
<tr>
<td>5</td>
<td>New Carnival Lawn</td>
<td>400 pax</td>
</tr>
<tr>
<td>6</td>
<td>Mega Disko Lawn</td>
<td>250 pax</td>
</tr>
<tr>
<td>7</td>
<td>Children’s Park Lawn 1</td>
<td>1200 pax</td>
</tr>
<tr>
<td>8</td>
<td>Children’s Park Lawn 2</td>
<td>1200 pax</td>
</tr>
</tbody>
</table>

*Parking capacity available for 4000 cars

WORLDS OF WONDER: EVENT FACILITIES

- Spaces can be booked for a short term and long term
- Activity zones and areas to conduct team building activities, on-ground brand activations, mega events & promotions, corporate & birthday parties and school picnics
Following the mega success of our amusement park... we now launch our Mega Water Park in Noida.

Now discover never-before excitement

- Rides and slides spread in more than 10 acres of land
- Many rides for the first time in the NCR
- Designed by international leaders in water parks, White Water West of Canada and Arihant of India
- Adhering to European safety standards
- Highly trained lifeguards in attendance

Come along with family and friends. Enjoy a splashing fun-time in a place of WoW moments!

THRILLING EXPERIENCES LIKE...

- Lazy River
- Wave Pool
- Splash Safari (Multi Purpose Water Play System)
- Little Splash (Total Play Area)
- Big Splash I
- Big Splash II
- Boomerango
- Rip Curl
- Rip Tide
- Rapid Racer Multi-lane Raft Rides
- Turbo Tunnel
- Speed Slide
- Raft Ride
Gardens Galleria

After the overwhelming success of The Great India Place, we are now proud to announce the launch of Gardens Galleria, part of 147 acres of prime land in the heart of Delhi / NCR. Gardens Galleria is conceived to be an opulent gateway spot offering an array of exquisite experiences for shopping and entertainment. Be it shopping, games, fine dining and banquets – Gardens Galleria has it all. A perfect place to unwind with your family and shop in style.
THE PREFERRED VENUE OF THE LEADING CORPORATES


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General Manager - Retail Operations # +91 98-99-763457 ashish.sharma@irppl.com

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For Park Sales contact: Ms. Teena Jayswal
DGM - Sales # +91 9582401669 teena.jayswal@irppl.com
THOT conceptualizes “Horizonext” for Tata Motors in a 6 day extravaganza

The 6-day launch event featuring 4000 attendees and 8 car launches, involved a complete overhaul of a Tata Motors plant to resonate the company’s new philosophy. By Tina Thakrar

With a view to revamp its company philosophy, and with the intent to launch 8 new and improved car models to the world, the Tata Motors sedan group held a launch event titled ‘Horizonext’. Indian automobile manufacturer and one of ten Tata Group companies, Tata Motors decided to start off with a refurbishment of the platform, the machinery and the engine of its cars which would ultimately result in a complete overhaul of the team’s thinking and perspective.

Thot Media has been working with Tata Motors for 3 years now, and was once again enlisted by the company to conceptualize and execute the 6-day launch event targeted at the company’s stakeholders. The launch took place from June 19 to 24, and was held at the Tata Motors plant in Pimpri, Pune. Each of these days was allotted to a different target audience – June 19 to the media, June 20 to dealers, June 21 and 22 to the marketing and sales team and June 23 and 24 to the customer service team.

Giving his views on the concept of the event, Virat Khullar, Deputy General Manager – Marketing, Passenger Vehicle Business Unit, Tata Motors, said: “At Tata Motors we have been engineering pioneers in India and have set many a milestone, and in our endeavor to better ourselves towards that we are developing a world class set of standards that our range of cars meet. These are the first steps towards a technological future; this event was like a celebration of today and the immediate tomorrow. Horizonext, a four-pronged customer-focused strategy, provides the best customer experience; from best vehicle experience to superlative purchase experience followed by technology-intense after market service support.”
Adding to this, Kanishka Singha, Director, Thot Media, said: “The Tata Motors sedan group approached us with an initiative, one which was a complete change in the perspective that Tata Motors is taking towards the industry and its future. This new vision needed a new name and direction. Thot Media, working in conjunction with the brand, came up with the concept and the visuals for this initiative. The concept of Horizonext is not just a theme name but a change in philosophy. The copywriting team at Thot Media came up with this name primarily because the brand team was very clear in its explanation as to what we need to do; create a challenge in their future but at the same point not present itself as the ultimate challenge.”

Building the vision into a venue

The venue was chosen as the plant unit mainly to show the audience what they can expect in the future. On each of the 6 days, visitors were taken on a 2-hour tour of the plant, and were given the opportunity to view the manufacturing facility and the research and testing areas. In keeping with the philosophy of the event, occasional reminders were placed throughout the plant, highlighting the features that will show advancement in the future. Approximately 2500 people visited the plant throughout the 6 day period. Guests were then transferred directly to the launch shed for the main event.

Although the initial briefing involved transmission of the new philosophy by showcasing the launch of the new Indigo eCS, the brief was later expanded to include the display of improved models of 8 cars within the Tata family, across 5 categories - Indica, Indigo, Nano, Safari and Sumo. 3 of these categories were displayed onstage during a 45 minute show, using over 2,00,000 lumens of projection intensity, along with a blend of different technologies. There were 9 such showings throughout the launch event, with a repeat showing on 3 days.

A 50,000 sq. ft. hangar was used within the venue, every aspect of which reflected the Horizonext philosophy. An entrance, a pathway and a lounge was created within the plant, with a view to give visitors a chance to experience the new-age Tata Motors.

Virat Khullar
Deputy General Manager – Marketing,
Passenger Vehicle Business Unit,
Tata Motors

“Horizonext, a four-pronged customer-focused strategy, provides the best customer experience; from best vehicle experience to superlative purchase experience followed by technology-intense after market service support.”
Apart from this, a 10,000 sq. ft. dedicated zone was created as the display arena for 15 cars.

**Stage presence**

Since the main objective of the event was considered the car launches, the stage literally took centre-stage at this event. A binocular-shaped watch out screen, almost 50 feet in width, was installed on this stage, along with a turntable dome. Tiered seating was set up around the stage, capable of accommodating about 400 people.

The main launch projection was done on 3 cars – Indigo, Sumo and Nano. The sequence began with the dome opening to reveal the Indigo eCS, on which 3D mapping using 6 projectors of 22,000 lumens was done to showcase the changes in the car. This was followed by a similar projection on the Sumo Gold, which was suspended 30 feet in the air, and the Nano, which was placed on the other side of the dome. The new features of each of these cars were highlighted through this colourful cycle.

**Breaking down barriers**

Every large-scale event comes with its set of challenges, and this one was no different. The organizers claim that the biggest step to overcome was the continuous flow of activities across the 6 days, and the accommodation of about 4000 people in a way that each one of them was individually addressed. This was one of the reasons that the Pimpri plant was chosen as the venue, resulting in a reduction in hiring costs.

In order to avoid last minute delays and obstacles, both organizing teams began prepping
for the event in February. The stage was set up within a month, in line with the safety and health norms set by the Tata team.

Sharing his inputs on the hurdles they had to overcome, Singha said: “The monsoon season was on in Maharashtra and we had to contend with gale-sized storms on a periodic basis. This made venue branding a challenge as well as the fact that we were using 37,000 sq. ft. of ply. Ply is prone to swelling in humid weather and the designs were rendered such that the swelling would enhance rather than detract from the designs.”

Further commenting on this, Singha said: “The ply was also painted rather than laminated. We also had to contend with water seepage, as the hanger was 60 years old. The Tata team at the plant was superb in their cooperation to help us stem the flow of water into the venue and helped us create the perfect venue for the event date.”

**Accentuating ‘Horizonext’**

Commenting on the association with Thot Media and the event execution, Khullar said: “We have been working with THOT since 2010 on various projects and they continually bring creative and innovative ideas and execute well. Their eye for detail and the will to go beyond the brief is what sets them apart. Under the concept of Horizonext, the idea of the projection mapping was accentuated in a way that each vehicle had its own story. In fact, projection mapping was done on 3 cars at the same point! The event scale was huge but the whole sequence went of very well and the execution was remarkable.”

Giving his thoughts on how this event has benefitted Thot Media, Singha said: “The Tata team was imaginative and courageous in believing in the fact that Thot could pull it off. This allowed us to think and actually execute new ideas and larger than life experiences. We are proud to be a part of Tata’s movement in the direction of Horizonext because in executing this event, we created our own tipping point. From here on out, we know we can do anything and in that sense we have reached our own Horizonext.”
Jess Ideas Pvt. Ltd.
Formerly known as Jeram Shivji & Sons
www.jessideas.com

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LAKME FASHION WEEK MARCH 2012

- Fashion Show & Product Launches
- Conferences & Exhibitions
- Air Conditioning & D. G. Sets
- Banquets & Weddings

- Projection Art & Intelligent Lighting
- Tarpaulins, Tents & Monsoon Sheds
- Aluminium German Structures
- M.S. Superstructures & Hangars

BANM PROPERTY EXHIBITION
Two contrasting incidents happened recently; one to a friend and one to me. A project that was discussed and deliberated for 5 months suddenly found new custodians every week. The additions, deletions, deliberations duly captured led to everything being executed last minute. The client appeared mortified at the lack of execution, but the bigger point my friend I was trying to make was that the lack of closure made the initial months of planning irrelevant.

We habitually do this, change, tweak, rejig, a millimeter here, an inch there, a graphic, a fabric etc. Indians accept this very willingly, after all we are a nation that is celebrating its malleability, its jugaad and so did my friend! He said he would try to ‘make’ it happen. When he protested, he got a few more bhaichaara vibes, and the ‘make it’ was dropped! All the client heard was “It would happen”!

But on this day the 1000 Gods working overtime to make it happen dropped the ball. On the day of the show the poor guy was left holding the baby and the bathwater. And everyone had pissed in it too!!

Incident 2: Recently we were told that a project we were looking at doing in three months from now had been shifted by a year. Was I disappointed? Agitated? My CFO would perhaps been.In fact, I was amazed. To see that the brand in question, was willing to invest time to get it right. From concept to design, from engagement to execution everything is phased and run with a fine tooth comb. The execution of the project is also over a few months and the team is taking into account the challenges and opportunities of every city we will visit. Since the project is in multiple cities the time invested will be recouped not as a line item but as a percentage of fees. Although I would love to charge a fee for the ideation, testing etc., I am not sure how it will be viewed by the client.

Somehow an event persons thinking is meant to be a part of the package, which is why I see most people invest the least in ideation and battle at pitches on the basis of price and client relationships.

Counter this with a brief that normally comes with a 2 month timeline - from ideation to execution. You will go through the committee presentation, then the key stakeholder meeting (to realize the brief has changed) , the committee will twiddle its thumbs and leave the problem on a platter to you and now hectic parleys will happen to make the idea exciting and engaging.

How about executable? Why do people love to hear impossible ideas when they know that only God or Superman could execute them? And if they give us the red cape so easily to wear, why not the respect that comes with it or the price!

Maybe its age or experience but I’ve started saying No a lot more than I say Yes. And while often the custodian behaves like a petulant child when his dream of the CEO landing like an acrobat on stage or the product materializing out of thin air with a halo in 3D with Beyonce is shot down, often at the event you will see them delighted that the simpler and sometimes more effective execution worked.

So stop playing Superman. Get a timeline that is possible and agree on an idea that is executable. Few years ago a client at the EEMA convention has said: stop playing hero, stop saying yes to the impossible, stop taking the bullet for the client all the time. The industry needs pioneers not martyrs.

Let me end with a few lines from a song, next time sing it to the client or mail them a copy:

It may sound absurd but don’t be naive
Even heroes have the right to bleed
I may be disturbed but won’t you concede
Even heroes have the right to dream?
And it’s not easy to be me

I’m only a man in a silly red sheet
Digging for kryptonite on this one way street
Only a man in a funny red sheet
Looking for special things inside of me

Superman is a man too!!
Rental

Sales

Install

Show Division

F - 30/3, Okhla Industrial Area, Phase - II, New Delhi - 110020,
Tel: +91-11-26383355 / 3366, 45657641 - 46, Fax: 91-11-26383456
Name one cutting edge technological innovation that was adopted by your agency recently.

By Parita Modi

Tata Motors designed the TATA IRIS as a last mile connectivity vehicle. We wanted to create a way to enhance the product with two fold interaction. TIC introduced the Interactive E-Puppet for TATA IRIS. The path-breaking motion capture technology with graphics was introduced for the first time to bring the TATA IRIS alive. Audio visuals on the concept of how different thoughts come together to create a product were employed at the technology driven event. Seven paranormal projections, LED screens and two 3D holographic puppets were used at the event. In a digital twist, emcee for the event was a 3D puppet. The TATA IRIS E-Puppet could sing, dance, smile, converse and make people laugh with impromptu one-liners.

This technology was extended onto a pan-India road show, reaching out to hundreds of towns and villages across India spread over many months. The E-Puppet interacted in regional languages and dialects to have a better connect with the local population and became a huge hit with the local audiences.

Jaideep Venugopalan
Director,
TIC Events

At Acme Events India, we take pride in the fact that technology innovation is an intrinsic part of our ever evolving customer experience. We are constantly on the lookout for the novel and the contemporary to give our customers state-of-the-art events.

Our most recent technology innovation has been at an event that we annually organize in Bengaluru for one of our clients. Acme Events India has partnered with Dallas based Speetra Inc. to use pulseM, a voice based feedback mechanism to get real time feedback about the event. We are in fact, the first event management company in the world to use such a platform. pulseM essentially allows smartphone users to capture a QR (quick response) code, which triggers the pulseM activation, and lets users speak out their comments, rather than fill an online form or take a survey. These show low interest levels and attract less than 50 per cent of the audience to participate with ‘honest’ feedback. pulseM measures feedback based not only on content, but also the tone of the person speaking. Once feedback is obtained, detailed reports are generated, which are submitted to the client.

Geo Thomas
Founder and CEO,
Acme Events India
One cutting edge technological innovation that was adopted by your agency recently.

As the technology around the globe is advancing, our clients demand something innovative and out of the box; something no one has ever seen before, something that amazes the crowd. The MAP-A-TRON is a completely new product in the Indian industry and it promises to cater to all our clients’ video mapping needs.

The product, which makes use of a 10,000 lumens HD projector by Christie to play the visual content, goes beyond traditional LED walls. This new technology is targeted at events from gigantic concerts and product launches to everyday wedding cocktails and corporate events. When video mapping is only an option for huge concerts or big corporate events, the MAP-A-TRON will be the video mapping solution even for low budget events. The structure as well as the content can be tailored as per each client’s requirement.

With the experiential marketing industry now looking at audio visuals as an inherent part of any event, the MAP-A-TRON hopes to contribute extensively to the industry.

Sahil Wadhwa
Director,
One Up Productions

Sunil Kutty Menon
Director,
Brand Promotions (I) Pvt. Ltd.

At Brand Promotions India we integrate multiple technologies for the event or the engagement program focusing on the target audience and the requirement of the event. Incorporating innovative and essential technology helps us to facilitate better services to our clients. One such example is our in-house IP property ‘Wallbook’ (wall graffiti themed project).

For Wallbook we created QR codes and installed the same on the walls to be painted by the artistes. Brand Promotions India is the first experiential marketing agency to put up QR Codes outdoor. It was innovatively done by integrating the traditional form of outdoor medium ‘Wall Painting’ with new age ‘Digital Communication’. These QR codes, when scanned by an Android phone or Blackberry, directly took the interested participants to the Wallbook registration website, thus integrating the old and new age communication. These QR code were also printed on posters put up in studios and colleges, which became a direct form of registration; when scanned, it would take the target artiste to our Facebook page. QR codes in outdoor have been used in the US, Europe & Japan.
7ty7 widens panorama of exquisite networking with debut IP Aristo Play

The property was envisioned to design India’s most exclusive and premium networking platform, and delivered unparalleled experience of playing golf in Scotland, to prominent business leaders of corporate India.

By Dharm Patel

Hosted independently by Seventy Seven Entertainment Pvt. Ltd., the first edition of its debut IP titled Aristo Play concluded at the Old Course Hotel Golf Resort & Spa in St. Andrews, Scotland, recently.

The property was envisioned to design India’s most exclusive and premium networking platform. It delivered unparalleled experience of playing golf in Scotland to business leaders of corporate India.

The event saw the presence of eight golfer participants which included six business leaders from India and two prominent leaders from Scotland. They were also joined by the Aristo Play team that included Manoj Gopalani and Aditya Mehra (Directors of Seventy Seven Entertainment) apart from their colleague Disha Gadhiya, Sr. Manager - Special Projects.

Time to putt the IP in action

Speaking about the idea behind the property, Manoj Gopalani, Director, Seventy Seven Entertainment Pvt. Ltd. said: “Seventy Seven Entertainment Pvt. Ltd. has always believed in delivering nothing but the best. In today’s global era, networking is of prime significance not only from a bureaucratic aspect but also from a personal facet. Hence, we endeavoured to indulge prominent global business leaders in an engaging sport at an exotic destination that reflected their passion and showcased elegance by integrating leisure...
with high powered networking. This is how Aristo Play shaped up. We are deeply obliged to the corporate leaders for sparing their valuable time. Team 7ty7 and I aspire to create many such associations with different leaders of corporate India.”

Commenting on why golf was chosen for the IP, Gopalani said: “Golf has always been known the game of the elite. People also see it as a great way of meeting each other outside the confines of a boardroom. Moreover, in the last 10 years, golf has generated more than a few admirers in India. Because we wanted to create an elite networking platform of a global nature for the corporate honchos of India, selection of this sport became natural.”

Ace Masters
The four-day golfing getaway witnessed the presence of names invited from the banking, finance, insurance, telecom and food industries like Romesh Sobti, MD & CEO, IndusInd Bank; TR Ramachandran, MD & CEO, Aviva Life Insurance Company India; Puneet Chaddha, CEO, HSBC AMC; Vikram Bakshi, MD, McDonalds

Manoj Gopalani
Director, 7ty7 Entertainment

“Golf has always been known the game of the elite. In the last 10 years, golf has generated more than a few admirers in India. Because we wanted to create an elite networking platform of a global nature for the corporate honchos of India, selection of this sport became natural.”

Sunil Dutt
Telecom industry specialist

“Aristo Play has been the most memorable and delightful experience. Having met like-minded people, cutting across industries and work streams, shared lighter moments, understood about them, and being bonded together for four days with the common passion of golf, I not only experienced the most amazing golf of my life yet, I also got the opportunity to make some great friends. What more can one ask for.”

Luxury cars with IP branding parked at the hotel for the guests’ convenience

Participants at the RSS Discovery ship in Dundee
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India (North & East); Sunil Dutt, telecom industry specialist and Satish Rao, MD, Kohinoor Specialty Foods India. The event also invited international bureaucrats like Mike Cantlay, Chairman, Visit Scotland and Hamish Grey, CEO, Scottish Golf Union who joined the Indian business leaders on the golf courses.

The four-day itinerary was blended with leisure, sightseeing and tee-times at the historic Old Course along with two other renowned courses - the Jubilee Course and the Kingsbarns. Apart from golf, the event featured a get-together of the CEOs over a ‘Welcome Champagne Toast’ and a visit to the nearby Dundee town, on the arrival day. The second day had the guests taken for a unique dining experience on board the RRS Discovery ship at Dundee yet again featuring a musical welcome by a Scottish bagpiper, guided tour of the historical ship followed by dinner inside the Captain’s Wardroom. The guests also undertook a short walking tour of the town of St. Andrews that included a visit to the Cathedral and St. Andrews University. The guests were also taken to the British Golf Museum that showcases 500 years of golfing history. The guests not just involved themselves in uninterrupted golf play but also enjoyed spending time with each other during lunches and evening outings together.

Commenting on the event, Gopalani said: “Having executed approximately 5000+ events in 11 years, hosting our own event property flowed like clockwork. The highlight of the event was undoubtedly the historical tee-time experienced by the guests at the oldest and the most iconic golf course in the world - the Old Course. The guests were ecstatic to capture photographic memories on the historical Swilcan Bridge and Hell Bunker that are recognized across the globe.”

Speaking about the future plans for the property, Gopalani said: “Aristo Play is designed as a biannual property. I am happy to inform you that we are now working towards Edition 2.0 later this year itself. Work is in full swing to host it in December. Details will be finalized soon.”

7ty7 is also working on yet another event idea that is already on the floor currently and revolves around the young target segment of children aged 3 to 16.
Event Capital: India’s first event Intellectual Property focused company launched by Industry Veterans

To create or accrue assets in form of Intellectual property events for brands and other stakeholders!

Café Mangii, Juhu was the venue where on July 15, Event Capital was officially launched as a specialized Intellectual Property Events Centric Business Venture. The event marked the coming together of Deepak Choudhary, Former Founder – EMDI Institute of Event Management and EVENTFAQS Media Pvt. Ltd. and Alok Jalan, Managing Director, Laqshya Media Pvt. Ltd. to share their common vision to be country’s leading owner of intellectual property in the events and experiential marketing space by identifying, partnering and investing in ideas that connect and engage consumers with brands.

While Alok Jalan is a business leader with impeccable track record of growth and global expansion, Deepak Choudhary who is also the Director and CEO of Event Capital has been the force behind varied businesses right from funding strategies to their diversification.

“Laqshya Media is known to be a leading media organization that is synonymous with innovations and unique solutions. India is a growing economy and thus we believe there is a huge demand in the entertainment segment wherein brands can be connected with the consumers through unique annual engagements. This is the market space for creating, managing and leveraging unique IPs as a solution for all stakeholders” said Jalan when asked about the basis for interest in this business venture.

“As partners, we believe in creating value through association on all aspects of IP event through strategic tie-ups and tactical alliances, thereby leveraging stakeholder strengths to conceptualize and execute successful and valuable IPs” added Choudhary.

The services offered by Event Capital include creation and support of Event IPs via Research, Funding, Planning, Marketing and Sales expertise present within the team.

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Alok Jalan
Managing Director,
Laqshya Media Pvt. Ltd.
In conversation with Deepak Choudhary, Director & CEO - Event Capital, ExM gains an insight into the importance of Event IPs, the raison d’être for Event Capital, their strategy and future plans.

What is the importance of Intellectual property in the event and experiential space?
Intellectual property has definitely grown in importance in the event and experiential space particularly over the last couple of years. Research done by Ernst and Young also shows the immense potential intellectual property holds in this space – it is projected to grow by at least 50 percent by 2014. This year holds a lot of promise and we’re very excited to play a key role in the growth of Event IPs.

How is Event Capital unique?
Event Capital is a first-of-its-kind company in this country. Event Capital has been founded with the aim of identifying, creating and investing in ideas that connect and engage consumers with brands on an annual basis. The company will work not just to ensure the successful development of new IPs but also to enhance their asset value year after year. With each year, our plan is to develop a stronger, loyal community that will follow the IP and the brand.

How does Event Capital identify a potential IP?
We identify a potential IP by first considering the target audience, what appeals to them and what can be used to engage with them. This could be anything from music and sports to education and technology. One of the key purposes behind each event IP is the sharing of knowledge and ideas. Once we develop a new concept for the IP, we then work towards understanding its appeal for the future and its potential to grow. We then look for brands and partners that will help the IP grow year after year.

How does Event Capital plan to leverage such IP creations or acquisitions?
For optimizing success, each IP event will have its own unique branding, a strong business product and marketing policy. We will constantly work to optimize the IP in terms of visibility and revenue. Event Capital will also be backed by solid research and conceptualization, promotions, revenue planning and strategic partnerships that will help leverage the IPs. It is here that the Laqshya Group plays an important role. We believe that Laqshya’s strong presence and expertise in the OOH media solutions business will help leverage our IPs. Moreover, the fact that the Event Capital team includes established veterans in the business is also a huge plus point for us.

How does the setting up of this venture synergize with other businesses of the Laqshya Group?
Laqshya Group, which started out as an outdoor advertising agency, has gone on to become one of the country’s leading outdoor media solutions companies. With the launch of Event Capital, Laqshya will soon be able to offer brands a lot more than outdoor advertising. Event Capital reflects Laqshya’s values of innovation and creativity so I believe it synergizes very well with the other businesses in Laqshya Group.

What have been your recent IP creations? And acquisitions, if any?
Event Capital has already created the Edutainment Show, India’s only recognized public platform which brings the best of the media schools and young aspiring minds face-to-face. The show brings to the youth the best media education avenues and helps young minds interact with excellent professionals in the business of education and interactive entertainment. The second iteration of the show will take place next year on an even bigger scale.

We have also launched ISF36, which is India’s first B2B and B2C amalgamated sports forum. It allows participants to network with industry peers, experience the latest innovations in the country and understand the finer nuances of 6 different sports. In addition, Event Capital will also be taking Design Yatra overseas to Dubai early next year. This will be the 10th iteration of this IP. Rated as the second largest design related conference in the world, it will bring together some of the best creative and communication professionals, thus creating an ideal platform for the exchange of knowledge and ideas.

What are the marketing plans for Event Capital?
For the first year, our plan is to contribute to the event industry at large. We want to create IPs that will benefit not just Event Capital but also the event community. I’m certain that as we create and execute new IPs, Event Capital will create a strong name in the industry for itself and become a brand in itself too.
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marketingtr@highstreetphoenix.com
The Experiential Planner

A definitive, global platform for the Indian MICE and Social events industry

By Tina Thakrar

The MICE sector in the experiential marketing spectrum has been witnessing a phenomenal growth over the past few years. Even industries like the FMCG, Insurance, Telecom, IT, Electronics and Pharmaceuticals who adopted MICE later, have realized the advantages that MICE programs provide, in incentivizing and motivating their stakeholders.

It is towards this realization that The Experiential Planner was conceived. The Experiential Planner, as the name suggests, is a definitive platform that facilitates the provision of access to global destinations, venues and services, relevant to this industry in India. In short, it helps initiate and establish a dialogue between individuals involved in the planning of experiences across the MICE formats and people who provide the services for the MICE industry.

An initiative of tmf dialogue marketing India, The Experiential Planner was formally launched on July 15, 2013 in Mumbai. The launch event was co-hosted by EVENTFAQS and Event Capital at Le Mangii in Mumbai. Around 85 people comprising owners of event management companies, top management from travel companies and corporate marketing representatives attended the event, all of whom bonded over a networking dinner and drinks. E Positive brought Leslie Lewis on board.
to entertain the guests. The Experiential Planner looks to assist information exchange, networking and interaction to help event planners plan an experiential event in any destination across the globe.

As part of the launch exercise, seven international partners were brought on board to carry out a road show in three Indian cities, to meet with planners and showcase their products.

A series of events, which began with a social reception marking the launch of the platform, ended with a smaller social gathering in Gurgaon with a handful of corporate planners. A total of 5 events took place in 4 cities (including Gurgaon) as part of the launch activities for the platform. This series of events was effective in reaching out to close to 300 experiential planners from across India with the message of the platform and the services of the partners for the inauguration of the platform.

tmf dialogue marketing India is the Indian operations arm of the German organization by the same name – tmf dialogue marketing GmbH. The road show, as a format of events, has been carried out for the last 6 years by tmf in India, although this was the first year that the road show was held under The Experiential Planner banner. The media partner for tmf dialogue marketing India is EVENTFAQS Media Pvt. Ltd.

The Experiential Planner Partners

The Experiential Planner has officially partnered with the European Cities Marketing (ECM) to provide its members with access to six potential experiential destinations including Bilbao, Barcelona, Berlin, Salzburg, Vienna and Zagreb. Apart from the Tourism and Convention Boards of each of these venues, namely Bilbao Turismo and Convention Bureau, Barcelona Turisme Convention Bureau, visitBerlin Berlin Convention Office, Tourismus Salzburg GmbH, Vienna Convention Bureau and Zagreb Convention Bureau, the leisure and lifestyle platform, Aquasail, has also partnered with the Experiential Planner.

At the Corporate Luncheons, one of the networking events organized under the Experiential Planner banner, each of these partners showcased the unique experiential

Heike Mahmoud
Vice President, MICE Industry ECM, and Director, visitBerlin Berlin Convention Office

“The Corporate Luncheons and the Social Evenings were a perfect opportunity to get in touch with potential clients and to learn more about their needs and wishes when they are planning an incentive, corporate meeting or wedding in Europe.”

Johanna Fischer, tmf dialogue marketing, engages delegates in a QnA session

Aquasail in conversation with delegates at the Bengaluru Luncheon

Heike Mahmoud in conversation with delegates at the Bengaluru Luncheon

Heike Mahmoud, Vice President, MICE Industry ECM, and Director, visitBerlin Berlin Convention Office
marketing aspects of its destination in
the form of presentations and one-
on-one meetings. Participants had the
opportunity to cash in on the value
additions and special deals provided by
these organizations.

Giving her views and opinion on the
Experiential Planner, Zia Hajeebhoy,
Director, Aquasail, said: “The
Experiential Planner is a very well
organized and focused platform which
allows one to savour different domestic
and activity based options from the
destinations point of view. There is great
participation from both sides with a
good mix of diverse but relevant decision
makers which allows participants to
obtain a niche experience.”

When asked how Experiential Planner
has benefitted Aquasail as a partner,
Hajeebhoy said: “This unique platform
provided Aquasail with an opportunity
to introduce and establish the concept
of sailing to a wide audience. With
the many dimensions of this planner,
we could create awareness about
sailing as an avenue to meet business
objectives. We’ve also rebuilt some good
relationships through this platform.”
Adding this this, Heike Mahmoud, Vice President, MICE Industry ECM, and Director, visitBerlin Berlin Convention Office, said: “The co-operation with The Experiential Planner and tmf dialogue marketing India was extraordinary, very professional and we are proud that we had the chance to work with such an excellent network partner within the Indian market. The Corporate Luncheons and the Social Evenings were a perfect opportunity to get in touch with potential clients and to learn more about their needs and wishes when they are planning an incentive, corporate meeting or wedding in Europe. It is important to have the personal contact to create a networking platform for the future.”

The Experiential Planner - Corporate Luncheons
The networking luncheons which took place in Mumbai, Bengaluru and Delhi on July 16, 17 and 18 respectively, saw all the partners in attendance, along with representatives from Event, MICE, Incentive, Travel and Wedding companies. At these luncheons, the participants could obtain the required information, request for proposals, network with industry professionals and obtain an overall benefit from knowledge exchange.

At the start of these luncheons, announcements about the launch of The Experiential Planner were made, and details regarding the membership were shared with the participants. The response received was overwhelming.

At Mumbai, it was held at the Four Seasons Hotel, at Bengaluru it was at the ITC Gardenia Hotel and it wound up at Delhi at the Shangri-la Eros Hotel. The Luncheons had a keynote session, a presentation by each destination representative and one-on-one meetings with each partner over lunch.

At the Mumbai event, which was attended by 72 people, Roshan Abbas, Managing Director, Encompass, was invited to give the keynote address. Abbas covered the 7 vows of experiential engagements, and the benefits of associations between event managers and tourism councils.
In Bengaluru, Anjali Gupta, Leader – Brand Systems, IBM gave insights into the brand and how IBM plans experiential programs for its various stakeholders. The session also covered the challenges involved in selecting a destination and also those involved in executing the program from the clients’ point of view. About 45 people were privy to this address.

In Delhi, 89 people witnessed an exclusive Q and A session with all the 7 partners conducted by Johanna Fischer, Managing Director, tmf dialogue marketing. The partners discussed their experience with Indian groups into their destinations and also provided insight into other emerging markets and how Convention Bureaus can benefit planners when putting together groups.

The Experiential Planner
Membership Benefits
Membership with the Experiential Planner opens doors to a plethora of benefits in terms of interactions and growth opportunities.

Members will receive priority invitations to a multitude of hosted buyer programs like IMEX and EIBTM, and numerous national and international leadership and networking events in the spheres of MICE and destination events; one of them being The Experiential Planner - Corporate Luncheons.

They can connect directly to tmf’s global network of Convention Bureaus, DMCs, hotels and service providers. They will also be entitled to a subscription to the EP Quarterly Newsletter and receive regular updates on the best offers from around the globe. In addition, they could participate in fam trips to exciting new destinations across the globe.

The Experiential Planner Prospects
With the visible growth of the role of experiential marketing for companies today, the future of the Experiential Planner is promising. The Experiential Planner will have networking events on a regular basis, allowing more destination and venue service representatives to touch base with its members. These events will engage both groups and individuals through networking evenings, luncheons and also one-on-one meetings.

As an annual feature, The Experiential Planner - Corporate luncheons will take place around the same time.

This annual event will continue to grow by way of the number of partners it brings on board to showcase to this audience, while also focusing its efforts on enhancing the planners’ experience, by creating opportunities in the city where most of the business happens, like Mumbai and Delhi NCR.

The Experiential Planner Engagement
A dedicated online platform - www.experientialplanner.com - has been created to give interested participants and partners updated information about the Experiential Planner, its plans and the events that it plans to conduct.

Information about the platform, partners and the Corporate Luncheons were sent out to the experiential industry fraternity via EDMs, tele-calls and personal emails. In addition, there were regular updates on social media pages and through mailers. The Experiential Marketing magazine and the online portal – www.eventfaqs.com – also carried details about the Corporate Luncheons.

The Experiential Planner Membership
The Experiential Planner is an association devoted to its members only, and caters to those looking to encourage advancement in the MICE and destination-led industry. It encourages participation from MICE and destination-led event planners from both agencies and corporate houses. Not only does this help in establishing open communication with the right destinations for future experiential marketing opportunities but also helps in the transfer of knowledge beneficial to the planners.

Also, for members, be it corporate event planners, MICE agencies, entertainment event agencies, social event planners, or corporate travel agencies, this platform provides the right opportunity to touch base with the best travel oriented companies, tourism boards, convention bureaus, experiential venues, airlines and cruise liners across the globe and helps broaden networking horizons.

For membership details, you can write in to office@tmf-dialogue.in.
Gear up for a power-packed performance starring the guru of Indian Contemporary Dance, the beloved celebrity judge and the master choreographer-performer, Terence Lewis, himself!

A special brand, unique & exclusive, very avant-garde, yet entertaining, in keeping with the flavour of the occasion - the 'TL live - Entertainment Unleashed!' is a roller-coaster ride through the world of glam, flash, art and live wire excitement.

From the rage of Hip Hop, to the cutting edge Contemporary form, from the chic of Broadway, to a total Bollywood Dhamaka to hair raising Aerial acts – the Master works his magic!
Last week while I was leafing through a tabloid, reliving the happy moments of a thumping English win over the Aussies (the second cricket Test match), I glanced at a headline story.

You see, normally, I read the newspaper from the last page. That way I am kind of insulated from unpleasant headlines like those of the falling rupee, the rising number of pot holes in the city or the fact that the Metro will run only half its distance till 2014 due to some bureaucratic tangle.

Coming to the lead story, it was about this 69-year old man, who for the past 10 years has been travelling across the country trying to sell his CDs and at other times showcasing his paintings. Nothing unique till I read that he plays the violin while doing so. He sometimes serenades at restaurants – all for his love!

His wife was detected with uterine cancer after she underwent a hysterectomy. Since he could not afford her treatment, he took a loan. Servicing the loan was a burden and he began wooing strangers with his tunes and making money to pay back the loan.

What struck me the most were the determination and the zest for life of this old man. At 69, when most of us would walk into the sunset, pulling down the shutters on life, he is sweating it out, travelling extensively trying to eke out the money for his wife.

The other day, I ran into this very savvy English speaking beggar in the local train that I was travelling in. He was begging for money for a school that he is planning to set-up in some rural part of Maharashtra. He flashed his credentials – He was a very educated and erudite gentleman – and appealed very passionately to support his cause. In the 20 minutes that he was in my rake, he mopped up quite a sum; thanks to the generosity of the travelers, visibly moved by his plea.

He actually is a post-graduate engineer, who decided to give up his cushy job and dedicate his life to empowering the under-privileged with education and knowledge. I was touched by his noble act and felt so small when I looked at myself.

I was so moved by these men that I often reflect on their actions. Shedding their inhibitions and braving social embarrassment in doing what they had, to achieve their objective.

Now, this I feel is the true definition of courage. Courage to stick it out against all odds, physical or social and taking the knocks of life in their stride, unwavering from their goal!

The recent advertisements egging citizens to be protective of women, I think touched a chord - it said machosim and courage is not about eve teasing women but in protecting them. Sometimes it is difficult to say No than to say Yes...remememeber the oft quoted phrase...'one for the road'?

I am sure; you would have heard, read or even experienced such acts that left you wondering about other facets of life that we are so insulated from. Please share them with me so that we can enjoy and experience life that is larger than any event that we have worked on or experienced.

swamy@eventfaqs.com
Rocking the nation with his latest hit song Soniyoo (From the heart) – Raaz 2

Bagged a Stardust “New Musical Sensation Award” for “Maula Mere Le Le” (Chak De)

Rendered hit bollywood songs from Rabba (Musafir) to Main Jahan Rahoon (Namaste London) and many more...

KRISHNA BEURA
Sufi Style Playback Singer

For show bookings contact:
Naushad Khan : +91 98235 5964
+91 97699 5964
E: naushad@epositiveentertainment.com
Popularly known as Colonial Cousins, Leslie has been the man behind the Coke Studio India MTV season 1

Composed and performed the theme song for the Indian Airforce - "Mission Udaan" on National Geographic Television

Leslie recently performed and energized the parliament street with modern yet solemn rendition of Jana Gana Mana

LESLEY LEWIS

Version : 5 - Re-invented

Producer | Musician | Composer | Song Writer | Singer

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From Aasmaa's Chandu ke Chacha to Jiya Jiya re..Jiya re (Jab Tak hai Jaan), Neeti has bagged "Filmfare - R.D. Burman Award for the "New Musical Sensation" & Music Mirchi Award for "Upcoming Female Vocalist of The Year".  
Neeti recently performed for MTV Unplugged Season 2 with Mr. A.R. Rahman  
Her latest bollywood hits:  
Kashmir main tu Kanyakumari – Chennai Express  
Nazar Laaye – Raanjhana  
Ishq Wala Love – Student Of The Year  
Saadi Galli Aaja - Nautanki Saala  
Dil Kaagzi - Gippy  

Neeti Mohan  
Singer | Performer  

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Crowned as a Winner of "Amul Star Voice of India - 2, Ravi Shukla is one of the India's leading live show performer

An inherent Rockstar on stage, whose live shows are always a complete package of entertainment...

Ravi Shukla
Singer | Performer

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India Today Group magazine unveiling
The India Today Group recently unveiled its magazines - Men’s Health with Ayushmann Khurrana and Harper’s Bazaar with Alia Bhatt. Khurrana launched his column at a press conference at The Orchid Hotel in Mumbai on July 9 whereas Bhatt unveiled the cover at a press conference on July 15 at Shiro in Mumbai.

3rd Artist Aloud Annual Awards
The third edition of the Artist Aloud Annual Awards took place on July 2 at the Hungama premises in Mumbai. The event, a property of artistaloud.com, was organized and executed by the company’s in-house team. The event, which was broadcasted, was attended by the nominees and their family members.
Chennai Express music launch
Cineyug Worldwide executed a unique themed music launch of upcoming film Chennai Express leading to a party for the media on July 3 at JW Marriott in Mumbai. It was attended by around 400 people including the media, cast/crew of Chennai Express and other guests.

Cornetto Couple Hunt
Radio City 91.1 FM’s activations arm, Radio City Connect, crowned the ‘Cornetto Couple’ at the finale of ‘Cornetto Couple Hunt’ which was conducted across Ahmedabad, Surat and Baroda. The month long campaign which kick started in June followed the theme ‘Enjoy the ride, love the ending’ and culminated recently with the winners going on a double date with Cornetto’s brand ambassadors, Siddharth Malhotra and Yami Gautam.
Marks & Spencer fashion parade

In order to celebrate the launch of their first standalone store in Mumbai which took place on July 4, Marks & Spencer held an activity on July 6 where they got eight foreign models to parade Lokhandwala market and Lokhandwala circle in M&S clothing. The activity was conceptualized and executed by Cream Events, which won the account through a pitch process.

Percept Business Conclave 2013

Percept Limited recently held the Percept Business Conclave 2013 on July 20 at the Trident in Mumbai. The conclave witnessed a mix of panel discussions and guest speakers which included some of the most renowned names in the corporate and media fraternity. They spoke about the current media scenario and trends not only in India but across the world. The event saw about 200 guests.
Jean-Claude Biguine 10th salon launch

To celebrate its 5th year anniversary, the premium French salon and spa chain Jean-Claude Biguine (JCB) announced the launch of its 10th Salon in India. The launch was attended by Bollywood actress Evelyn Sharma, designer Nishka Lulla, singer Manasi Scott, model and designer Reshma Bombaywalla-Lezinska, models Mariia Cherniakovych and Erica Pakard and socialite Malini Aggarwal.
Forever 21 Delhi flagship store launch

DLF Brands announced the launch of the first flagship store in a joint venture with the international fashion label Forever 21 at DLF Place, Saket in Delhi on July 12. Cream Events managed and executed the launch of the 14,000 sq.ft. store.

Gillette Fusion Power Razor launch

Gillette launched its new product, Fusion Power Razor, recently at Shangri-la Hotel, Mumbai in the presence of cricketer Rahul Dravid and actors Arbaaz Khan and Chitrangada Singh. Encompass, which has executed a number of events for the brand previously, was called on-board to execute and manage the entire affair.
Radio Mirchi Kaan Awards

With the aim to boost and honour creativity in the on-air advertising industry, Radio Mirchi recently held the 10th edition of the Radio Mirchi Kaan Awards. The awards celebrated the effective use of radio advertising by awarding some of best aired ads. The event was held on July 5 at Canvas Laugh Factory in Mumbai. The in-house team at Entertainment Network India Limited (ENIL) was responsible for the organization and execution of the event.

Schwarzkopf Colour Buzz Collection launch

Schwarzkopf Professional, a global hair care brand, recently organized its annual property, Essential Looks 2013. The fashion event, which culminated on July 8 at the Grand Hyatt Hotel in Mumbai, was held to launch the brand's Colour Buzz Collection. Shobiz Experiential Communications was commissioned to execute the event.
EVENTFAQS Media Pvt. Ltd.

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- Sr. Production Manager

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Tantra Events

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- Production Executive

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