Enhance brand experience in a captive environment

A captive experience in which a brand and a consumer connect can offer a true experience related to the brand’s core values. p 17
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Brazil, Russia and Turkey were the three other countries, besides UAE in the bid for hosting Expo 2020. Who can be blamed for not noticing the other contenders? Dubai won the bid to be the host city for Expo 2020, but in actual terms, they’ve proposed to build an entire, parallel city for this mammoth event.

One event, of the grandest scale of course, will be the reason an already extravagant city, will now have a parallel presence to support the activities of and during this event. And the proposition of creating this eco-system has won them this bid hands down.

If an event can solicit the conceptualisation and now realisation of a city - re-born, then whats stopping nations from building event-economies, exploiting existing resources to its fullest? In India this is a concept easier said than done, and more so, one that still lacks government and policy-makers’ buy-in.

On a more positive front, the experiential quotient is at an all time high in the country, with this peak season becoming the excuse for properties launching across the board. Brands are at their active best, and generally, experiential marketers find themselves out of time to even complain!

We follow suit, with the LIVE Quotient Awards culminating in a celebratory weekend this month, at the Hyatt Regency Gurgaon on December 21. And the WOW Awards return for its sixth round, giving experiential marketers more reason to stay ahead of their competition... Entries open on December 15!
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Celebrating the best in entrepreneurship and leadership, the Forbes India Leadership Awards 2013 (FILA) took place recently at the Trident Hotel in Mumbai. Initiated by Forbes, the main idea behind these annual awards is to recognize transformational leadership across the entrepreneurial firmament, from start-ups and mid-sized firms to the more mature organizations of global scale. Rigger House was the event agency that supported Forbes in the execution of the event.

Priyanka Tiku Tripathi, VP and Head Marketing, Forbes India, said: “Forbes India Leadership Awards were instituted to recognize outstanding entrepreneurs and leaders across the spectrum - from start-ups to big corporations to conglomerates. These awards bring forth transformational leaders. They are all weathered performers, through good times and bad, through success and failure. They thrive on crisis and take everything in their stride. They create jobs and make the economy tick.”

The overall theme for the awards was transformational leadership so this year the organizing team decided to study one critical dimension of leadership - the power of making the right choices. Apart from the presentation of the awards, three oxford style debates were held between a few business leaders.

Raymond India came up with their new campaign which leverages ‘The Complete Man’ personality. Taking ahead the brand concept of ‘The Complete Man’, Raymond recently launched the new leg of the campaign, Raymond - Bike for Joy. Radio City was the exclusive radio partner for this activation, which was spread over six cities. The initiative was kick started sometime in the end of Oct.

Mrinmoy Mukherjee, Director-Marketing, Raymond India, said: “The activity is about amplification of the idea of Biking for Joy. This is part of our latest AW ’13 campaign in which we explored facets of the lifestyle of ‘The Complete Man’. Our current campaign explored three aspects of The Complete Man’s lifestyle i.e., driving for passion, biking for the sheer joy of it, and walking with the world. This particular activity is about taking the biking idea forward through an on-ground activation.”

Ashit Kukian, President and COO - Radio City 91.1 FM, said: “The activity proved to be an instant connection with the listeners who could narrate their favorite memorable bike trip stories, first-time-on-a-bike stories or tales about how they taught cycling to their kids. This is something that all of us have experienced some time or the other.”
Sugar Free Natura initiates ‘Khushiyan gino, Calories nahi’ campaign

Zydus Wellness has launched a campaign titled ‘Khushiyan gino, Calories nahi’ for its product Sugar Free Natura on Oct. 22. The on-ground activation ended on Oct. 27 whereas the digital campaign is still alive, where people can visit the website and download recipes crafted by the product’s brand ambassador Sanjeev Kapoor. The brand aims to communicate Sugar Free as a product offering that blends with all special occasions and their sweets along with routine consumption. DDB MudraMax has been appointed to execute the campaign.

The on-ground campaign took place across nine malls in seven cities; where close to 2500-3000 people were engaged per day per mall. The campaign included activities sampling of sweets made using the product, distribution of a specially created recipe book by Kapoor and a contest to win festival hampers. Gajar halwa, rasmalai, walnut chickoo kheer, mawa anjeer barfi were some of the sweets that were available to taste.

Elkana Ezekiel, MD, Zydus Wellness Limited said: “Festivals should be a reason to celebrate, not worry about how many sweets you are  . It is this insight on which we feel Sugar Free Natura plays a big role. It provides a healthier alternative during festivals without compromising on family celebrations.

Colorbar creates pop-up Beauty Zone for about 350 free makeovers

Colorbar created a pop-up Beauty Zone for free makeovers at Select Citywalk, Saket, New Delhi on Nov. 23 and 24. About 350 makeovers were given to women over the two days. However, the actual number of people engaged was much higher as several women interacted with beauty artists, Kingfisher calendar models, etc. present at the zone.

Vibgyor Brand Services was appointed to execute the mall activation. During this two-day campaign, the zone that sold Colorbar products saw sales shoot up double the average sales at their stores. The setup showcased its full range of products and had five exclusive makeover stations. After being given makeovers, the women were photographed against a wall of color. The experts also gave women makeup tips and tricks while using Colorbar products. With their new ‘look’ in focus the women were given instant prints of their in Colorbar photo jackets with a promise that the best picture stood to win a chance to be the next ‘Face of Colorbar.’ Women also had the option of to post their beauty product wishes on the ‘Your Wish Is Our Command’ wall.

Samir Modi, Managing Director, Colorbar said: “It was wonderful for our brand to interact with every woman who walked into the Colorbar Beauty Zone and extend both brand and product experience. Since this was a weekend campaign, all the activity at the zone worked to our advantage. Women stopped by to interact with the beauty experts, watch the models or just to experience the range.”
Are you into Experiential Marketing Space

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This Karwa Chauth, Maybelline engaged women in a campaign carried out by its activation agency Vibgyor Brand Services. Women were given a free makeover and mehendi application on purchase of products. This three-day campaign was carried out from Nov. 1 to 3 at 51 different touch points - primarily marketplaces flocked by women - across Delhi NCR, Lucknow and Kanpur.

The aim of the promotion was to create a strong platform for the brand through experiential marketing around the festival and promote the Maybelline Color Carnival Autumn/Winter 2013 collection. To create a versatile campaign that would work across market spaces, big or small, three kinds of setups - 8ft x 8ft, 6ft x 6ft, and 3ft x 3ft were created depending on the availability of space.

The activity saw promoters approaching women, explaining them about the products, and the various schemes and offers available. Those who bought products were rewarded with exciting gifts, makeovers and the much sought after free mehendi application on their hands from artists present at the setup. Along with brand promotion, the focus was on sales as well. The activity attracted thousands of people doing trials and mehendi applications.

Ankur Gauri, Project Head at Vibgyor Brand Services, said: “We have been doing Karwa Chauth campaigns for Maybelline for several years now and each year the activation grows in size and scale. This year, the focus was on reaching out to maximum customers and increase visibility and sales for the brand. Karwa Chauth as festival wherein the women want to dress up and look good is a perfect platform for a cosmetic brand like Maybelline to promote itself amidst women.”
“Challenging Times can provide Agencies the opportunities to capitalize on their strengths and create new revenue streams.” - Mike Da Silva

In an environment where stringent budget controls, extended credit that squeezes cash flow and realigned equations with vendors bypassing the agencies by clients are becoming the order rather than an exception, Marketing Communications/Promotion Agencies the world over are experiencing to sustain revenue inflow. Revenue generation is a constant challenge to agency management at all levels.

With so many Agency staff being made redundant, a secondary service structure has emerged, with Clients now contracting these people, on fixed fees, reducing costs previously allocated to larger Agencies without losing any servicing quality. There’s now a myriad of these ‘single contractors’ putting further pressure on available budgets.

Generally speaking, Marketing Communications Agencies in Australia work on retainers or project fees, calculated on numbers of head hours per project and evidenced monthly.

Other Agencies have become specialists in marketing disciplines and charge Fees for field services, branded content, transmedia, digital properties, cause, sports marketing, to name a few disciplines.

Need to Create New Revenue Streams

Under the circumstance, it is imperative to create separate and growing revenue streams that can also add more clients. MDSA is a Sydney based Marketing Communications Company. Apart from the traditional marketing services that we offer our clients, we also specialize in Tourism and Movie Marketing. We too, are paid by Retainers and Head hour Fees. However, within our Travel and Movie disciplines, we’ve developed two new Properties which we own, creating separate and growing revenue streams and a large number of new clients.

The Qantas Movie Club

This is an online movie concept which promotes new movie releases to Qantas Frequent Flyer Members, each month. The concept emerged from a discussion regarding the need by the airline to further ‘add value’ to Frequent Flyer Membership.

We agreed to build and maintain the online platform ourselves and approach all Film Distributors ourselves. We would negotiate all movie content, each web build, studio approvals, run each Promotion, select Winners and handle Prize distribution. The Airline’s role restricted to the distribution of the Promotion each month, to their Frequent Flyer Members via their eNewsletters.

As a result of the Movie Promotion, all major Film Distributors are our clients. We’ve handled Branded Content for a number of global Movies filmed in Australia, we executed what we’ve been told was the first commercial digital placement for our Australian Woolmark Client in a Simon Pegg Movie, being invited to speak on Branded Content at the Asian Film Awards and are now working with the local Film Industry here and in Asia offering Marketing advice to filmmakers, something we wouldn’t have achieved without taking ownership of the Movie Promotion.
The MDSA ‘Co-Marketing’ Project

Historically, as a Sales Promotion Company, we’ve created countless Competitions which have featured aspirational Prizes, developed to attract specific target audiences and address Promotion Marketing tasks, mainly sales generation. After the Prize judging and Winner administration was completed, the entry forms would be destroyed after the required legislation period.

Using this process of incentivising consumers to address marketing tasks, we decided that there was a concept worth testing, one where we would create an aspirational Prize ourselves and offer it to one or more Clients to use in their online Promotions. With our concept, Clients would still address their sales generation tasks, but in return for accepting the Prize, agree to share data with other non-conflictive Partners, but also receive new data to add to their databases.

How does Co-Marketing work?

MDSA secures a group of 4 or 5 Partner Companies, all of whom have a need to generate new data to their existing databases, and sales. We develop an aspirational Prize, directed to the agreed target audiences, secured for no cost from ‘Prize Partners’.

Artwork is then provided to all Partners to create their own EDM’s to eMail to their databases, as if the Promotion was their own.

Members of databases involved in the Promotion who are interested in entering to win the Prize, click on the links included in all EDM’s and land on the central Web Site to enter and opt-in to receive information from all Partners involved in the Promotion, in the future.

Post Promotion, all Partners are given a database of opted-in entrants to use as their own.

The Co-Marketing Programme, globally and just in Asia

We have expanded the concept globally for a Travel Group, a Fashion Client, an Airline and Hotel Group and commenced negotiations with similar Companies in Australia, China, India and Malaysia.

Finally, we’ve created our own database of consumers are and now creating revenue streams from commissions earned from sales of Travel Packages.

In summation

In the Service Industry, everyone knows the value of a business opportunity which can arise from an informal discussion with a Client, rather than the formality of briefs and submissions. In the two above examples we’ve created new ways to work with Clients as equal partners. We’ve bypassed the Client Supplier relationship, sidestepped rostered Agencies and generate new business from referrals.
“BTL marketing gives us a chance to cut through the clutter and develop tangible returns on our campaigns.” - Shalini Gupta

Touted as India’s oldest telecom service provider, Loop Mobile is currently in its 16th year in the country. Founded in 1994 as BPL Mobile and re-launched in 2009 as Loop Mobile, this mobile network operator is now owned by the Khaitan Holding Group.

As part of its new theme – Going for Great – Loop changed its brand colour to purple to signify an enhancement in services for subscribers. Currently, it is also running an association with the Mumbai Indians IPL team, as their ‘Official Mobile Network’. Loop Mobile has launched Loop Mobile Videos, Loop Mobile Mail, Loop Mobile M-News, Reply-All, Multimedia Messaging Service (MMS), Mobile Karaoke, Live Trading and Epaid - a line of service which combines the benefits of prepaid and postpaid services.

As part of its service enhancement, Loop Mobile introduced a Network Challenge in India, giving subscribers their money back for every call drop since December 2010. It also launched a ‘Service Guarantee’ concept in December 2010, which involves two promises - to activate any service within 15 minutes flat or answer all calls at call centres within 10 seconds or else provide a free coffee voucher to the customer.

EVENTFAQS spoke to Shalini Gupta, Head - Brand and Communications, Loop Mobile India, about the development in its marketing concepts and the personalized impact of experiential marketing initiatives.

Loop Mobile was originally BPL Mobile, and it recently changed its colour scheme to purple. Why this transition and how did it impact the brand message and market standing?
As BPL Mobile, we were the oldest mobile service provider in the country. It was important for us to reinvent and reconnect with our consumers and tap the youth segment; hence we undertook the brand revamp in 2009 to Loop Mobile. We wanted to communicate with our consumers in a fresh and exciting manner with a spanking new look.

The move to purple was triggered by the fact that the brand, in the past, has had a multi-colour palette; and out of purple, red, yellow and green, it identified more solidly with purple. It is a premium colour in many categories and resonated well with our brand philosophy. We initiated the campaign ‘Going for Great’ which reflected the brand’s journey and summarized our intention to our consumers.

Loop Mobile is associated with the Mumbai Indians as its ‘Official Mobile Network’. How did this association with a sports entity come into being and how does it benefit both organizations?
We partnered with Mumbai Indians in 2011 and it was a fantastic association of two successful years. Our association with the Mumbai Indians team was to strengthen our Mumbai connect and create a sense of pride and affinity for our subscribers. Our logo was strategically placed at the back of the helmet which was a great boost for a brand and to be on television.

We launched a host of offers, contests, experiential activities and generated immense excitement for our subscribers. Also, we were the only brand to create a cheer song – ‘Mumbai Meri Jaan’ that became a huge rage during the IPL season 4 and 5.

As Mumbai’s nonstop network, we also paid tribute to Sachin Tendulkar on his last Test match through a lot of brand exercises like in-stadia branding, print advertisements and social media engagements with our fans/followers.

These associations are an endeavour to re-establish our iconic positioning in the Mumbai market.

How important are BTL activations/on-ground activities for a mobile phone service provider? What role do they play in leveraging Loop Mobile as a brand?
The importance of BTL marketing has grown because of its ability to reach the target audience and the influence it offers through personal interaction. The customization of engagement and product trials is very high; this has a direct impact on sales as well as an indirect impact on brand perception and buzz.

Loop Mobile considers BTL communication channels as very crucial for the sole reason that it gives us the ability to tailor our messaging and engage with the customers in a more personalized manner.

Moreover, it gives us a chance to cut through the clutter and develop tangible returns on our campaigns. The biggest advantage an experiential activation generates is the subscriber interest which allows the subscribers to experience the product, making the connection between subscriber and brand in an incredible engaging and relevant manner.

Please provide recent examples of some innovative 360 degree BTL activities that positively contributed to brand promotion.
We recently conducted a My Zone activity in housing societies SEC A+, A & B across Mumbai to engage with the customers through interactive fun games and sessions. The thought behind the activation was to create buzz around our innovative and affordable products and services in identified specific pockets of Mumbai that were high on both voice and data, i.e., maximum incoming and outgoing calls, exchange of text messages and usage of data services.

Through the activity, we were not only engaging our brand with the consumers but also generating leads and increasing our subscriber base. The concept of My Zone got communicated well location wise.

With other mobile phone service providers constantly upping the scope and affordability of their offers, how does Loop Mobile maintain innovativeness in its market strategies?
Loop Mobile is synonymous with Mumbai and we understand the city like no other telecom player does. We are doing exceptionally well when it comes to on-ground promotional events, activations and other BTL activities such as mall promotions and activations and college promotions.

Telecom brands in India are very competitive, so in order to succeed in breaking the clutter, we need to up the decibel levels by ensuring visibility at very high scale; like festival connects especially participating in Ganesh Utsav, Navratri, Diwali and other festivals. BTL also involves direct communication with our trade partners and subscribers through direct initiatives.

Are there any upcoming experiential activations that have been planned for the brand? Going forward, what communication objectives does the brand hope to achieve?
We have always planned different and special activations based on our promotional product and services. Currently we are planning on prepaid and postpaid product activations which will have different target audiences. Going ahead the communication will continue to create refreshingly customer centric tonality that shall connect with Mumbaikars easily, based on their lifestyle and needs.
FestEvents

It was a Festival of Lights after all!

By Swaminathan R

Normally, people are excited about Diwali as it is the time for celebration and indulgence. However, I wonder why this year, celebrations were on a low key? Was it the inflation or the good fortune of people finally realizing that Diwali is a festival of lights and not noise!

As surprising was the quiet Diwali, equally bizarre was the decision of High Street Phoenix to have a belly dancing workshop by a dance academy affiliated with the Egyptian Embassy as part of their music themed Dazzling Diwali from 25th October to 5th November. Bad enough the lanterns that are hung outside homes these days remind you more of a Chinese New year, than Diwali, thanks to the contemporary design and shape of the lanterns masquerading as ‘kandeels’, belly-dancing takes the cake. The only sensible activity in my humble opinion was classes on learning to make Diwali rangolis, cards, torals and diyas. At least that part was in sync with the spirit of Diwali.

Talking about Chinese New Year, Phoenix Marketcity, Kurla went one step further by having the Lanterns of the World recreated under one roof. Lanterns like Lotus Lamps from Korea, Vietnam Lamps, Singapore Lamps, Chinese Lamps, Japanese Lamps and lamps from India were displayed across the mall. Each of these lanterns was supposed to represent the culture and heritage it belongs to. They also threw in a Disney Feista as a special treat for the kids.

To celebrate Diwali, Inorbit Malls across its six locations (Malad, Vashi, Hyderabad, Pune, Whitefield and Vadodara) captured the spirit of Diwali with the external mall décor well illuminated. Various Diwali activities were planned for families and kids with entertainment for customers visiting the mall from the Oct. 25 to Nov. 3. DDB Mudra was appointed to execute the multi-faceted campaign.

Diwali being an occasion for prosperity, Red FM decided to indulge in the festivities by gifting Gold Coins, which are obviously the most sought after prizes. Their RJs hosted fun contests on their shows Morning No. 1 and Mumbai Local where listeners could tune in and stand a chance to win gold coins.

Another most unimaginative activity was the hosting of a festive shopping evening and dinner to celebrate Diwali at Phoenix Market City, Kurla. It was just another event which witnessed the so-called glitterati from the fashion industry indulging in a fun-filled shopping evening that culminated in a lavish dinner at Headquarters (HQ’s), the gastro-pub at the mall. While the Lebanese and Continental cuisine on offer could have misled people to believing that the New Year celebrations were being advanced, the lanterns, diyas and
rangoli that were used for the decoration, thankfully reminded one that it was Diwali after all!

The PlanetRadiocity.com's initiative to celebrate Diwali, in my mind stood out tall. It was a fantastic thought and what better could it be then to capture the spirit of Diwali by spreading light, joy and happiness to people. The web radio of Radio City embarked on a crowd-funded initiative of rural electrification in association with the solar power company, Sunkalp Energy by launching ‘Deep Jyoti’. Through this initiative, PlanetRadiocity pledged to light up an entire village in the Etah district of Uttar Pradesh. Project Sarmanpur, and rolled out ‘Deep Jyoti’, on November 6. Being web-based, the program has been receiving encouraging response from listeners the world over.

Listeners got an opportunity to sponsor solar ‘tiles’ on the village’s roof in return for a chance to get their name on the project’s foundation. A special micro site http://planetradiocity.com/deepjyoti was created for the listeners who wish to donate towards lighting up the village. The micro site offered all the information about the project and also the process for donation of the funds. The micro site will be live until the midnight of January 6, 2014.

Up next, is another interesting campaign surrounding Diwali, launched by Cadburys. The campaign was all about emphasizing the precious gift of time. The key objective of the campaign was to encourage consumers across the country to make an effort and gift their loved and dear one some quality time which is far more precious than any material gifts. The attempt was to urge people to ‘Make Some Effort, Gift Some Time...’, thus allowing the end consumers to actually connect and experience the brand closely. The idea was to connect with the consumers with a basic life truth: Time today is the most precious gift that you can give your loved ones and the brand wanted to help them realize it.

This campaign was based on a consumer insight that Diwali had changed from being a festival that is all about emotions and relationships to becoming a festival of possessions and acquisitions. Time, is one such thing that is most difficult to find in today’s busy lifestyle which were for grabs with the purchase of Cadbury Celebrations Rs 750 pack. The purchase of this pack entailed the perfect Diwali Gift in denominations of hours- 2 hrs, 3 hrs or even 9 hours with redeemable coupons to Coffees/Movie Tickets/Family Outings.

Gifting time...that is novel! It could have been very predictable and boring if they decided to give wrist watches instead!

Time to get ready to receive Santa and Rudolf! 

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Enhance brand experience in a captive environment

A captive experience in which a brand and a consumer connect can offer a true experience related to the brand’s core values.

By Swaminathan R / Tina Thakrar

Over the last decade, there has been a sudden explosion of captive spaces that provide the marketer ample opportunities to engage his potential audience with his brand. Super markets, malls, multiplexes, pubs, airport lounges and even single screen theatres with their numbers on the increase and witnessing increased footfalls, provide huge opportunities to deploy meaningful experiential campaigns. For marketers who wish to reach the lucrative youth market, the relatively uncluttered medium of the school and college environment represents the final frontier – access to a captive audience of millions of students.

While more time is spent by consumers in such outlets, for recreational purposes, it also makes for an opportunity to capture the relaxed and a receptive mindset of the consumer with the right brand messaging. The important fact is also to understand their behavior at such touch points and how these can lend themselves to create a more favorable and winning medium for brand marketing.

Optimizing a brand experience

If it is be believed that consumer engagement is the ultimate point in which a brand and a consumer connect in order to offer a true experience related to the brand’s core values and that it is necessary to engage as many of the senses as possible, then a captive environment ensures that a sense of rapport between the product and the consumer is established, that helps to make the good or service more desirable with each encounter.

For a brand, a captive environment serves as an open opportunity to put across its desired message and expect a positive response by urging the audience to pass time by turning its attention to the activation. For instance, a premium chocolate brand carried out sampling at
airport lounges with a story telling activity detailing how the chocolate was made. Since the audience had time in hand, they showed interest in listening to the story, which they might not have been willing to hear at a multiplex.

Similarly, Blackberry India implemented this technique with a youth based approach for the launch of the Q5 at the Malhar college festival. The brand has also put out effective messages for its enterprise services and highend phones at airports and airport lounges to reach out to prosumers.

Ashish Gupta, Director - Marketing, BlackBerry India, highlighting the leverage received by a brand through captive audience marketing, said: “In today’s everchanging media landscape, brands are constantly looking for ways to stand out and reach the right audiences at the right time with the right message in order to optimize a brand experience.

In the case of captive marketing, you have the complete attention of your audience. Brands need to make sure the information delivered to them is not only interesting but also unique in nature. Brands can make good use of captive marketing to communicate recent developments and announcements. A captive environment helps brands grab the consumers’ attention and influence their buying behavior.”

Adding to this, Sarthak Seth, General Manager - Brand and Marketing Communications, Panasonic India, said: “Captive audience marketing presents a company with an attentive audience on a silver platter and its ability to improve a company’s brand exposure is uncontested. However, I believe that the success of captive audience marketing is largely influenced by the original advertising campaign. Captive audience marketing when used as an added reinforcement for brand quality and strategic marketing technique, can ignite a company’s entire marketing strategy by providing it with an audience that is guaranteed to pay attention. The reason for the success of captive audience marketing is that the consumers fully trust the sources and information.”

Large captive environments like malls and multiplexes provide brands with a diverse range of audiences and hence more opportunities and possibilities of conversion through diverse mediums of communication. From the mall’s point of view, Rajendra Kalkar, Senior Centre Director, High Street Phoenix, said: “A captive environment provides the best avenue to leverage brand experience, primarily because the brand has the target audience engaged for a considerably long duration where the brand messaging can be customized and shared to suit the precise requirements of said audience. At a mall, there is a wide variety of audience thus adding more brands to interact with their own loyalists and prospective consumers.”

Engaging a captive audience

We spend a lot of time in marketing thinking about how we might engage our customers to pay attention to what we have to share. In the best cases, we are not just interrupting them, but instead offering a message and content that solves a real problem. Nearly every time you might imagine this situation, though, your consumers are probably in the midst of living their daily lives. How might you change your strategy if your consumers were stuck in the same place and completely captive? But what if you could transform that moment?

Coca-Cola created ‘Rush Hour Cinema’ in Bogota, Colombia, where it invited drivers stuck in rush hour to watch a short film on a big screen while handing out popcorn and Cokes to drivers. The bottom line is that we may be creatures of habit, but that doesn’t mean we wouldn’t welcome something to liven up that habitual behavior. If you can find a way to do that, you might transform a captive experience into one that has a much deeper connection with your business!

Brands like TEDx, Google, British Airways, Heineken, Kellogg, Coca Cola, Vodafone and local telecom operators and theatres have also been utilizing this strategy well. Innovative campaigns like Park Avenue Beer Shampoo’s spin-o-wheel table stickers in coffee shops,

Sarthak Seth
GM, Brand and Marketing Communications, Panasonic India

“A captive environment helps brands grab the consumers’ attention and influence their buying behavior.”

Ashish Gupta
Director - Marketing, BlackBerry India
Google Internet Bus’ activation in farmers’ markets to teach them about the benefits and usage of the internet and GSK Horlicks Kids Biscuits’ school-based approach with comic books and mascots have been shaped up with the intent of targeting specific audience groups in their comfort environments.

Another example is the offering by IndiGo and Global Onboard Partners, where they are now offering an innovative way to advertise through onboard media campaigns. With Global Onboard Partner’s new graphic technology, an advertiser is now able to brand the interior of a flight cabin using eye-popping graphic imagery and key messages that are in view to the passenger on an average of 2.5 hours.

Do you have a choice about receiving a marketer’s message when you are in the checkout line at the supermarket, in an airplane at 35,000 feet or when you are on hold for tech support, customer service or claims processing? Can you opt out of unwanted advertising when you are riding in a taxi, bus or elevator, or even using the restroom? In those situations you are a captive audience at the disposal of a marketer and his dream come true. Or is it?

**Keeping the content alive**

Most industry veterans believe that engaging and interactive content works best in a captive environment. Agreeing with this insight, Kalkar of High Street Phoenix said: “Nobody wants to hear a speech. Everybody wants participation in some way. Also, content shouldn’t be preachy. An approach based on empathy works better than one modeled on sympathy. The quality of knowledge imparted factoring in the wit quotient is an important criteria. That’s what brand should strive for.”

The key to woo the audience is to allow them to indulge and participate in the brand experience, which must be supplemented with digital amplification, integrated media content and advanced technological support like gesture, sound, light and internet based innovations.

Gupta of Blackberry points out another vital aspect, “Content delivered to captive audience should be unique, informative and should have a call-to-action. In order to garner maximum interest, brands should ensure that the message they wish to put across to the captive audience should be recent and succinct. Known information will fail to grab the attention of the consumer.”

Adding to this, Seth of Panasonic said: “It’s very important to know the audience inside out and tailor the content of an advert as per the location of audience. Also, it should be ensured that the ad is appropriate for the location and engages the audience rather than alienates them.

Lastly, the point of captive audience advertising is that the people watching, reading or listening have nothing else to do. Thus, alleviating the boredom by providing useful information, offering a special deal or discount, or injecting a little humor helps the purpose of marketers.”

Sharing this view, Dalveer Singh, Head - Experiential Marketing, Asia Pacific, Dialogue Factory, said: “Content has to be adapted to the destination as the days of one size fits all are over. Moreover, audiences differ within markets and what may seem to appeal to the captive audience in the urban sector may not necessarily appeal to audiences in rural environments. What should be the content is also determined at times by the language of the region and the mode of communication preferred by the audiences.”

**Engaging or invasive?**

A captive audience’s time and attention is what needs to be utilized in the correct manner, without overstepping the fine line between engaging and intrusive content. A captive environment is when an audience is most vulnerable, and the biggest advantage marketers can exploit is the free mind-space of the audience. The nature of the
target audience and their individual sensibilities is what must influence the marketers’ judgment. According to Kalkar, one of the safest ways to interact with a wide audience and ensure minimum inconvenience is to keep the communication generic. Again, the deliverance of relevant, informative and place-based content can also be deciding factor here.

Gupta of Blackberry backs this by saying: “The consumers today have the keen ability to identify and reject marketing messages that lack credibility or create engagement. Therefore the messaging of the content should be intelligent, precise and an idea that the consumers must be willing to buy into.”

Amrita Kumar, Managing Partner, Candid Marketing seems to have a very simple, clear approach to this. She states: “Answer the question of the consumer – what’s in it for me? If this is taken care of, intrusion is not a problem.”

The responsibility

The companies, supermarkets, technology and insurance firms and banks whose lines you are in or phone lines you are on have a responsibility towards you. Conversely, if you work for one of those companies as a marketer, the responsibility is yours. There are three aspects to this responsibility:

1. To the customer — to not abuse their attention and patience as they are trying to achieve their own purpose.
2. To your company — to not drive away its customers.
3. To your brand — to stay true to its promise and maintain the brand experience, all the while standing by brand ideals.

No one likes to feel out of control. When your customers’ attention is required to stay in line to buy something or to get information, their environment is under your control and not theirs. They have no ability to opt-out of your communication. What you do as a marketer with that environment can determine whether the customer has a good or bad experience. If you are force-feeding your brand to create awareness among that captive audience, what message are you sending?

As marketers you do have a choice about how, when and where to present your offers to your customers and prospects. Some offers are worth testing with a sample of customers to determine their value. But, for any marketing program, visualize yourself in the airplane, the checkout line or the drive-through first to see if you would rather have the message pushed at you and how you’d react to your marketing idea. Then you might want to explore alternative methods of interacting with your customers to give them a good experience with positive results for you and your brand.
Chitrangada Singh, Neha Dhupia and Esha Gupta reveal the new Gillette Venus razor

Encompass Events executed the launch of the shaving system designed especially for women.

By Dharm Patel

Gillette Venus Brand Ambassador Chitrangada Singh along with brand endorsers Neha Dhupia and Esha Gupta came together to launch the Gillette Venus razor on Nov. 14 at ITC Grand Central in Mumbai. Encompass Events executed the launch of Gillette’s shaving system designed especially for women.

Apart from this event, Gillette has held a couple of other launches recently, which were executed by Encompass as well. One of them saw Rahul Dravid, Arbaaz Khan and Jacqueline Fernandez come together to unveil the Fusion Power Phantom razor by Gillette. The other saw Gillette and McLaren Mercedes come together to announce a technology partnership to launch the Fusion Phantom and the limited edition Mach 3 Red razors at a launch event which was attended by McLaren Mercedes Driver Sergio Perez and Bollywood divas Neha Dhupia and Aditi Rao Hydari.

Prior to the Gillette Venus launch event, Singh along with P&G Spokesperson Deepa Vaidyanathan, Dr. Jamuna Pai, Dr. Usha Khemani and Dr. Chitra Nayak participated in a panel discussion with beauty editors and bloggers. The razor was then revealed to the beauty experts, before the celebrity launch event. The launch event started with the emcee taking the audience through the evolution of Gillette as a brand. She then invited Dr. Jamuna Pai (Consultant Cosmetic & Aesthetic Physician and Anti-Aging expert) on stage, who took the audience through the scientifically proven benefits of shaving with a razor as opposed to the myths against it. The launch sequence then followed, which used a turn-table to reveal the three Bollywood divas each set against a different background representing everyday situations namely corporate, club and beach.

Highlighting the concept and the design, the launch sequence was conceptualized, to demonstrate the accessibility of the razor for women captured in different life scenarios. Singh posed in the beach set up, relaxing on a beach chair, Dhupia positioned herself in the corporate set up seated on a corporate chair, while Gupta chose to take a place in the club scenario, leaning on the bar table. The trio then proceeded to shave their legs with the razor before the event concluded with them quoting their best experiences with Gillette Venus.

Speaking about the Gillette Venus razor launch, Madonna D’souza, Assistant Manager, Encompass Events, said: “The launch of the razor required immense attention to the ambience created for the launch. This included designing a feminine yet lavish set that made one feel like a Goddess. Encompass designed the set as well as managed and executed the entire launch event. From organizing a lavish panel discussion with the beauty editors at the launch to designing and setting up a rich in class Goddess-like set, Encompass handled it all. The challenge for the launch was to introduce the razor ensuring that its mass appeal amongst women was highlighted in a single frame.”
engage4more concludes the 2nd season of CTC with its grand finale

The 2nd season of the Corporate Talent Championship culminated with its grand finale on Oct. 25 at Rang Sharda Bhavan in Mumbai. This year, CTC received record participation of more than 120 organisations creating over 10,000 auditions. The elimination rounds were held in North, West and South zones of the country over three months.

An initiative of engagemore, CTC is said to be the world’s largest inter-corporate platform and the only one in performing arts also scheduled to be televised during November weekends at primetime on NDTV’s network. With tagline ‘Superstar Relived,’ this season extended its platform by adding music as a category and introducing CTC Rockstar (corporate band contest) besides making CTC a national and televised IP. The top 20 finalists battled it out for the coveted top spots while being judged by leading names from the entertainment and film industry.

The judge’s bench included director Madhur Bhandarkar, musician Lesle Lewis and choreographer Toby Fernandes. The event, hosted by Angela Rebello, also saw a performance by Tushar Jule of Infra Red, Ratika Kumar of World Dance Academy and DJ Alex. The winners were rewarded with TVS Wego and BlackBerry Q5 besides prizes from Star CJ Alive.

Nishant Parashar, Director, engage4more, said: “After the grand success of the first season, it was our dream to make the second season larger and I am very proud to say we have achieved just that, breaking a participation record in the process. Our team worked non-stop for 10 months to make this event a success.”

Sphinx Partners’ Meet 2013 recognizes and appreciates partner efforts

Sphinx Adonis Events organized the Sphinx Partners’ Meet 2013, an event dedicated to its network of suppliers. More than 80 of Sphinx’s preferred suppliers from across India including Pune, Mumbai, Delhi, Bengaluru, Hyderabad, Chennai, Cochin and Goa gathered at Hotel Courtyard Marriott, City Center in Pune.

Sweety Singh, Head - Procurement and Operations, Sphinx Adonis Events and CEO, Sphinx MICE, said: “We have always had a very strong relationship with our vendors across India and it was time for us to share our togetherness and also to plan for the future. As the market is getting more and more competitive and quality conscious, we wanted our vendors to also upgrade themselves and match up to the quality standards of delivery that we as a company stand for.”

Vikram Waghray, Managing Director, Sphinx Adonis Events, said: “This year we celebrated our 10th year in the industry and apart from launching our MICE division this year, we also wanted to start this initiative towards vendors. The idea of giving an appreciation certificate to each vendor with the mention of being our partner in progress was highly appreciated.”
Showcraft holds the 2nd edition of ResellerClub Hosting Summit

Showcraft recently conceptualized and managed another BJP rally at Gandhi Maidan in Patna. Showcraft, which has been active in managing events for various government organizations and political parties, accomplished a state-of-the-art production of International standards for the public rally which was attended by about five lakh people.

Lalit Gattani, Chief Creative Officer, Showcraft Productions said: “An unfortunate series of blasts happened in the arena during the course of the rally. But the team nevertheless kept working determined, and the crowd soared roaring. This rally, hence, magnificently proves that the show much go on, against all odds. With the accreditation received for the Delhi rally, we had higher standards to meet. For the first time, all TV channels were offered a composite feed wherein we produced the entire TV coverage using 12 cameras. Special cameras like the Steady Cam and Go Pro were used to offer the best quality of video footage. In order to provide adequate distribution of LEDs so that all the five lakh people present could get a view of on-goings of the stage, 25 LED screens were used all over the arena. The LED backdrop which displayed varied graphics gave a dynamic look the stage. he sound covered an area of more than 1800x600 feet, making sure that every person in the crowd is well in the hearing range. Line Array’t technology (with time delay) gave us the benefit of equal sound distribution.”

Dharmendra Pradhan, Member of Parliament, Rajya Sabha and In-charge, BJP Bihar said: “This was the first time that Patna has seen a production setup of such a level. All the credit goes to Showcraft. It was a pleasure working with them. The fusion of technology was incredible and was very well received by everyone - we have been receiving appreciation from all quarters.”

Directi holds the 2nd edition of ResellerClub Hosting Summit

Directi holds the 2nd edition of ResellerClub Hosting Summit Internet products company, Directi recently organized the 2nd edition of its ResellerClub Hosting Summit which is a hosting conference and trade show. The two day event was held at the Hyatt Regency, Gurgaon and recorded a footfall of over 2000 visitors. Corporate Events, which managed the 1st edition as well, was brought on board again to execute the event for Directi.

Varun Motasha, Senior Manager - Marketing and Business Development, Directi, said: “ResellerClub is the largest domains and hosting provider in Asia and in the top 3 of its kind in the world. We see great potential in the Indian market and would like to fuel it by exposing online SMBs to international giants within our space. Our goal is to unite the global thought leadership with the Indian web infrastructure industry. Only in its second edition, the summit saw tremendous growth in all aspects of the event; a 75% rise in exhibitors and 56% more visitors across 2 days.”

Deepak Jagtiani, Director, Corporate Events, said: “It took extensive planning in the form of designating responsibilities to the right administrative people and dedicating them exclusively for various departments like production, stage and lights, printing, registrations, client servicing and appointing managers to overlook the smooth working of all departments in tandem. Communication is key for events that involve multiple activities.”
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17th January, 2014
Taj Vivanta, Gurgaon
Have the choice of destinations for corporate MICE programmes become more experimentative? If so, why?

By Dharm Patel

Yes, the choice of destinations for corporate MICE programs have become experimental. Selection of the destination is based on many criteria. Some of the factors that lure Indian corporates to select any destination are value for money, accessibility, close proximity, proactive tourism boards, tourist attractions, excellent infrastructure, favourable climate, hassle free VISA regulation, etc.

Following are the reasons why choice of destination has become experimental:

1. More options: The competition and targets at corporates are of a very high standard, thus the rewards should be too. The companies which have set standards and offered great locations in the past are constantly looking for new, unique and exciting options.

2. Common vendors: Similar markets usually have common distributors. Thus, the new and experimental are in demand to make the difference and so their event or trip stands apart.

3. New data and product: Several tourism bodies, Convention bureaus and even hotel chains actively feed new data and products through travel agents and event companies on a regular basis. This gives an option to MICE organizers to experiment with new and unique attractions offered by the destination.

On contrary, it’s the other way around. A couple of years ago, before the recession kicked in, there used to be a great demand for new destinations and unconventional venues. Things have changed since. Today’s clients are more cost-conscious and have a tight budget that does not allow for experimentation.

They are keen to get the job done rather than make it elaborate and interesting. In a way, recession or you can say inflation, fueled by the weakening Rupee and the rising transportation costs, have taken the sheen off MICE events. In a sense, creativity and experimentation have been sacrificed.

We have identified exotic and interesting destinations and lined them up for hosting MICE events, but unfortunately there are no takers. Destinations that have never figured in the MICE map and those that really provide the ‘WOW’ factor to the MICE event.

Yes, most of the clients have a set objective to be achieved with the MICE activity and the selection of the locale makes it very important for achieving the set objectives. For example, we are currently working for a client for their MICE event, wherein their objective is to motivate the sales team in a high energy environment.

The overall theme being around the characteristics of a hunter: how they need to hunt for business, win territories and not let competition enter in their territory, wait with patience for the right opportunity to make the hit and so on.

The locale we are working on is Kenya and South Africa which offers the best of jungle safaris. This is where the sales team gets an opportunity to relate with life in the jungle! Similarly, clients are looking at more experimental locales as per the objectives to be achieved.
"In the recent past Canada has gained popularity for MICE; there is a demand and the number of queries is fast growing." - Tina Singh

As Canada’s national tourism marketing organization, the Canadian Tourism Commission (CTC) has taken up the role of promoting Canada as a suitable destination for travelers around the world. In order to do this, the organization engages in networking opportunities at tourism tradeshows, conferences and travel-media events within and outside Canada.

The CTC has been supporting travel trade in India by participation in trade shows like Outbound Travel Mart, Focus Canada-India marketplace and Rendez-vous Canada.

In May 2012, CTC India introduced the Canadian Signature Experiences (CSE) collection to the India travel trade. The collection helps eligible tourism businesses promote their product internationally and makes it easier for the travel trade to sell the destination in a better way in India. CSE was officially launched in India - Mumbai and Delhi - in November 2013. In a freewheeling chat with Tina Singh, Assistant Vice President, CTC India, EVENTFAQS learned about the suitability of Canada as a MICE destination and CTC’s endeavors to maintain it so.

What initiatives, both on-ground and otherwise, has CTC taken to promote Canada as a suitable holiday and MICE destination in India?

What does Canada have to offer to MICE and holiday travelers from India?

More and more corporates are now looking out for new destinations as incentives for their employees. Canada, being on top of this, list is attracting a number of incentive groups. The destination has a number of attractions and a lot to be experienced by the business traveler. A fast growing middle class with high disposable incomes and the propensity to spend, Indians are now looking for more striking, exotic and exciting destinations for incentive travel. In the recent past, Canada has gained popularity for MICE; there is a demand and the number of queries is fast growing.

We have been undertaking various activities to promote Canada as a premier four
season as well a MICE destination. While conducting regular workshops throughout the year, we strive to educate our trade partners with different aspects of the destinations. Apart from the trainings, we also send out latest updates on product development or general information through E-newsletters. A good amount of promotion is done through our consumer advertisements showcasing Canada as a premier four season destination. Our media and sales initiatives take Canada’s most evocative travel experiences, animate them through Canada’s tourism brand and share them with the world.

The travel trade can also enjoy interactive sales tools as they become certified Canada Specialists. We also design special brochures on MICE, trade and consumers on demand.

The Canadian Signature Experiences was launched in India this month. Whom does it target and how does this initiative widen reach and visibility for the destination in India? The Canadian Signature Experiences (CSE) majorly targets CTC’s key accounts pan India. The collection is also a rich source of material for media looking for compelling story ideas.

The CSE program is an ideal way for travel trade to package the product better and sell more. Its rapidly expanding affluent middle-class population is expected to pass the 500 million mark by 2025. That segment will then hold 60% of the country’s purchasing power.

The Indian growing middle class means we are targeting cities such as Hyderabad, Kolkata, Chennai and Bengaluru in our marketing and sales activities as we move into 2014. The CSE collection helps us promote Canada by showcasing the type of experiences that this group of eager travelers is seeking out for their next international trip.

With a registered growth in Indian arrivals in Canada this year, does CTC intend to modify its marketing strategy to suit this change? If so, how? At present, we plan to continue with the current strategy to tap the newer growth areas of Chennai, Bengaluru, Kolkata, Hyderabad and Ahmedabad. We are focused on trade and approximately 77% per cent of our budget is spent on marketing activities with trade. In future, we will maintain the same strategy. We will soon be geo targeting our Indian fan base on Facebook to promote India specific activities.

CTC has been on an expansion spree since December 2011. What kind of development has been undertaken since then? Will this be suitable for the MICE traveler? Ever since the inception of our expansion plan, we have been receiving a great response from the new markets. As a result, we have increased the number of sales calls/visits to agents in these cities.

We have also been encouraging these agents to participate in our annual market places such as Focus Canada-India and Rendezvous Canada which is a great opportunity for networking and building relationships. Trade partners selling MICE packages are briefed about various venues that CTC promotes for business events, conventions and incentives during the training session as well as through our brochures.

Where do BTL activations stand in CTC’s marketing plan? How important would you consider them to be for promotion of a travel destination? BTL activities play a very significant role in our marketing plans since our strategies are more inclined towards trade campaigns. By investing in the right market segment, we hope to increase our share in the market. All the important vehicles including events, road shows and trade level activities ensure recall of the brand while at the same time highlighting the features of our destination.
Aditya Birla takes CEOs to Prague for annual convention

Percept ICE executed the five-day event after winning the pitch based on its research and analysis of the city.

By Dharm Patel

The very first Aditya Birla Financial Services Group CEOs Club Annual Convention took place in Prague, Czech Republic from Oct. 7 to 11. Percept ICE was appointed to execute the five-day event at the Prague Marriott Hotel which saw about 60 attendees (comprising top advisors along with their spouses).

This pitch was won by Percept ICE because of its research and in-depth analysis of the city, which allowed the team to come up with themes that could bring alive the Prague experience. The brief given to the agency was to raise the bar yet keep it simple.

The guests were introduced to Prague by a learned citizen and they were entertained by the local dance troupes and music. The welcome night which was on the cruise was made more interactive rather than just a normal event with all guests participating in a fashion show. The show, which was judged by the CEO, saw traditional acts and karaoke too.

The gala night had a royal theme, right from the venue (Zofin Palace) to the special treatment given to them. The soldiers and court jesters welcomed the guests and the makeover artist made them look like kings and queens by having two thrones for photo opportunities. During the awards, the winner and their spouses were called on stage and honoured with a crown and tiara. The guests were also entertained by various artists including singer Rahul Vaidya. Sightseeing was also taken care of by a travel agent.

Speaking about the event, Nazneen Karimi, Chief Operating Officer, Percept ICE said: “This was truly an exhilarating experience for us as agency; we have managed a few international events for Birla Sun Life Insurance earlier but this was different, in terms of scale and more importantly in terms of the TG. The team put in its best foot forward and contributed towards detailing everything and seeing to it that the experience for the guests would be awe-inspiring. The advisors at the event have attended many events in past and we had to give them a different treatment, one they have never received and witnessed. Right from the ideation, designs, logistical management and the eventual execution of the event, everything fell into place with the team’s stupendous dedication and focus.”

Commenting on Percept’s execution, Vishal Dhale, Head - Sales, Rewards & Recognition, Birla Sun Life Insurance said: “The feedback from all the delegates who have attended the convention has been highly positive and it has been mentioned as a truly memorable experience for all. I thank Percept for the minute detailing and meticulous effort taken by its team to go that extra mile with a ‘never say no’ attitude. This has resulted in wonderful and spotless arrangements made for this convention and hence I wish to congratulate each member of the team, on setting a new standard of experience for all the delegates from Birla. We’ll work harder, not only to maintain this experience level for our delegates but also to surpass it in coming times.”
JK Tyres launches 10 new products across four cities

engage4more won a multi-agency pitch to conceptualise and execute the multi-city launch.

By Dharm Patel

JK Tyres recently held launch events at five star properties in Kolkata, Chennai, Mumbai and Delhi to unveil 10 new products in four categories and also showcase 60 existing products. engage4more bagged the multi-city project via a multi-agency pitch. The agency won the duties on a turn-key basis and its role included celebrity management, creatives, AV production and running the show.

The timeline of the four events was within 20 days and the agency was given the go-ahead 10 days before the first launch event. The events, which ended on Oct. 25 were attended by the brand’s trade and employees (regional leadership, sales and service staff).

Speaking about the event, Nishant Parashar, Director, engage4more said: “JK Tyres is a new client for us and is a new category altogether for us! Every new account poses a few challenges in terms of getting inducted into a new system but I am proud of my team for successfully delivering the project despite of tight timelines and variety of other challenges. Our core promise is engagement and I am very happy to mention that all our efforts delivered great deal of interactions with the stakeholders.”

Commenting on the agency’s execution, Abhishek Pandey, Sr. Product Manager - LCV & Farm, JK Tyres & Industries said: “engage4more handled all four events exceptionally well and very professionally. The setups were extremely elaborate and time taking, but they deployed a huge team to finish off the setup within the stipulated time period. The team was extremely efficient on the creative front as well, where their team reverted well within timelines. The entertainment options suggested by them were highly appreciated by our channel partners who attended the events. Overall our experience was really good with the agency and we would definitely look at taking their services in the future as well.”

The theme was ‘Future Ready’ where each product category had been unveiled with a new choreography act. These acts were conceptualised by engage4more in association with Zenith Dance Academy with four completely different acts brought out association between the dance form and the product category. A musical invite with a synthesised voice was also used to bring in a surprise element. Theme based performances by Raghav Sachar enhanced the mood of the evening with a fusion performance followed by the Tron dance act, UV performance, acrobatic dance and contemporary dance act.

Commenting on the event, Parashar said: “The biggest challenge of the event was to turn around the setup of one large stage and six space demanding display units in the ball rooms. All 60 tyres had to be given an elegant display besides focus lights and product specs display. Also, each of these display units had a dedicated video unit about the category.”
Nomadic Times
Showcasing stunning, innovative conference and incentive ideas!

Here we are with our second edition of Nomadic Times. This time we feature two prestigious events that we executed in Beijing, Shanghai and Moscow. As is evident, it reflects our nomadic approach to the way we look at things which implies that no territory is unconquerable, no destination too far as we believe in exploring new concepts, ideas and destinations for our clients which probably have never been explored before. All driven by a singular focus to provide an experience that money cannot buy!

Magical Moscow!
A leading Insurance major asked us to create an extraordinary experience for their crème de la crème achievers. Moscow, the capital city of Russia was the right choice, as it was felt that the city offered a multi-dimensional experience; from traditional culture to modern entertainment, from the conservative to the contemporary, Moscow has it all. The week-long visit kick started with a traditional Russian welcome and a lavish dinner hosted on a roof top overlooking the magnificent Moscow skyline.

The highlights of the trip were a grand opening night where the theme logo of the conference was veiled with a live Russian Jazz band that played Hindi songs enthusiastically joined in by the participants. The welcome dinner aboard a boat cruise was themed ‘Mera Naam Joker’ where the participants were asked to be dressed in joker’s costume and were accompanied in by Balalaika dancers. An elaborate sight-seeing trip of Moscow followed by a visit to the world-famous Russian circus show! The conference was held at a space museum and a medieval palace was the venue for the Gala dinner and awards, replete with traditional Russian hospitality.

An act from the world famous Russian Circus!
The traditional Russian Salt and Bread Welcome!
Awards Night and the Gala Dinner at a Medieval palace!
Captivating China!
Another insurance giant asked us to create magic for their International Conference – Blue Riband; prestigious as participation in the conference was not easy. It was a year long process involving a contest, to select the participants. Meant for their top advisors, it was termed as a luxury conference.

The brief was to create an extraordinary experience for all Blue Riband winners’ right from the time they receive an innovative invitation to travel for Blue Riband to the time they come back from the conference. The invitation was sent out in a box containing chopsticks with a note that explaining the origin and the relevance of chopsticks.

China was chosen as the destination as it was befitting the stature of the conference and the client. The participants were exposed to the grandiose of Beijing and Shanghai. Right from customized motivational audio-visual reflecting the theme Golden Glory to customized collaterals like the Icon Booklet, the itinerary, entertainment acts, the hospitality, the presence of a Chinese calligraphist/caricaturist in the pre-function engagement area; every aspect of the conference was carefully curated to connect with destination. Not to mention the mind blowing entertainment at the Gala Dinner.

Emcee welcoming the participants at the Gala Dinner!

Night out on a Dinner cruise in Shanghai!

World Famous Chinese acrobats performing!

We are The Global Nomads
We bring together all aspects of MICE (Meetings, Incentives, Conventions and Events) on one platform, creating a one-stop solution for our clients and proudly claim to be one of the few end-to-end solution providers - from event conceptualization, planning, creative and communication design, travel & logistics to event management as well. Our vision is to create world-class experiences that will serve as a benchmark for the world. Our endeavor is us to service the clients with upscale in service and delivery quality with a personalized approach.

For more info you can visit our website on www.globalnomads.co.in
MTV, Live Viacom18 and Cineyug team up for new music festival titled Bollyland

MTV, Live Viacom18 and Cineyug will bring together two popular sounds, Bollywood and electronic dance music (EDM) to create the Bollyland festival. The festival will see live performances from singers teaming up with Bollywood DJs on Dec. 20 at Unitech Golf & Country Club in Noida. Artists like Mika Singh, YoYo Honey Singh and Sunidhi Chauhan will collaborate with DJs like Aqeel, Chetas and Khushi. The organizers are expecting audiences of 10-15 thousand.

Jaideep Singh, Sr. Vice President and Business Head - INS, Viacom18, said: “While Bollywood music is an eternal favourite for most of us, EDM has been gaining vast popularity. It will be an interesting mix for the Indian audience to witness a fusion of these genres. When we decided to create a Bollywood music property, it was only befitting to partner with Cineyug, with their extensive Bollywood experience over the years.”

Mohomed Morani, MD, Cineyug Entertainment said: “We are excited to partner with Live Viacom18 on a property this unique and first of its kind in the world. This festival is sure to be a positive boost in elevating the profile of the Indian music Industry and setting a new genre of music worldwide.”

Aditya Swamy, EVP & Business Head, MTV India said: “We are excited about bringing a new sound to our music scene. Whenever we have curated these experiments, our fans have come back asking for more. Fans want the experience - to feel, to see, to participate. Initiatives like this give us the music leadership that we are constantly driving. Bringing Bollywood and EDM together in a festival format is going to create an energy like never before.”

Coke Studio@MTV engages Sharda University students with a live act

Currently in its 3rd year, Coke Studio@MTV was launched in India in 2011 by Coca-Cola India in association with MTV. The project aims to bring together diverse artists of different genres to create a series of medley, giving music lovers across the country an opportunity to enjoy Coke Studio’s signature fusion music. To put this plan into action, Coke Studio@MTV artists Papon and Salim-Sulaiman visited Sharda University in Greater Noida on Nov. 13 to give a live performance. About 12,000 university students were present at the venue.

Lagan Shastri, Zonal Vice President, Hindustan Coca-Cola Beverages, said: “Coke Studio is a unique fusion of varied musical genres, languages, artists and sounds. It is a celebration of music which has successfully opened ‘Happiness’ across the country and united a phenomenal set of musicians from diverse backgrounds. We have garnered great response for Coke Studio season 3 and the concert at Sharda University is our way of thanking our listeners for their constant love and support. We are overwhelmed by the wonderful response of the students to the signature fusion music of Coke Studio at the concert.”
Roshan Abbas is a slasher by profession, having had seven careers related to media. Abbas’ experience ranges from radio, theatre, television, event management, being an MC, a film director and a writer. He spends his time looking for gyaan, and shares some on experiential marketing in this column, each month, exclusively for ExM Magazine...

What happens in Vegas...

It is barely two miles of a strip but its a million light bulbs exploding in an entertainer’s head. You look out of your window and can be forgiven to think you are in Paris as a mock Eiffel tower looms right in front of the Bellagio. On cue the fountains dance to Frank Sinatra (who doesn’t?); I am in entertainment heaven. When the idea of attending Eventech was mooted by our creative head in Mumbai I was hesitant to go. Now I was blessing her for thinking of it. For an experiential marketer the city is all about experiences. Built on an entertainment economy it boasts the biggest shows, the biggest buffets and the smallest area in which all this is crammed. And it all runs like clockwork. You can pack in an amazing restaurant experience at a Gordon Ramsay/Nobu or spend the evening singing your favorite songs at the Beatles “Love”; be mesmerized by David Copperfield or take a chopper ride across the Hoover Dam. There is so much to pack in, that 4 days are not enough.

Before leaving I visited the Nevada state website to get some statistics: 29 million people visited Vegas in 9 months. Average room occupancy of 85%. Cirque du soleil has 6 shows running in the city. And their performers are paid between $30,000 for an apprentice to more than $100,000 for an established artist. The man who began it is a billionaire. And his co partners are land developers Ishtimar and Naqeel. The world’s top restaurateurs are here and the top performers. The night we left Rod Stewart was pulling into town followed by Celine Dion.

What I noticed was that the city takes entertainment seriously. One of the policemen at the immigration was in a costume and exhorted all of us to ‘Smile, you are in Vegas!’ The taxi drivers advised you on shows and spoke of the ones they loved. From property developers, to state governments, to locals all support the ventures. The city is dotted with entertainers on the streets and an atmosphere of gaiety.

And then my mind crossed over to India. We had 6.9 million foreign tourists in India in 2012. Our outbound Indians were at 14.92 million. More Indians were travelling abroad than foreign tourists coming to India. This is a simplistic analysis I agree but let us look at the scenario around us. The next few months are filled with international DJ’s. There is a Bike festival and a Wellness festival, but everywhere I hear of struggles against the system. Money to be paid to facilitate permissions, politicians colluding to favor one party against another, protests by locals over invasion of their space, lack of infrastructure and equipment. It seems like music events are spreading like an attack of acne. A clear case of one-upmanship is on.

The daggers are drawn and everyone is waiting to carve the remains of the loser. And in the midst of this I hear the lament of unskilled manpower. I mentioned to a friend that a local Cirque like event could happen here too. He laughed! And mentioned the rigging they had. Entertainment aboard is a celebration, here it is treated as a curse!!

I am sharing the job posting that was on the Caesar Entertainment site. (Operators of all Caesar’s casinos entertainment etc - http://caesarscareers.jobs/las-vegas-nv/entertainment-manager-rio/41628252/job/)

Just look at the diversity of the job role and the required qualifications I don’t know how many people here are trained to even handle the jobs offered. While event institutes mushroom do we develop employees or committed experiential marketers and entertainment professionals?

When will we ever realize the positive impact of entertainment to our economy and our cities? Each day there are seminars, forums and conclaves on community, governance and development. But why stop there? Don’t just have conclaves on developers of land, have a conclave where developers, entertainers, event impresario’s and the state will sit and look at the opportunity in building an entertainment culture that we don’t need to feel guilty about. Wizcraft has done step one with Kingdom of Dreams but from all I hear it is still an uphill task to run the venue.

What happens in Vegas shouldn’t just stay there we should see the light of day and build a (still date forbidden) fruit that everyone wants a bite of.
Sunburn concludes back-to-back in Mumbai and Bengaluru

The two-day festival saw artists like Paul Van Dyk, Dimitri Vegas & Like Mike, Fedde Le Grand and Showtek among others. 

By Dharm Patel

With an aim to be as electrifying as its Goa counterpart, the second edition of Sunburn Mumbai and Bengaluru took place at Mahalaxmi Race Course on Nov. 15-16 and at E-Zone (Marathalli) on Nov. 16-17 respectively. Each festival was set over two days with two stages, 18 international and national artists, 20 experience zones and about 14 hours of music.

Sunburn travels from beaches to concrete jungles

Held back-to-back, the artist line-up in each city comprised international heavy-weights like Paul Van Dyk, Dimitri Vegas & Like Mike, Fedde Le Grand, Showtek, Orjan Nilsen, Wolfpack, Adam Beyer, Josh Wink and Tom Staar, whereas the domestic line-up consisted of artists like Arjun Vagale, Anish Sood, Lost Stories, Shaan, Sartek, Kohra, Jitter, NDS & Blue, Clement D’Souza and Kash Trivedi. Sunburn also held a contest online where the winner from each city got to open for the festival.

The two stages on the first day were ‘Space Jungle’ and ‘Space Station’ whereas the second day saw the stages transforming into ‘Smash The House’ and ‘Afterburn.’ Trance artists performed at Space Jungle whereas house artists played at Space Station.

Lounges, chill-out zones, libraries, movie projections, graffiti walls, art installations, flea markets, and a 40-foot adventure tower with rappling and rock climbing were some of the activities organized to engage Sunburners throughout the two days.

Speaking on the occasion, Shailendra Singh, Joint Managing Director, Percept Ltd, said: “Not everyone can make it to our flagship Goa festival, so we decided to bring the ‘Planet Sunburn’ experience to them. The party in the concrete jungle has lived up to everything it was supposed to be and has come to a brilliant high-energy close. We can’t wait to do this again next year!”

Sunburn goes experiential for Season 7

Sunburn extended the opportunity for consumers to take home a bigger, better brand experience. It took the reigns and partnered with like-minded brands such as Hero Motocorp, Woodland and Tuborg that speak the same language to the aspirational youth, pan India.
Speaking about this announcement, Singh said: “The time spent by fans on Planet Sunburn is a world apart and we’ve taken this opportunity to partner with such brands to offer fans a greater experience that they will keep coming back for. Experiential marketing showcased in the form which it is at Sunburn Season 7 is the future of a brand-consumer connect and will be a hugely sought-after tool by brands across.”

The presenting sponsor for the city festivals was Hero Motocorp, associate sponsor was Absolut and co-sponsors were Tuborg, Radio Mirchi and Woodland. Exclusive activities were conducted on the digital platform as well as on-ground activations. Brands got to showcase and present themselves during the event.

Here is what the brands have come up with, for Sunburn Season 7:

**Hero**

One of the most celebrated DJs, Axwell, shot a TVC for Hero Impulse. The bike was displayed at the festivals and also had a photo-op area for the festival-goers to come and capture their festival moments at this booth. Festival-goers could touch and feel the brand, through a custom photo shoot on the bike, which will be made viral later.

**Woodland**

Woodland gave festival-goers a chance to showcase their artistic skills by setting up a graffiti zone and another zone for people to relax. An initiative that started in 2012; the ‘Leave No Trace’ campaign urges festival-goers to not litter and not leave behind garbage, through art installations made out of waste material with ‘Leave No Trace’ messages, thereby ensuring a garbage-free party zone on the Goan beach. Furthermore, Woodland also introduced a sipper concept to reduce the usage of plastic/paper.
Commenting on the initiative, Harkirat Singh, Managing Director, Woodland Worldwide said: “We are dedicated to fuelling passion for the outdoors and encouraging appreciation of outdoor activities amongst individuals of all ages and abilities. Woodland sends expeditions to the world’s highest peaks and most remote locations, but the goal of Sunburn partnership is to get people outside for a day with adventure and music.”

**Tuborg**

Taking a leap forward on experiential marketing, Sunburn has roped in beverage giant Tuborg in Russia in an effort to extend the Sunburn experience. As part of the global business alliance, every can/bottle of Tuborg, will have branded elements of Sunburn Goa 2013, with a contest incorporated at the back of the bottle from October to December this year. This contest enables Russian fans to get a taste of Sunburn Goa with an all expense paid trip to India’s beach capital.

Additionally, Tuborg will also be promoting the Sunburn Anthem & Video Contest (SAVC) across countries. Taking its love for the music enthusiast a step further, Sunburn hones creative talent in the music space with SAVC. In its third year, this competition will extend its boundaries to many more countries and will be promoted through a 360-degree campaign across online, digital and print platforms. Winners of the competition are given the chance to showcase their talent at the Sunburn festivals. SAVC has something for budding music composers as well as video jockeys.

**Spreading the burn**

The Mumbai and Bengaluru event was promoted through digital platforms (Facebook, Twitter, Google+, Instagram, Youtube - through interactive posts, event pages, videos, contests, geo-tagging, etc.), ATL (print, radio, hoardings, posters, tent cards, advertorials), BTL (on-ground activations by brands), strategic partnerships (partnering with promoters, cafés and restaurants), brand integration and pre-parties. Sunburn was also able to reach out to more audiences via other events which ran simultaneously in clubs and colleges. Event info was passed on during the event and special discounts were given to students for this event during the Sunburn Campus gigs.
‘Puma Loves Vinyl’ returns for third edition

Puma partnered with NH7 for the event which was executed by Cream Events.

By Dharm Patel

One year after the launch gig at Mehboob Studios, Puma and NH7 associated for the third time for ‘Puma Loves Vinyl - Get Your Kicks On’ on Oct. 26 at Mackichan Hall, Mumbai. Cream Events, which has been associated with Puma, executed the event.

Speaking about the property, Rajiv Mehta, Managing Director, Puma India, said: “This initiative exemplifies our mission of becoming the most desirable sport-lifestyle brand. Puma has always attempted to be different and ahead of trend, and ‘Puma Loves Vinyl’ is no exception. It is not only innovative but also is an excellent tool in increasing our brand’s connect with our audience.

To experience the true physicality of music, one has to go back to the LP and a true music lover knows a record’s worth. The artists are the best in the business and we aim to own the vinyl space with this property.”

The free gig saw the launch of the new vinyl and performances by Kohra, Sandunes, DJ Uri, Midival Punditz and Bass Foundation Roots. The event was attended by music enthusiasts and vinyl lovers and also performances by b-boys.

#getyourkicks was a special feature this year, where the audience was encouraged to trade in their footwear for Puma dancing kicks at the kicks exchange counter and danced the night away in their new shoes. Those who really brought their ‘old school style’ to the floor won new Puma Kicks. Vinyl sellers were at the venue for all those collectors in the audience.

Puma opened up another slot on the exclusive vinyl (featuring the previously mentioned artists) to promising EDM music producers who could send in their entries for a shot at getting a spot on the coveted vinyl. The digital project (#putmeonvinyl) saw a number of high-quality submissions from producers around the country and ‘Prematron’ was chosen as the deserving winner. His track will be pressed on the vinyl along with the others.

Commenting on the event, Nilesh Gurav, Head - Operations, Cream Events, said: “We designed and created The Puma Store look to give people a feel of the merchandise and shop on the spot as well. We had to ensure a smooth flow for the music festival and timely deliverables for the design elements. We executed the events with NH7 team on the event front on all production elements and thus giving a feel of a music festival.”
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Nick Junior engages about 25,000 children through the Kid Town Fair

In order to celebrate Children’s Day last month, Nick Jr. planned activities to give kids a platform to play and explore all through last month. Perhaps the biggest of them all was the Kid Town Fair which took place at the World Trade Centre in Mumbai around Children’s Day.

Nina Elavia Jaipuria, EVP and Business Head, Kids’ Cluster, Viacom18 Media said: “Nick Jr. as a channel strives to create experiences that make learning fun for toddlers and their mothers. This was one such exhibition that we hosted in partnership with the company ‘Women’s Extravaganza.’ This was our second association with the fair and we jointly hosted it to celebrate Children’s Day, where kids were entertained while parents shopped at the fair.”

The footfalls were typically estimated to be approximately 25,000 across the two days. The fair’s setup was in an exhibition format with a stage area in the center that hosted the activities. It had over 70 stalls with loads of workshops and products ranging from home decor, bath collections, personal accessories and art & crafts kits.

The highlight of the event was the meet and greet with their favorite Nicktoon ‘Dora the Explorer.’ Kids participated in contests, shopping and games while also indulging in various activities right from indoor gardening, acting and modeling to even storytelling and reading. Kids also stood a chance to win exclusive Nickelodeon goodies.

Challenges like manpower and management are inevitable in a large scale event. However, while it’s challenging on one hand, we plan everything timely and systematically so as to ensure a smooth flow of events. We are proud to have repeatedly won the trust of participants and partners in terms of investing in the show.”

28th Pune International Marathon announces KyaZoonga as its partner

The 28th edition of the Pune International Marathon took place on Dec. 1 this year. This edition was held with a theme of ‘Run for Mother’ in an effort to create awareness for the cause of women empowerment. The marathon is an initiative of the Pune International Marathon Trust. The organization tied up with KyaZoonga.com for the marathon.

Pralhad Savant, Organizing Secretary, Pune International Marathon, said: “The main idea was to create a sports culture in society and spread awareness among the people on fitness. We believe more than 70% of that objective has been achieved. In the recent editions of the Pune Marathon, we have had a 5-year-old child and a 90-year-old senior citizen taking part. The first marathon had 3500 people and now after 26 years, 50000 people take part in the event. This shows that sport culture has developed in the society and more people are conscious about fitness. In competitive running, Maharashtra has got a lot of long distance runners because of this marathon.”

Prominent athletes like Sudha Singh, Kavita Raut, Mohini and Rohini Raut, Swati Gadhve, Lalita Babar and Pooja Varhade are some who started their running career from this marathon. This tie-up with the Pune International Marathon adds to KyaZoonga’s list of collaborations with entertainment and sports events like ICC World Cup 2011, Indian Premier League (IPL) and FC Barcelona Club.

Arpita Majumder, Co-Founder and COO, KyaZoonga, said: “Being prominent in the entertainment and sports ticketing space, our association with a coveted sporting event like the Pune Marathon is a natural extension of our customer offering, giving them access to top international events in the sporting calendar. Premier events like these give KyaZoonga an opportunity be visible amongst a mass audience globally.”
Brands ride on fashion events as an effective communication vehicle!

Increase in brands, across the board, associating themselves with fashion events to give out their brand message.

By Tina Thakrar

It is almost fashionable these days for brands to be associated with fashion events, serving as an effective platform for them to create visibility and recall. How else would you explain brands from the auto sector, courier companies and tourism corporations jumping onto the fashion bandwagon! While it is a logical fit for lifestyle and cosmetic brands to piggyback on fashion events, the glam quotient attached to such events attracts others too! The clamor for glamour seems to have opened the market for designers, models and buyers, and has created ample opportunities for brands to explore sponsorship opportunities in fashion weeks. They seem to feed off each other. Some of the biggest festivals in the country, like Wills Lifestyle India Fashion Week and Lakme Fashion Week serve as suitable examples of brands that have leveraged their brand standing by associating with the industry.

In the limelight
For some large brands, the aim of associating with a fashion week may simply be to generate recall. The Signature International Fashion Weekend is one such example of an unrelated brand carving a platform for itself through fashion. Here, sponsorship is the main source of revenue for smaller agencies looking to establish a foothold in the market. For instance, Kingfisher Ultra recently sponsored the 4th edition of Kochi Fashion Week at Casino Hotel in Kochi. Produced by Storm Fashion Company, the annual fashion event was handled by Executive Events.

A high celebrity and designer count helps enhance the value of the event and hence...

Vivek Oberoi and Jacqueline Fernandes at ABIL Pune Fashion Week

Badal Saboo
Managing Director, ABIL Pune Fashion Week

“We launched ABIL Pune Fashion Week with an aim to cater to new manifestations of designs, fashion and talent for the niche and affluent audience of Pune.”
renowned designers like AD Singh, Aslam Khan, Hari Anand, Ishita Singh, Jattinn Kochhar, Julie Verghese, Rocky S, Sagar Tenali and Sanjana Jon were the ones whose designs were featured at the event.

Around 2000 people attended the event, including fashion designers, boutiques, wedding costume makers, students and fashion enthusiasts, all of which were the main target audience for the organizers. The event was covered by television channels and print media across the state.

For the citizens
Similar to United Spirits, the ABIL Group sponsored the Pune Fashion Week, which is an initiative of Badal and Nivedita Saboo to keep Pune up-to-date with the latest in fashion trends. Started in 2009, the event saw its 4th edition on Nov. 8, 9 and 10 at The Westin in Pune in the presence of a number of designers, celebrities and fashion fanatics.

Charting the birth and growth of the event, Badal Saboo, Managing Director, ABIL Pune Fashion Week, said: “Having explored the potential of Pune in terms of various business opportunities, we envisioned to create a platform with a new offering and provide an edge for fashion and lifestyle opportunities booming in the city. We launched ABIL Pune Fashion Week with an aim to cater to new manifestations of designs, fashion and talent for the niche and affluent audience of Pune. The brand ABIL Pune Fashion Week today has grown to an extent wherein Indian as well as international designers meet at the same event and one need not look at a Mumbai or Delhi to be abreast with current affairs happening in the fashion world.”

The organizers engaged in an intense study of the market, consumer behavioral patterns, brainstorming and identification of the right approach that matched their aim to get Pune recognized on the fashion map of the country and their focused effort towards creating a platform that brings together professionals from various segments of the industry to unravel the potential business and retailing opportunities.

Speaking about the aspects of the event that gave out ABIL’s brand message, Amit Bhosale, Executive Director, ABIL Group, said: “Being a dominant force in various sectors, we at ABIL, have always maintained impeccable standards of excellence and efficiency and we constantly reinvent ourselves to face the challenges of a dynamic business environment. Our philosophy is to preview life’s coming attractions and offer an elite experience to the luxury and lifestyle conscious consumers. ABIL Pune Fashion Week is one such initiative that binds lifestyle, luxury and fashion together and we believe it has been the right platform for our brand presence and communication of our message.”

Renowned faces like Karishma Kapoor, Jacqueline Fernandes, Mugdha Godse, Aditi Rao Hydari, Sarah Jane Dias, Anjana Sukhani, Poonam Pandey, Hazel Keech, Randeep Hooda and Vivek Oberoi donned and showcased designer pieces as they walked the ramp for various designers.

Besides ABIL, Ganga Florentina, Xrbia, Audi, The Quintessential, Sun n Sand, Swan Group and The Westin also came on board as sponsors. The organizers are now working towards newer avenues that can benefit fashion and related business to take the fashion gala to the next level.

Sustainable fashion
Fashion events are considered expensive affairs, what with the glamour quotient required to be high. In this space, there are brands that look to put across a social message that not only amplifies their brand significance, but also reduces budgetary concerns. Recently, Hindustan Tin Works collaborated with Pearl Academy to host their ‘Spirit of Sustainability’ fashion show in New Delhi for Canvironment Week on Nov. 14. Canvironment Week was officially started in 2010 to commemorate the 200th year of the metal can.
As the name suggests, the idea of the show was to promote sustainability of metal cans being modern, trendy, 100% recyclable and environment friendly. The show was part of the global Canvironment campaign, a project of Hindustan Tin Works, where it directly speaks to the consumers to spread awareness of metal packaging.

Atit Bhatia, President of Canvironment Week and Senior V.P. of Hindustan Tin Works, said: “Each individual activity gave out the message about Hindustan Tin’s passion to promote sustainability of metal cans as being environment friendly, 100% recyclable and safe packaging material. The activities such as the fashion show involved the youth in an environmental campaign with full enthusiasm and interest. The campaign also focused on encouraging a brand from the under privileged section of the society (rag-pickers) to give them an alternative way of life. They showcased fantastic talent at the event.”

Canvironment Week also included other experiential activities to promote sustainability. Rag-pickers were provided vocational training to create items from scrap/tin, which were put in an exhibition on World Environment Day at Select City Mall, Saket in association with NGO Chintan. Another activity with Indian Institute of Technology is under way where IIT students are creating robots from metal cans and scrap. Hindustan Tin Works is soon planning another activity to promote the sustainability of cans.

Aesthetic fashion
Tata’s diamond boutique, Zoya gave out the message of its desire for perfection by showcasing its collection at a medical conference. Attendees of the 48th Annual Conference of Plastic Surgeons of India were privy to the show, which took place on Nov. 26 at Grand Hyatt in Mumbai. Nisha Jamwal hosted the entire evening, which involved getting plastic surgeons to appreciate the intricate detailing and aesthetics of the pieces on display.

Speaking about the main aim of showcasing the Zoya collection at a medical event, Nisha Jamwal, Luxury Brand Consultant, Zoya, said: “Zoya’s entire journey is aimed at the highest level of quality along with cutting edge design. The conference was the world’s leading congregation of plastic surgeons. We at Zoya share the same values with these world famous surgeons and it was the perfect audience to showcase Zoya’s stunning collections to. Exquisite craftsmanship and exceptional design have been the brand values that Zoya has always stood for and that are what these surgeons work toward in their profession.”

Sponsoring events for social causes, for upliftment of places or simply to target the right audience is benefitting brands today in more ways than one. They are able to give out the message that not only are they more interested in causes rather than profits but also that targeting a specific customer base is important to them. Engaging and associating with fashion events is shaping up to be a popular marketing tool, adopted by both small and big companies alike.
4th edition of Kingfisher Ultra Kochi Fashion Week enthralls fashion enthusiasts with its designer line-up

The fourth edition of the Kochi Fashion Week culminated recently at the Casino Hotel in Kochi. An initiative of the Storm Fashion Company, this fashion fiesta is sponsored by Kingfisher Ultra. Executive Events, which has been consecutively handling Kochi Fashion Week for the last three years, was once again responsible for managing and executing the event.

Commenting on the event execution, Raju Kannampuzha, Managing Director, Executive Events, said: “We have been doing KFW since four years now and hence we were pretty sure about the procedures and the event requirements. This made the planning and execution easy and smooth. We did not face any challenge as such.”

Fashion designers like AD Singh, Aslam Khan, Hari Anand, Ishita Singh, Jattinn Kochhar, Julie Vergheese, Rocky S, Sagar Tenali and Sanjana Jon were the ones whose designs were featured at the event. Around 2000 people attended the extravaganza, including fashion designers, boutiques, wedding costume makers, students and fashion enthusiasts, all of which were the main target audience for the organizers. The event was covered by television channels and print media across the state.

Speaking about the event, Joseph Davis, Marketing Manager, Kingfisher, said: “As always, the glamour quotient at Kochi Fashion Week was high with a bevy of celebrities walking the ramp or attending the fashion shows as guests.” Adding to this, Gaurav Sharma, Partner, Storm Fashion Company, said: “This edition of Kochi Fashion week went the practical way and showcased collections that were a mix of creativity and wearability.”
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Chevrolet India and One World Futbol Project to donate 20,000 footballs in India

With the corporate social responsibility mission of ‘Driving a Better Tomorrow,’ Chevrolet India is working with One World Futbol Project (OWFP) to donate 20,000 nearly indestructible footballs to marginalized and underprivileged children in India on the special occasion of Children’s Day on Nov. 14.

To date, more than 500,000 Chevrolet-sponsored OWFP footballs have been distributed across five continents, bringing the power of play to over 15 million children. OWFP distributes footballs to organizations working with youth in disadvantaged communities, where play can be used to teach life skills and foster social change.

Lowell Paddock, President and Managing Director, GM India said: “Many of these children are growing up in less privileged circumstances where sometimes a game of football could lighten up their lives by teaching them the true meaning of team spirit and fair play. The joy that comes from playing football can help lift their spirits and replace despair with hope. Chevrolet’s founding sponsorship of OWFP is intended to spark a worldwide movement to give children a pathway out of poverty and despair with the benefits that fitness, sport and teamwork can bring – something we call the power of play.”

Arnold Ambiel, Chief Operating Officer, One World Futbol Project said: “The spirit of this joint collaboration will allow us to bring the power of play to more children throughout India than any of us could have done alone. And seeing the joy on the children’s faces on Children’s Day makes all these efforts worthwhile. It’s our pleasure to work with Chevrolet to support the donation and delivery of these footballs, first to Sankalp School and then throughout the rest of India with Slum Soccer.”

Fortis Hospital flags off ‘Think Pink’ Walkathon

Fortis Hospital (Mulund, Mumbai) initiated the ‘Think Pink’ Walkathon to create awareness about breast cancer. It was aimed to unite as a community, honor breast cancer survivors and raise breast cancer preventive awareness.

More than 1000 people came forward to convey the significance of early detection of breast cancer. The ‘Think Pink Walkathon’ began at 7:30 am from Lions Club Ground in Mulund and stretched for over 1.5kms. It was supported by people from different walks of life like cancer patients, survivors, cancer support groups, young people from schools and colleges, and senior citizens.

Dr. Anil Heroor, Oncologist, Fortis Hospital Mulund said: “Breast cancer can be simply treated with timely detection. With

Dr. Boman Dabar, Medical Oncologist, Fortis Hospital Mulund said: “Breast health awareness is one of the key issues that the country needs to address. Early diagnosis is the only way to reduce the breast cancer mortality rate. We are therefore trying to drill the process of early mammography and monthly self-examination in women and guide young school and college girls on its significance.”

Dr. S.Narayani, Facility Director, Fortis Hospital Mulund said: “We are proud to organize Think Pink as an initiative towards breast cancer awareness. A lot of groups and communities have helped us with their continued support in this journey. We wish to sincerely thank them for all of it and it is a kind request to continue spreading the word of awareness.”
Percept organizes the 5th edition of Goa Super Sixes

Percept concluded the 5th edition of its annual inter corporate cricket tournament - Goa Super Sixes (GSS). Top corporates across the world came together for the tournament last month at the Taj Exotica in Goa. This corporate cricket property was executed by Percept Sports & Entertainment, a division of Percept.

Harindra Singh, Vice-Chairman & Managing Director, Percept Limited, said: “Though the concept of ‘Super Sixes’ is quite popular internationally, the uniqueness and novelty of the ‘Goa Super Sixes’ is that it involves India’s biggest corporate honchos coming together on the idyllic beaches of Goa over a period of three days to celebrate the popular sport of cricket and engage in a friendly yet competitive bout of games to vie for the coveted championship title. The tournament offered a unique and fun-filled version of the game of cricket that aims to combine the passion for the sport along with the serene yet festive ambience of Goa.”

In its fifth season this year, 11 corporate cricket teams from India and overseas battled it out for the coveted GSS championship title. Players comprised business leaders from the corporate world along with renowned personalities from Bollywood and cricket. The event also had the presence of Tourism Minister of Goa, Dilip Parulekar, who officially announced the start of the tournament.


Puma organizes interactive ‘Race Off With Nico’ event

With the F1 races concluding in Noida last weekend, Mercedes AMG Petronas Formula One Team driver Nico Rosberg took some time off on Oct. 23 at Blue Frog in Delhi to meet with ardent motorsport fans at an event hosted by Puma. Having executed events for Puma previously, Cream Events was given the mandate to execute this too.

Nilesh Gurav, Head - Operations, Cream Events said: “We had to promote the Puma Mercedes AMG collection and Puma’s association with Nico Rosberg, since Puma is the official sponsor of the Mercedes AMG. We also had to create enough awareness through digital platform and get enough media recognition on the association and buildup of the event involving motorsport enthusiasts to participate for the contest to meet Nico Rosberg. We put together the whole event on the logistics.”

Puma picked 10 racing fanatics as winners after a nationwide digital hunt on Twitter. Fans were asked to ‘race virtually’ using ‘#raceoffwithnico’ and those with the highest number of correct answers were then given the opportunity to meet the racer. The winners took part in a time-trial in an F1 simulator and the two fastest competitors got the chance to battle against Rosberg himself in the simulator. The winners got felicitated by him as well. The star also entertained questions from the media and the audience, sharing some valuable tips on racing and his unique experiences on the F1 circuit.

Nico Rosberg said: “It’s always nice to spend some time with my supporters and it was great to see how passionate they all are about F1 and the Mercedes AMG team. The competition winners showed some impressive driving skills in the simulator.”
Maximus engages in on-ground promotion of fitness and breast cancer awareness

With Pinkathon, MegaPink and Oxfam Trailwalker, Maximus Events has been encouraging healthy living among individuals across India.

By Tina Thakrar

Maximus MICE and Media Solutions has been engaging in sporting events to encourage citizens of India to maintain a fit and healthy lifestyle. Through its flagship properties, Pinkathon and MegaPink, and its collaboration with Oxfam India for the Oxfam Trailwalker Mumbai 2013, the agency aims to achieve its objective of encouraging men and women to take up fitness as a lifestyle and spreading awareness and education among women about breast cancer, its causes and prevention.

Pinkathon
Maximus MICE and Media Solutions’ flagship event, Pinkathon – Run to Lead will see its 2nd edition on Dec. 15 in Mumbai. Maximus Events has joined hands with the Women’s Cancer Initiative (WCI) led by Deveika Bhojwani and the Tata Memorial Hospital for the unique initiative. The event will see around 3000 women as participants, running the 10k run. Awareness for the twin causes of women’s wellness and dealing with breast cancer are being further enhanced through integrated activities on social media and peripheral promotional ground events.

Similar to the 1st edition, well-known Red FM 93.5 RJ Malishka will be the mascot for the run in Mumbai. Gul Panag has been signed on as the official brand ambassador for the event, which has also garnered support from some of the leading brands in the country like Adidas. All proceeds from the sponsorship and donations received will be used only for the expenses incurred in organizing and marketing the event, and by the WCI in its fight against breast cancer.

Also, in a first for the publishing industry, Pinkathon has tied up with author Gauri Jayaram’s debut novel Wise Enough to be Foolish, a fictionalized memoir, to raise funds for WCI as part of sales proceeds from the book get donated to Pinkathon’s cause.

MegaPink
On the morning of Nov. 24, Maximus MICE and Media Solutions held MegaPink simultaneously in 40 cities across India. Similar to Pinkathon, the concept of this event was to get together runners from all over the country to come and run on one single day, at the same time for the same cause - breast cancer awareness.
Speaking about the main aim of organizing MegaPink, Reema Sanghavi, MD, Maximus MICE and Media Solutions, said: “The purpose of MegaPink is two-fold; to create more awareness for women’s health by getting more women to walk and run in safe environments with local groups in towns and cities across India and to encourage interaction from runners in smaller cities and towns with the larger running community. We are also creating awareness for breast cancer, through MegaPink and Pinkathon.”

Both Pinkathon and MegaPink are properties of Maximus MICE and Media Solutions; MegaPink is an initiative promoted by Pinkathon. While Pinkathon is a 10k running event for women across four Indian cities, MegaPink is a 3k run for men and women across 40 Indian cities.

Maximus invited ambassadors to nominate their city to be a part of the MegaPink, and thus saw about 7000 runners across the country come out to run on the Sunday morning. Though the 3k run targeted only men and women, children were also seen participating in the event. The event has been developed to explore the power and potential of social media to amplify the message and reach of an event like the Pinkathon in a country like India. For this cause, Maximus adopted the motto and pledge – Never give up!

All cities in MegaPink came on board for the event through Facebook, where event pages were created for each city and all those who registered, joined the event page of their city as well. There was even a MegaPink group where all communication between city ambassadors took place. MegaPink had both online and offline registrations. Event pages for each city were created, banners were posted online, and all city ambassadors helped spread the message for the cause.

**Oxfam Trailwalker Mumbai 2013**

Maximus Events also collaborated with Oxfam India to organize the Mumbai edition of a fund raising event titled Oxfam Trailwalker. The event was held from the Nov. 15 to 17 on a 100km trail that stretched from Garudmaachi, Mulshi to Lonavala. After two successful Bengaluru editions, Oxfam India decided to bring the 48-hour Trailwalker challenge to Mumbai.

“Oxfam Trailwalker is an initiative to get more people involved in the task of improving the lives of people around them and giving back to the society. It helps support Oxfam’s work with the marginalized communities to fight poverty and injustice.”

Deepa Ghosh
Director - Communication and Events, Oxfam India
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Vijay Bokadia: +91 9007069698 / +91 9831669698

vijay@mokshevents.com

Shashi Bokadia: +91 9830930123 / +91 9820930122

shashi@mokshevents.com

www.mokshevents.com

shows@madgitart.com +919007069698
Commenting on the main idea of bringing the initiative to Mumbai, Deepa Ghosh, Director - Communication and Events, Oxfam India, said: “Oxfam Trailwalker is a flagship fundraising event of Oxfam across the globe. It helps support Oxfam’s work with the marginalized communities to fight poverty and injustice. Oxfam Trailwalker is an initiative to get more people involved in the task of improving the lives of people around them and giving back to the society.”

For Trailwalker in India, Oxfam India involved IMRB to conduct a market research to understand which cities could be engaged for the initiative. As per the study, the two cities suggested were Bengaluru and Mumbai. Currently, Oxfam India supports over 160 NGOs in India. Part of the funds collected from this initiative would be used to support projects on Violence Against Women and Tribal issues.

The target audience for the event was largely corporate as globally, Oxfam Trailwalker is considered as a team building activity. Within corporate houses, there were both, inter and intra departmental teams. Besides these, teams of family members, friends and neighbors also joined in to take advantage of the bonding opportunity.

When asked about how Oxfam’s societal message was given out at the event, Ghosh said: “The walkers at the event had already been fundraising on causes of their choice. Along the trail, messages were displayed on violence against women, small farmer issues, tribal issues and other causes that Oxfam works on - an attempt to sensitise the walkers as well as make people aware of the urgency of the work to be done in these areas.”

Explaining the elaborate planning that went into the event, Ashish Jain, Head - Production and Operations, Maximus MICE and Media Solutions, said: “We had to do multiple visits of two days each with different vendors to get all logistics right, explaining the location to each supervisor. We sent a team 10 days in advance to deal with all local villagers, arrange for food and beverages for all labor and vendors during the setup period. During the setup we organized camping tents to rest/sleep for the labor, security and other staff working on the event. During the activity, a vigilance team was setup between start and finish point up and down to check any shortfall and issues at any checkpoint so things could be arranged immediately from the closest possible area.”

The event was flagged off by Nisha Agrawal, CEO, Oxfam India, Deepa Ghosh, Director - Marketing and Communications and actor and runner Milind Soman. A total of 70 teams participated in the event and 29 full teams completed the trail. The total fundraising till date has been over Rs. 56 Lakh.
Take Solutions sponsors the first ever India Golf Awards

Encompass Events was appointed by GolfingIndian.com to execute the event which recognized and rewarded the best in golf.

By Dharm Patel

The first ever India Golf Awards took place on Nov. 5 at The Oberoi in Gurgaon. Golfing portal GolfingIndian.com initiated the property to recognize and reward the game’s best ambassadors across the spectrum of professionals and amateurs. Encompass Events was appointed to execute the event.

Speaking about the property, Shaili Chopra, Founder, GolfingIndian.com, said: “We strongly feel there is a need to recognize golfing excellence beyond tournaments and championships. We want to set new benchmarks and create pathways to bring about positive change to promote golf in the country. The very best in the game got the recognition they deserve as for the first time golfing corporate honchos, celebrities, bureaucrats, national leaders were rewarded for their game on the same stage as golf’s professional maestros from India and the world in a bespoke and stylized ceremony.”

With Take Solutions as the title sponsor, the awards were also supported by three principal sponsors – Lufthansa, The Oberoi (Gurgaon) and Nitesh Estates. The associate partners were Audi and Mauritius Tourism, GQ India was the exclusive magazine partner, style partner was Indian Terrain, print partner was Mint, invites partner was Asap.co.in, outdoor partner was Posterscope, newspaper partner was Sunday Guardian, broadcast partners were NDTV Good Times and Ten Golf, prize partners were Callaway, SRF and Da Milano, research partner was Technopak and evening partner was Dewar’s.

“Shaili Chopra
Founder, GolfingIndian.com

“The very best in the game got the recognition they deserve as for the first time golfing corporate honchos, celebrities, bureaucrats, national leaders were rewarded for their game on the same stage as golf’s professional maestros from India and the world in a bespoke and stylized ceremony.”

Winners and attendees at the first ever Indian Golf Awards
The objective of the awards is to not only recognize and reward the best in golf but also promote golf in a rapidly changing business, leisure and recreational environment. Golf being a premium sport, and one that is gaining popularity in India, GolfingIndian.com felt the need to gather the crème de la crème of the country’s golf fraternity, recognize their skills, reward the golfing stars from all walks of life, and celebrate their achievement.

Encompass planned the entire event keeping in mind the mandates of making this event a great experience for the 200 attendees which included golfing corporate honchos, celebrities, bureaucrats, national leaders, socialites, journalists and of course golfers. With Take Solutions as the title sponsor, the awards were also supported by three principal sponsors - Lufthansa, The Oberoi (Gurgaon) and Nitesh Estates. The associate partners were Audi, Mauritius Tourism and GQ India among others.

After registration and an opening AV, the emcee called Shaili Chopra on stage for her opening address. After the opening, the emcee invited presenters for the awards. Awards in 19 categories were given out through the event. Between the awards were a couple of AVs, a stand up act by Papa CJ and a panel discussion. After Jeev Milkha’s AV played, the vote of thanks and sponsor mentions took place, before the event culminated with a cocktail soiree.

Speaking about the association between the GolfingIndian.com and Encompass, Radhika Bubna, Senior Manager - Client Services, Encompass Events said: “India Golf Awards 2013 has been a first for the GolfingIndian.com, and we’re thrilled to have been given the opportunity to execute the event. GolfingIndian.com has worked with Encompass for the first time. Basis the credentials and the word of mouth in the industry, Encompass was approached with the concept and was asked to bring the same to life. We thank Shaili Chopra for her faith in Encompass and trust this to be the beginning of a long lasting and fruitful relationship with GolfingIndian.com”

Explaining a few of the tasks Encompass had to complete, Bubna said: “We had to design and fabricate a stunning set that kept up with the perceived image of the sport. We had to create an AV that spoke about the sport of golf, its gaining popularity in the country, the need to recognize and reward the skills of players from all walks of life, the jury evaluating the skills of each nomination, sponsors who have enabled Golfing Indian.com to bring to fruition the concept. There were many last minute changes on the event in terms of sponsor empanelment, timelines, etc. hence all event collaterals went in for printing one night prior to the event.”

Commenting on Encompass’ execution, Chopra said: “It gives me great pleasure to have collaborated with Encompass for my first event. As a team, they have been able to understand the requirements and that has reflected in the execution as well. The event has received appreciation from golfers, corporates, socialites and many more. The team’s hand on approach was complemented by the willingness to be open to suggestions and changes as the process reached its final stages, and we all are looking forward to the live telecast of the show.”

Here is what some of the partners had to say about the event:

**HR Srinivasan, Vice Chairman, Take Solutions**
"It was a superlative platform for golfing stars from all walks of life. We have supported the game throughout and we felt the awards will also set new benchmarks and create pathways to bring about positive change to promote golf in a rapidly changing business, leisure and recreational environment."

**Sangeeta Sharma, Head of Marketing, Lufthansa**
“We are delighted to partner with golfingindian.com for the India Golf Awards. Our partnership with this premier platform is a natural extension of our outreach to the new global Indian looking for a distinguished travel experience."

**Kapil Chopra, President, The Oberoi Group**
“Since its opening, The Oberoi (Gurgaon) has been the preferred choice for discerning guests. The association with India Golf Awards gives us an opportunity to showcase our legendary service and provide an extraordinary experience to guests, who appreciate the finer things in life."

**A spokesperson from Nitesh Estates**
“The awards are a perfect positioning for the brand. Our properties aim to reach those people who have made it big and golf is a great indicator of their passion and past time. We are excited with the association.”
The International Children’s Film Festival India (ICFFI), also known as The Golden Elephant, is a biennial festival that aims to bring delightful and imaginative national and international children’s cinema to young audiences in India. It is a property of Children’s Film Society India (CFSI), which is currently chaired by renowned director and actor Amole Gupte. Every two years, the festival begins on Nov. 14/Children’s Day and concludes on Nov. 20. Inaugurated by actor Ranbir Kapoor and poet Gulzar, the 18th edition of the fest took place at Lalitha Kala Thoranam in Hyderabad. It was executed by Innovatus Entertainment Networks and saw over 150,000 children and 80 adult delegates. About 150 features, shorts, live action and animation films were screened over the seven days.

It was attended by children, film professionals, state dignitaries and foreign delegates. It saw the presence of Andhra Pradesh’s CM, Minister of State I&B and other ministers of cabinet. They mentioned that the state gave a subsidy of 35 lakhs and exemption of tax. The festival kicked off with the cultural opening ceremony and saw many open forums, discussions, activities, entertainment acts, workshops, etc. There were acts by Darshheel Safary, Saloni Daini, Bad Salsa, Invocation, Pasha troupe, etc. The festival also supported the work of children’s filmmakers by rewarding them for their dedication and talent.

The exhibition stall was built at a height of 16 ft., with a mezzanine floor. The exterior structure was made of wooden panels, and the interiors comprised cement walls. Although the initial design was sent in by Natuzzi’s in-house team from Italy, Pegasus Events was in charge of laying it out as per their brief.

Sandeep Eathalpaka, Assistant General Manager, Pegasus Events, said: “Since we were informed about this stall only 10 days prior to the main event, pre-fabrication could not be done. Secondly, a few pillars were brought in, to support the ceiling, which was not a part of the initial design. The original design was sent from Italy, so sourcing paint colours to match the specifications wasn’t easy.”

For latest updates on events and on-ground promotions from across India, log on to www.eventfaqs.com

Ranbir Kapoor and Gulzar inaugurate the 18th ICFFI

Natuzzi Italia displays designer products at Economic Times Acetech 2013

FICCI organizes MEBC for the South Indian entertainment industry
The Indian Society of Advertisers organizes the VUCA Global CEO Conference

The event, managed by Encompass and E4M, saw speakers from Tata, Unilever, Cadbury, Vodafone, etc.

By Dharm Patel

The Indian Society of Advertisers (ISA) recently held the VUCA Global CEO Conference at The Leela in Mumbai. The event was executed by Encompass Events in partnership with Exchange4media, televised on ET Now and sponsored by media channels Star and Zee.

The speakers at the event included Paul Polman (CEO, Unilever Global), R. Gopalakrishnan (Director, Tata Sons), Marten Pieters (CEO, Vodafone India), Manu Anand (President - India and South Asia - Mondelez International; Managing Director, Cadbury India) and Ravi Kant (Vice Chairman, Tata Motors). The panelists included officials from Hindustan Unilever, Idea Cellular, Raymond, Facebook, Colgate-Palmolive, Cadbury, Agro Tech Foods, Hero Motocorp, Godrej Consumer Products, Infogain, Max Life Insurance and of course ISA and E4M.

Speaking about the event, Paulomi Dhawan, Chairperson - Events Committee, ISA said: "Our aim is to promote and safeguard the rights of its members to communicate freely with their customers, and to protect consumers by ensuring advertising and marketing communications are conducted responsibly. ISA's aim was to help companies understand the principles they need to follow in a changing uncertain world. We wanted to create an opportunity for the media and advertising professionals to interact with Unilever Global's CEO (Paul Polman) and other distinguished speakers."

The event was attended by 250 people including corporates from the advertising/marketing industry and personnel from print/electronic media. The theme was 'Navigating a VUCA World' where V - Volatility, U - Uncertainty, C - Complexity, A - Ambiguity. The event opened with the lamp lighting ceremony followed by a series of presentations, speeches and panel discussions, which were juxtaposed with sponsor AVs.

Encompass executed and ran the show from end-to-end, planned the entire event keeping in mind the ISA's objectives of the conference and the mandates of the sponsors associated with the event. The agency had to design and fabricate a set incorporating elements from the VUCA logo, provide technical support keeping in mind the requirements of all the speakers/panelists and present them appropriately to the audience.

Commenting on Encompass' execution, Dhawan said: "It is our great pleasure to have collaborated with Encompass for our event. As a team, they have been able to understand the requirements and that has reflected in the execution as well. The event has received appreciation from all corporates who attended it."
The Thinkers @ Think Fest 2013

Brian Tellis and Roshan Abbas share their views and experience of being at the third edition of Think Fest.

The third edition of Think Fest was held at Grand Hyatt, Bambolim, Goa from November 8 – 10, this year.

There were mixed reactions to the fest, with a lot of people lamenting the absence of Newsweek, the original collaborators with Tehelka and NDTV from the panel of interviewers. People also felt that there too many sessions crammed in the 3-day fest and that it left little time for people to reflect on and assimilate the outcome of the proceedings.

There were a galaxy of speakers representing Politics, Technology, Science, Literature, Medicine, Environment, Pop Culture, Business, Media, Religion, Sport, Cinema, People’s movements, and The Arts – disciplines that impact human affairs. This year saw Amitabh Bachchan, Robert De Niro, Gary Kasporov, Medha Patkar, Nandan Nilekani, Shekhar Kapur, Tina Brown and Vijay Mallya to name a few.

EVENTFAQS caught up with Brian Tellis and Roshan Abbas who attended Think 2013 to get their impressions on the event.

Brian - By and large I thought the fest was good, and broadly speaking, the concept resonates well with its TG. It’s also unique in the space of festivals. It is a fest that sets your mind thinking, and that is a good start!

Roshan - It took three editions of Think Fest for me to fall out of love with a concept I have championed and fought with my friends about. Year One, Think Fest was organic and semi structured. You had a seat in the hall but could step out to the lawns for a conversation. There was space. To think, to talk, to just lie back and run a conversation through your mind!

In the second year, I got a sense that this was dangerously heading the IIC and IHC route. Delhi has an ability to plant its flag and trumpet its arrival everywhere and it seemed they had all descended with their entourage to Goa. The cultural Diaspora that made for year one was missing. There was a struggle for seats.

This year, I felt that it was a disaster. The Newsweek and NDTV interviewers were conspicuous by their absence. Can three people conduct in-depth interview with 40-60 people over 3 days and do justice? To me it is not possible. Also having paid 35,000 for the event I felt grossly cheated as there was a lack of everything. Seats, water, food, broadband feeds failed. I wrote a strongly worded letter to which I have till to receive a reply. Think died, for I feel the organisers had such a head rush that they forgot the participant. The festival was over sponsored. Each meal, each session, each speaker. And then to sell more tickets than seats! I attended day 2 and 3 and left after De Niro’s session. “It was the day the music died!!

Is Think Fest an extension of the Tehelka brand? Comment on relevance / audience engagement.

Brian - Tehelka to me stands for investigative journalism, and the fest also speaks an investigative language...gets into certain areas and probes those areas...hopes to come up with answers. So there’s a fair bit of relevance.

Roshan - Actually it started as a Newsweek/Tehelka idea. In year one there were chats of them partnering. Tina Brown managed to get some of the international speakers and of course Tarun and Shoma’s network helped. The involvement of NDTV made for a diverse set of interviewers too. For the patron founder members of Tehelka, the festival was free. Entry to the fest for students in year one was free too. The quality of speakers and ideas made it wonderful and really lifted the brand image. Can’t say the same about this edition!

Can you comment on the management of the event by the Tehelka team?

Brian - It was not bad. Though I am not complaining, it left a little to be desired, and they could lifted the standard a bit more! People and crowd management could have been better, the signage could have been better with increased focus on the lounges. For instance, if I were in the foyer / lobby, there weren’t too many things telling me what to watch out next or alerting me on what is coming up.
third day when it was his turn to speak, he never spoke. It would be less disappointing if he had missed the session as he was ill.

Even the interviewer, Shoma Chaudhury could have done a better job! The audience expected interesting and incisive questioning from a headliner and a star of that stature, and not in monosyllables.

Some of the sessions were brilliant. There was a lot varied content. Some of which I could relate to and some of which I couldn’t. I cannot hold that against the organizers. Although I have to mention, I thought they came to the table with a certain agenda. How can one call it a debate, when the TV moderator is more fiercely opinionated than the panelist? The moderator needs to be fairer. It is not fair to the audience, if the moderator is not able to allow the panelists to express their opinion clearly.

Roshan - Having an investigative journalist interview a movie star is a bad move. I would have and Mr Bachchan and him in conversation. De Niro is a shy person. You don’t attack him with questions that jog his memory. You ease him into the conversation. Shoma couldn’t do that and so it was an anticlimax. Towards the end he spoke warmly of Tribeca. I would have opened with that.

Your favorite take back / memory from Think Fest. What's not working for the event?
Brian - To me, Shoma Chaudhury, was the highlight of the event. I thought she was extremely well informed as she had done her homework. She has great domain knowledge and has an uncanny ability to paraphrase things well. The big challenge of any moderator is to bring the best out from the interviewee, collate and process the information and link it well with the audience. What I think could be better, as mentioned before as the management of logistics, notification, F&B, and placement of some facilities like the library. Mind you, but this is just constructive criticism. Being from the business, these areas jumped out at me. But they were small and I guess I am being picky. I also thought there was too much content packed in a short time, trying to justify the monetary investment. One could not reflect and digest any session.

Roshan - Well my favourite take back was when Naseer sahib finished his brilliant reading of a Manto short story ‘Toba Tek Singh’ though I overheard a conversation where people were discussing that he should have read something more internationally palatable, and easy. Someone even asked “Who is Manto?”...a part of me died. To me, Think Fest had become a Delhi Gymkhana meeting of the Pseudo intellectual elite.

If you were associated with the event, how would you look at the future, growth opportunities for this property?
Brian - They could have had a lot more extensions to the on-stage sessions, maybe have online forums, where delegates can interact with speakers to really soak it in. It has the potential to be much larger. They are sitting on the nucleus of a good one, and maybe more extensions would give the audience more to grasp.

Roshan - If you have adequate sponsors and are giving them returns (which I see very little of) then don’t sell tickets, make it exclusive. The video feed is there for people to consume the conversation. Make registering and getting a seat a matter of pride. If the ticket money is revenue enough, then ensure an experience.

Think Fest could have so many extensions. They have just launched a culture club in Delhi, by invitation only. But with the shadow cast on the brand by recent developments in the news let’s wait and watch.
Developments

THEN Inc. targets experiential, entertainment and education verticals

With a vision to create new industry benchmarks in the experiential, entertainment and education verticals, THEN came into being on Aug. 1 of this year. Spearheading the agency is Deepak Madan, with 18 years experience in the entertainment Industry. THEN is headquartered in Delhi and has a network of offices in Kolkata, Bengaluru, Mumbai and Hong Kong. Five more branches are to be set up by the end of fy 2013-2014.

Madan claimed: “THEN’s key focus is ‘people’. We aim to educate and train fresh talent besides enhancing the quality of their individual life. For this purpose, experienced personnel from HR, training, and personal grooming have already been brought on board. We will always try and bring in innovations and newer ideas to the way we do business. The focus will be training and educating fresher talent and giving and contributing to the industry which is so dear to me.”

Elaborating further, Madan said: “As the name suggests, today marketers are always yearning for more. Therefore the first thought in the genesis of a great idea is what that would do to the brand. There are lots of questions and confusion one goes through, and that is where THEN will fill in the gaps and will go beyond the ordinary.”

Umbrella Aegis provides experiential venues for brands and agencies

Umbrella Aegis is a newly launched agency, founded by Suresh Kumar Kurapaty. With an objective to provide suitable experiential venues to industry members, Umbrella Aegis has a small team in Mumbai and Delhi and is in the process of hiring more experienced professionals. It was officially introduced to the industry in November.

Kurapaty said: “15 years of experience in different segments and various channels convinced me to say ‘it’s the right time’ for myself. Also, there are a lot of strategies that are unexplored and can give better results in the prevailing environment so I needed a better platform in the industry. Although it’s difficult to make clients work with a new and different set of people, Umbrella Aegis will be able to make a mark in the industry soon. We will be going step by step, first making a foray into metropolitan cities.”

3rd Rock Entertainment announces new developments in India and US

In order to celebrate different genres of music, +91 Music, a division of 3rd Rock Entertainment, has launched an Indie music property called Jam Box. An exclusive launch event was conducted at Zouk Bar and Grill in Mumbai on Nov. 14.

3rd Rock announced the opening of its office division in New York called 3rd Rock International. After Mumbai, London and Dubai, this is the agency’s fourth division. 3rd Rock also announced its partial stake in the launch of a new global Bollywood channel called Awesome TV. The channel will stream live telecast of the internet, and has 3rd Rock as the strategic partner.

Aarnav Shirsat, Chief Managing Director, 3rd Rock Entertainment, said: “Our new division will step into Bollywood and Hollywood movie promotions in the US. It will also create new IPs with +91 for the audience there. Awesome Internet Television (AIT) is the first television network that will stream live telecast on the internet taking television to new heights. The content will be from US, UK, Dubai and India.”
Monaco targets MICE, luxury, and wedding segments in India

The Monaco Government Tourist and Convention Authority is targeting MICE luxury and wedding segments in India. India is an emerging market for Monaco and has been recording a steady increase in the tourist arrivals in day-visitors, room-nights and MICE movements since the past few years. The authority recently concluded its travel trade roadshows in Mumbai, Bengaluru and Delhi. The events were a hit in the travel trade and enjoyed a housie game based on destination Monaco.

Monaco offers one-stop-coordination facility for all MICE related queries and very special offers to ensure that MICE organizers get the best deals. The authority has been putting its best foot forward to attract and support business groups from various industries in India. The principality has recently launched its new MICE campaign stating ‘Your event needs Monaco’ keeping in view the much talked about capability and expertise that the destination offers to make every event a success.

Venues

JW Marriott Hotels & Resorts debuts in New Delhi

JW Marriott Hotels & Resorts opened its fifth hotel in India with the debut of the 523-room JW Marriott Hotel New Delhi Aerocity. Located in close proximity to Gurgaon, this hotel will offer guests a front seat to Aerocity, the emerging upscale business and leisure district of the capital. The hotel aims to offer guests a luxury experience paired with elegance and approachability. Apart from serving the luxury business traveller, the hotel is well placed to secure a large slice of the increasingly important MICE market. Located within driving distance of prominent business hubs in Delhi and Gurgaon and in close proximity to the airport, the hotel will feature one of the city’s largest meeting and conference facilities - including eight separate meeting rooms - measuring 2,302 square meters of total convention space.

Accor announces the opening of Novotel Ahmedabad

Accor has announced the opening of Novotel Ahmedabad, the seventh Novotel to open in India. Accor entered India with the Novotel Hyderabad Convention Centre in 2006 and has now grown to 23 hotels. This hotel will offer 184 guest rooms and suites, meeting spaces augmented by the latest technology and interesting dining and recreation options. With growing MICE demand in India, Accor is in a continual process of upgrading its MICE facilities in India. The hotel will further strengthen the growing MICE network at the Novotel hotels. The property offers flexible banquet offerings - occupying an area of over 10,000 sq. ft. of indoor and outdoor space, with the Crystal Ballroom further divided into Crystal I and II for small gatherings besides 4 multi-functional meeting rooms.

Prague Convention Bureau rejoices with MICE incentives

After several years of Prague Convention Bureau’s (PCB) efforts, the incentive support for large international conventions held in Prague was finally approved by the Prague City Council recently. Grants (incentive support) are intended for non-profit organization congresses with 1,500 and more delegates, at least 50% of them being from abroad.

Other criteria are to spend minimum of two nights in Prague and recommendation from Prague Convention Bureau. Organizations can acquire 250 CZK (approx. 10 EUR per participant) up to 1 million CZK (approx. 40,000 EUR) per event. This subvention can be used towards the venue rent or welcome reception. This significant subvention plan came two years after Prague City Council approved incentive for congress organizers in the form of free public transport for congresses with more than 500 participants. The city representatives supported the development of Prague’s congress industry by this strategic step.

JW Marriott Hotels & Resorts opened its fifth hotel in India with the debut of the 523-room JW Marriott Hotel New Delhi Aerocity. Located in close proximity to Gurgaon, this hotel will offer guests a front seat to Aerocity, the emerging upscale business and leisure district of the capital. The hotel aims to offer guests a luxury experience paired with elegance and approachability. Apart from serving the luxury business traveller, the hotel is well placed to secure a large slice of the increasingly important MICE market. Located within driving distance of prominent business hubs in Delhi and Gurgaon and in close proximity to the airport, the hotel will feature one of the city’s largest meeting and conference facilities - including eight separate meeting rooms - measuring 2,302 square meters of total convention space.

Accor has announced the opening of Novotel Ahmedabad, the seventh Novotel to open in India. Accor entered India with the Novotel Hyderabad Convention Centre in 2006 and has now grown to 23 hotels. This hotel will offer 184 guest rooms and suites, meeting spaces augmented by the latest technology and interesting dining and recreation options. With growing MICE demand in India, Accor is in a continual process of upgrading its MICE facilities in India. The hotel will further strengthen the growing MICE network at the Novotel hotels. The property offers flexible banquet offerings - occupying an area of over 10,000 sq. ft. of indoor and outdoor space, with the Crystal Ballroom further divided into Crystal I and II for small gatherings besides 4 multi-functional meeting rooms.
Staying relevant is really the only way a property can survive with every consecutive edition. With the WOW Awards this begins right from the time we announce the categories for a subsequent year of the platform. The entry to the WOW Awards 2014 is open, starting December 15, 2013 to January 31, 2014.

Previous editions have seen the acknowledgement of some very interesting engagement activities undertaken by brands, planned and executed to near perfection by the event planners and executioners. But as always, its only fun if we can raise the bar a little higher! The categories of the WOW Awards 2014 will allow participants the chance to showcase every format and innovation in a brand experience campaign they have been a part of. That’s not all; this sixth edition is fueling those dynamic and innovative thinkers that dare to go a step further. There’s an added impetus to acknowledging Intellectual Properties this year at WOW, with an entire segment dedicated to these experiential platforms.

WOW Awards 2013 received 720 entries across 28 categories through 260 entrants and 416 brands and 93 winners emerged across these. This year participants will vie for honours across segments including Brand Activation, Sponsorship Marketing, Stakeholder Engagement, Entertainment / Lifestyle and of course, Intellectual Property.

Weather participation goes up or not, we’re ensuring the fight for supremacy will get fiercer! And to help us do this, we have on our side, experts from across industries, representing brands that challenge themselves by adopting the experiential route. The WOW Awards is honoured and pleased to announce jury chairperson, Ranjivjot Singh, Head Marketing, Printing and Personal Systems Group, Hewlett Packard India Sales Pvt. Ltd.

Ranjiv is responsible to lead marketing for Hewlett-Packard’s brands in PPS’s portfolio spanning across consumers, businesses, governments and society. In his previous assignment, he was the Chief Marketing Officer – Consumer & Online with Microsoft India. In his 7 and a half years at Microsoft, he held multiple leadership roles in Marketing across Consumer and Commercial businesses.

Ranjiv has over 20 years of sales and marketing experience with his career spanning across industries including technology, telecommunication, consumer products and FMCG. Ranjiv has also served as Vice President - Global Services and Corporate Communication with Ericsson India Pvt Ltd and was also the Director – Mobile Phones in Ericsson where he co-founded the Indian Cellular Association.

Ranjiv started his career as a management trainee with Hindustan Lever (Unilever). He was also Head of Marketing for Levi Strauss India Pvt. Ltd. He has a MMS Degree with specialization in Marketing from Mumbai University.
ExM exchanged a few questions with Ranjiv on the ever-growing importance and understanding of experiential marketing in a brand’s story. Excerpts below…

Experiential Marketing: no longer an add-on to the marketing strategy but a strategy in itself. Please comment.

The entire marketing framework on which marketers work is continually evolving. Marketers are now working on a three-structured pyramid, where they are making a big bet at the top of the pyramid to create a larger impression of the brand and what the brand really stands for; big hits at the mid-level of the pyramid to announce new product solutions, new categories and also capture initial interest of the consumer; and finally, the last mile, where specifications and demonstrations come into the picture. It is important that experiential marketing is at each of these stages to create a perfect connect with the consumer. In the technology space particularly, where life cycle of differentiation on product features is becoming shorter, it is the consumer experience of the product, its benefits & the way it is presented – be it online or offline that is driving consideration.

Could you elaborate on the role of experiential marketing in HP? How has this changed in the last 5 years?

A lot has changed in the last five years in terms of technology advancements, internet penetration and social media engagement. HP PPS relies on experiential marketing to build a connect with consumers. For instance, realizing that social networking sites such as Facebook and Twitter are dominated by youth who are constantly online, we use our Facebook page to not just talk about our new products and offers, but to engage in two way conversations with fans on topics such as, music, fashion, sport and the environment. This has helped us build brand affinity and the one million fan milestone we hit this year. We launched and activated HP Connected Music with Universal Music and Hungama as entertainment is one of the key pillars of our marketing strategy. Our ‘money can’t buy experience’ campaign worked well with consumers as it allowed access to various contests where users won prizes in front of pass and music concert tickets. At HP, we are increasingly driving efforts to the last 3 clicks & last 3 feet. It is about managing the consumer experience at the “moment of truth” when he/she is actively searching & evaluating products that we want to create a wow experience for him/her.

How can acknowledgement platforms like the WOW Awards, help in the growth and development of the industry it represents?

I would like to congratulate the organizers of WOW Awards for this great initiative. The industry needs a platform like this to recognize, celebrate and learn from the great work being produced by marketing and creative teams across categories.

Ranjiv has over 20 years of sales and marketing experience with his career spanning across industries including technology, telecommunication, consumer products and FMCG. Ranjiv has also served as Vice President - Global Services and Corporate Communication with Ericsson India Pvt Ltd and was also the Director – Mobile Phones in Ericsson where he co-founded the Indian Cellular Association.

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## Categories and Entry Criteria:

### Brand Activation

<table>
<thead>
<tr>
<th>1. On-ground Promotion of the year for Brand Awareness</th>
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<tbody>
<tr>
<td>A brand promotion involving engagement with an audience, allowing an opportunity to know more about the brand or sample the brand’s product/service.</td>
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<table>
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<tr>
<th>2. On-ground Promotion of the year for Sales Volume</th>
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<tbody>
<tr>
<td>A brand promotion involving engagement with an audience, allowing an opportunity to purchase/place an order for the brand’s product/service.</td>
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<tr>
<th>3. Small Budget on-ground promotion of the Year</th>
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<tr>
<td>An on-ground brand promotion with the total promotion budget of Rs. 50,000/- or less in each city/town.</td>
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<tr>
<th>4. Contact Program of the Year (school/college/society/community/youth)</th>
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<tbody>
<tr>
<td>A brand promotion that involves identifying a group of individuals and creating a promotion/activation within the community of the target group. E.g. schools, colleges (other institutions), residential societies, cultural communities or other similar communities.</td>
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<tr>
<th>5. Launch Event of the Year</th>
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<tr>
<td>A live event involving the announcement / inauguration / introduction of a new product / service to a relevant TG.</td>
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<tr>
<th>6. Rural engagement programme of the Year</th>
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<tr>
<td>A brand engagement campaign specifically targeted to audiences in small towns and villages.</td>
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<tr>
<th>7. Exhibition Presence / Stall of the Year</th>
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<tr>
<td>Promotion of a brand through an exhibition platform with multiple-participants. Exhibition presence would be needed to be highlighted where other, competing brands / services are also showcasing within the same platform.</td>
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<thead>
<tr>
<th>8. Brand Experience of the Year (best use of experiential marketing)</th>
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<tbody>
<tr>
<td>A campaign that exemplifies the use of the experiential marketing medium in the best manner with the objective of promoting a brand.</td>
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<tr>
<th>9. Co-branded campaign of the Year</th>
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<tr>
<td>A campaign involving 2 or more brands coming together to promote their product / service to a common target audience. (co-branding with a media brand, or 2 luxury brands coming together to promote to a certain high-end target group)</td>
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<tr>
<th>10. Integrated Media Campaign of the Year by a Brand</th>
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<tbody>
<tr>
<td>A brand promotion campaign that involves the use of at least two other mediums along with the on-ground activation/promotion/event.</td>
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<tr>
<th>11. CSR activity / programme of the Year</th>
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<tbody>
<tr>
<td>An activation created with the objective of a brand promoting/supporting or creating awareness about a social cause.</td>
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### Sponsorship Marketing

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<tr>
<th>12. Brand Association with a LIVE Platform</th>
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<tbody>
<tr>
<td>A brand association with a live event property – entertainment / lifestyle / sports / business. This association could be either through sponsorship, partnership or when a brand uses the event platform for activations.</td>
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<tr>
<th>13. Advertiser - Funded Program of the Year with on-ground connect</th>
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<tr>
<td>An advertiser-funded program that amplifies a brand experience.</td>
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### Stakeholder Engagement

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<tr>
<th>14. Incentive Tour of the Year</th>
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<tr>
<td>A program designed for any stakeholder (employee, dealer, trade) of a company with the objective to incentivise/motivate/recognize.</td>
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</table>
15. Conference of the Year
A program designed for any stakeholder (employee, dealer, trade) of a company with the objective to educate/impart knowledge/train.

16. Event of the Year
An experience designed for any stakeholder (employee, dealer, trade) of a company with the objective to celebrate an achievement/milestone/other momentous occasions.

17. B2B marketing programme of the Year
A campaign designed to engage with any stakeholder (employee, dealer, trade) of a company with the objective to communicate brand message.

**Industry Conventions & Exhibitions**

18. Exhibition of the Year
A platform that involves the showcase of various stakeholders relevant to a certain association/industry. The objective of the event is to showcase as many participants of a certain industry/association under one platform.

19. Convention of the Year
A business-to-business / knowledge platform that involves the engagement of various stakeholders relevant to a certain association / industry. The objective of the event is knowledge exchange amongst experts from a select industry / association under one platform. This could include an exhibition as part of the elements in the convention.

**Entertainment / Lifestyle**

20. Entertainment Event of the Year
A live event, with the main aspect of engagement being entertainment for the audience present at the event.

21. Lifestyle Event of the Year
A live event, with the main aspect of engagement being to showcase art / creativity.

22. Sports Event of the Year
A live event, with the main aspect of engagement being a sport / sports.

**Intellectual Property**
The event / activation must be an intellectual property of the creator / conceptualiser.

23. Rural engagement Property of the Year
A sustainable, engagement platform specifically targeted to audiences in small towns and villages.

24. Entertainment Property of the Year
A sustainable, engagement platform entered around entertainment.

25. Sport Property of the Year
A sustainable, engagement platform centered around a sport / sports.

26. Lifestyle Property of the Year
A sustainable, engagement platform centered around showcase of art / culture / creativity.

27. Business / B-2-B / Knowledge exchange Property of the Year
A sustainable, B-2-B engagement platform for business / knowledge exchange.

28. New Property of the Year
An on-ground event / activation that has been created within the year and is recurring in nature.

29. Televised Property of the Year
An event property that is created for television content.

More updates on the process, categories and jury confirmations will be made available on www.eventfaqs.com/wowawards
Will technology sound the death knell

By Tina Thakrar

Technology is going to play a major part in promoting techniques like Experiential Shopping as the Indian audience is getting more technology friendly every passing day. This process mainly looks at engaging the consumer and invoking his interest in the marketed product. Inducing consumer behavior and requirement is also easy using technological support.

Considering the short attention span of the present-day consumer, technology comes in handy as it quickly engages the emotions and interest of the target consumer, hence involving them in the whole marketing process, which is a key part of experiential marketing. Multimedia advertisements viewed on T.V and online channels have proved a blessing for marketers who aim to make customers act on their impulse to buy a particular product. At retail outlets too, technology improves the overall consumer experience by allowing the manufacturers to provide live demonstrations to prospective buyers. Technology is a definite impetus towards experiential shopping. It will completely change the shopping experience of consumers in the coming years.

Sarthak Seth
GM - Brand & Marketing Communications, Panasonic India

In this day and age, brands are trying to outdo each other when it comes to reaching out to their target market. It is the way customers experience the brand each time that makes an impact on their minds and helps with purchasing decisions. Experiential marketing has found its way into the marketing mix and brands use offline activities as well as online innovations to help customers with the brand experience. Technology today will only enhance the consumer experience and give more options to marketers to create exceptional activations for consumers.

I would like to quote a very apt example here - to bring the people of India and Pakistan closer, Coca-Cola used ‘Small World Machines’ placed in malls in New Delhi and Lahore. Through 3D touch-screens, shoppers in both countries were encouraged to interact with their counterparts. They could join hands, wave, draw peace signs, and even dance together. At the end of it, the machine dispensed a can of Coca-Cola to each one. It took the ‘Open Happiness’ concept to an entirely new level. Nautica is looking to leverage technology to take the consumer experience to next level as well.
Will technology sound the death knell of ideation or will it give it an impetus?

Advancement in technology is a steep upward sloping graph, growing with accelerating speed. Integrating newer technology with experiential marketing is sure to generate far superior user experiences thus resulting in deeper and more meaningful relationships with brands. Technology enables faster, real time interactions with customers and opens up a whole new realm of marketing that perfectly marries old school techniques with new age tools.

For an event we conducted for Hewlett Packard, advanced technological techniques enabled us to bring the product features to life and depict the exact brand message. Similarly, for Puma Creative Factory, we developed a new shoe customization concept that blended virtual and real elements to deliver an authentic sneaker design experience. As for Blackberrys Sharp Nights progressive, a 270 degree projection screen, motion graphics and amalgamation of elements resembling ‘Sharp’ supported the event concept. Hence, the possibilities are limitless with the advent of newer, better and faster creations taking ideation and visualization to the next level.

In my opinion, technology can only be an impetus to ideation, not a replacement. In the events space, technology is a medium of communication to put across a brand message that resonates with the audience even after the event is over. Technology is optimally used when its advantages and disadvantages are carefully understood, and ideas are fine tuned to suit its capabilities.

As event managers, it is important is to identify whether the technology medium is relevant to give out the intended message. Clients demand value, and are willing to deal with increased costs for customized messages. There has been a lot of positive development in the field of technology, and content creation has to catch up with this fast-paced growth.

For the launch of Titan’s SKINN perfumes, we used mediums that helped communicate the story of the development of a perfume line, which compelled the audience to focus on the idea rather than on the technology. Ultimately, the right technology combined with the correct line of thought is the perfect fit for a well-rounded event.
Cottam’s Success Curry: ‘The Power of Setting Intentions, Outcomes, and Service’

By Kevin Cottam, ACC, BSc

Kevin Cottam, a Canadian based in Singapore is a global Motivational Speaker, Performance Mastery Coach and works in the areas of maximizing Performance and Creativity. He has spoken internationally at many MICE events, GIBTM, EIBTM, MPI and Site Conferences. He recently toured with the SITE India Chapter to promote the value of SITE and the importance of Innovation. www.kevincottam.com

When you are preparing to attend a trade show, a MICE conference, or a meeting in general, there are three things you might want to consider to assist you in your meetings ‘well-being’ success experience. They are setting Intentions, Outcomes and Service (IOS).

1. Prepare, Prepare, Prepare by taking the time to go through the IOS for the whole event and for each meeting.
2. Be careful not to change the IO during the event, as this can throw you off your direction.
3. Smile a lot and experience, experience, experience!

Certainly add to you mental, physical, emotional and social well-being. So it is a ‘double whammy’ – success and feeling great about what you are doing.

I = Intentions: Whenever you are heading to a meeting, I know that you are setting up your meetings and getting everything scheduled. Fabulous. Are you setting an Intention for the whole event, social networking and for your pre-planned and spontaneous meetings in general? You can have a variety of Intentions. You may ask yourself, ‘What is an Intention’? An Intention is something that you ‘be’, a point on the horizon, something to achieve. It is the qualitative experience. It usually starts with ‘to have...’ or ‘to be...’ For example, ‘to be satisfied with the whole event’, ‘to have productive meetings that lead to contracts’, ‘to smile and be vibrant even when I am exhausted after my 100th meeting’. The Intention sets the environment of how you want to ‘show up’ to your meetings.

O = Outcomes: Yes, you set outcomes to estimate your ROI. Congratulations. An outcome is something that you ‘have’, a quantitative analysis of what is linked to achieving your Intention. This again is energy and connected to your mental and emotional well-being. Why? Because if your Outcomes are not achieved with respect to the intentions you have set, you then leave yourself open to sadness, feeling unsuccessful and perhaps even a failure. Not good energy or healthy at all. Setting realistic outcomes that are achievable and push you a little to go past what you think might be achievable, is vital for the meetings success experience. For example, ‘I want to collect 50 business cards that are potential leads’; ‘I want to seal 5 contracts’; ‘I will get invited to speak at the next conference’.

S = Service: This is the most important piece of your meetings success experience. Why because this is exactly what most people energetically do not think about. Service is holistic and a full circle. When you are considering your Intentions and Outcomes then ask yourself, ‘What is this in Service of? How will this service my company? How will this serve me or my team? This is the feeling piece. When you are doing service there is clear sense of well-being to yourself and to/for others. It is about how you are feeling, emotional well-being. It is important to know how you want to feel/be when you go into the events, during and when you come out away from the event. This is SERVICE. Set this up front before you get there. Know clearly, ‘what this event is in Service to your company, clients, yourself and your team?’ Then, have super fun with this experience.

Cottam’s Success Curry check-up!

1. Prepare, Prepare, Prepare by taking the time to go through the IOS for the whole event and for each meeting.
2. Be careful not to change the IO during the event, as this can throw you off your direction.
3. Smile a lot and experience, experience, experience!
God is in the Detail!

At the London Olympics, the bar was raised even higher – something very difficult to do, given the fact that each Olympics edition is phenomenal in its degree of organisation.

- Existing venues had to be identified and spruced up and new ones built, to host the 26 sports, encompassing 39 disciplines.
- Additionally, an entire games village with its associated infrastructure was to be constructed, to house over 10000 athletes plus accompanying officials, from 204 countries.
- Transport infrastructure and other utilities around London had to be refurbished; while public transportation systems had to be meticulously planned and operated, to ensure seamless movement of contingents and spectators.
- Nearly 8000 unpaid volunteers had to be recruited, trained and managed, beginning eight years in advance.
- The logistics and sale of over 8 mn tickets had to be planned and managed on a worldwide scale.
- In an era of terrorist threats, security to the extent of over 10000 police officers and 13500 armed forces personnel had to be organised.
- Over 500 cultural events needed to be conceptualised, curated and executed for the opening and closing ceremonies – a task that spanned over four years of preparation.
- Of course, the running of the Games itself. Co-ordinating 10568 athletes from 204 countries for 302 events, culminating in over 900 medals.
- Most importantly, determining and appointing an inspirational leader – they could not have scored better there, with legendary middle distance star from the 1980s, Lord Sebastian Coe.

For me, events of this scale and grandeur drive home the point of meticulous detail more than anything else. As experiential professionals whose energies are spent primarily in planning events, the 2012 London Olympics, serves as an excellent paradigm and point of reference.

The take-homes are there for all of us who wish to hone our craft further...

- When approaching a project, one must have extreme clarity of purpose by way of a well-defined objective.
- It is very important to have an organizational chart that earmarks robust and effective teams to marshal various areas of work.
- It is crucial to factor in enough time, not just for the roll-out, but for contingencies as well. For, as we all know, contingencies are a given in this business.
- Finally it is critical to have inspirational leadership.

But, if we give every one of our assignments – large or small – the respect and attention it needs to succeed, we would be creating mini versions of Olympics, and earning the adulation of admiring peers and participants.

And, oh yes, you cannot export all responsibility to God. Because, it is in your power to ensure that God is in the details.
TechEase: “The Plan B”

By Payal Shah Karwa

Remember the scene from the film Band Bajaa Baraat in which Anushka and Ranveer are struggling to un-jam the floor disc motor on which the bride and the groom are supposed to revolve! It’s a moment which every event professional would have experienced in some form or the other. It’s called technical failure, I call it Murphy’s Law.

And just like Newton’s law of gravity never fails, Murphy’s Law is the next most efficient Law to work especially for the Event Management community. So I went around with a pen and paper in hand speaking to a few professionals about similar experiences and what did they do to overcome the crises? Did they have a Plan B ready and if not did they conjure up one to save the event?

Says Domnic Fernandes - GM Operations - Grips Proevents Pvt. Ltd

“Once while conducting a Kailash Kher live performance, our Avolite (light) mixer crashed minutes before he was to step on stage. Yes it was natural to panic, but we kept our presence of mind and immediately setup the alternative light mixer within a span of ten minutes.

Meanwhile we asked Kailash to start with slow numbers and make did with a few parcans which seemed like mood lighting to go with his slow rhythm. And the audience did not notice the glitch at all!”

Another instance of how they issue a Plan B we got from him “We were all set to launch a brand using the ‘glass-shattering’ method. Since we cannot do a dry-run for this method we would always run a risk of a tech glitch. To avoid this we placed one of our people dressed in black to camouflage him, with a hammer in hand. He was instructed in case the glass did not shatter he would trigger the mechanism by breaking it manually. That was our Plan B!”

Rahul Karwa, Ex-VP - DDB MudraMax had an amusing experience at the launch of a sanitaryware brand. “The products were placed onstage and had to be revealed by revolving technology followed by a fashion show. To ensure that the mechanism was working well we rehearsed the same a few times. And before the show was to start the motor jammed and technology went bust!

With less than half hour for the show, it was almost impossible to change the motor. We rushed two people with the wireless sets under the stage and instructed them to move the disc manually when the coordinator instructed. But one of the discs was set at the farthest end of the stage - so we spoke to the fashion choreographer and negotiated a solution with him – that one of his models while walking the ramp would turn the pot around as part of the show. And that was that. On the feet thinking, jugaad, brainwave - whatever you call it, at the end of the day it’s how you ‘turn’ the situation around is what matters’.

A similar experience was quoted by Sachin Haria, Director & Founder of Taksha Events & Exhibitions: During a store launch in a mall, we had placed a 24 x 40 feet screen across the facade which had to display a performance. And for the launch the screen had to move upwards like a curtain rising. And despite the dry runs in client’s presence, at the launch juncture the motor stuck and the screen wouldn’t budge.

So we had to rush a team of production people to go atop the terrace and pull it up manually. That was our Plan B!”

Arif Shaikh, Director of Seven Sigma Experiences used an age-old technology when modern technology failed. During a conference the projector suddenly gave away.

Though the hotel had one of their own it wasn’t of adequate Lumens as required for a large setup. Using their Plan B or jugaad as you might like it; they borrowed a green room mirror and used mirror projection technique to make do for the goof up.

And to cite my own example, when I was heading Events and PR for a media company a few years ago, we were planning our internal networking events. One of them was in a Chattarpur resort in a huge outdoor lawn. The setup was technical intensive with several of our digital screens being placed around the venue; a live performance was to happen and so on. While everything was going smooth, just when the screens and the sound setup were being done, the power went off suddenly. We were sourcing the power from the resort and they did not have backup. We used all our networking skills to arrange for generator vans, and finally managed to get things back on track, just in time!

Different experts, different solutions but the common factor in every Plan B is what we call Jugaad. These are moments which we would laugh off when we look back at them, but they make us smarter and help us make our next event better.

It’s the Kaliyug – or the Tech Age. From Social Media to a larger than life 3D Mapping projection, the Event Industry has lapped up technology like a kid to a fancy toy. Like it or not we rely largely on technology to market, promote, launch, impress or create experiences for brands, successfully. So let’s explore some interesting aspects, the pros and cons of using technology in Events and unique stories about this love-hate relationship between Events and Technology.
I was at a friend’s house the other day for dinner and we got chatting about life. We got a bit philosophical and got discussing value systems prevalent today, the lack of sensitivity and so on. During the flow of the conversation, she narrated an anecdote which moved me and I thought I must share it with you.

In a small village, a little girl playing in the field got lost and could not find her mom or her way home. She started asking a passerby, “Have you seen my Mom?” The passerby replied, “No, but can you tell me how she looks?”...The girl fluttered her eyelids and said, “I don’t know, but she looks beautiful”. “Can you describe her to me? Is she tall, fair, short, fat?” he pressed on. The girl gave him a blank look as she did not understand what he meant and replied “I don’t know, but she looks beautiful”. The man sensing that this was not going to get him anywhere in finding the girl’s mother took her by her hand and led her to a group of farm hands working close by.

He pointed out to the women in the group and asked the girl if she could identify her mother. The girl shook her head vigorously repeating – My mother is beautiful. The man took her close to the group of women, asked them to line-up, like they do for an identification parade in the police station.

The girl was asked to look closely at the women and see if she could spot her Mother. A quick scan and the girl looked up to the man and with an indignant expression saying “No, my mother is beautiful”. One of the women came to the girl, gave her a hug and asked her to describe the Mother so they can find her. The little girl by now was in tears and she sniffled “My mother is beautiful”.

The women gathered around her, exchanging looks of exasperation, trying to arrive at a solution. One of the women said that she would take her home, feed her, calm her down and then ask her once again. Hopefully, the girl would be able to provide a clue to her missing mother. At the lady’s home, the girl refused to eat and kept on sniffing. At her wits’ end, the lady asked her husband to accompany her to the Sarpanch’s home and report this incident.

By this time, word had spread and a small crowd had gathered outside the Sarpanch’s home. The crowd exchanged queries in hushed tones and got a bit restless, as they were both worried as well as frustrated.

As the Sarpanch appealed for calm assuring the crowd that he would try his best to find the girl’s mother, there was a minor commotion as a lady tried to break into the group, separating the gathering crying out “Munni! Munni!”.

All heads turned and they saw this frail young woman, dark complexioned with nondescript features running towards the girl. The girl’s face lit up and she bound towards the woman, screaming “Mama! Mama!”

The Sarpanch and the crowd were both happy and astonished. Happy to see the reunion and astonished that the girl had called this frail, dark complexioned woman with pretty ordinary features as her mother! They recalled the girl saying – My mother is beautiful. The girl was ecstatic as she hugged her sobbing mother tightly. It was a sight to behold.

It so happened that the woman and the girl were passing through the village and they got separated. The woman on realizing that her daughter was not tailing her, went in the opposite direction looking for her daughter and in the process, got lost herself.

This anecdote taught me a few lessons. Never draw conclusions looking at the superficial. There is more to it than meets the eye. Never judge anyone or a situation based on your value system. That may not always be altruistic. And finally, the cliché, Beauty lies in the eyes of the holder!
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Mandira Bedi store launch

Actor, anchor and sports presenter, Mandira Bedi has taken on the role of a fashion designer with the launch her new, flagship store in Mumbai. Named ‘Mandira Bedi’, the store was inaugurated recently in Khar, Mumbai, by Karan Johar. About 40-45 of Bedi’s family, friends and patrons participated in the launch event, which had Ciroc as the official beverage sponsor.

Indian Cinema’s 100th anniversary celebrations

Indo-French Chamber of Commerce & Industry’s (IFCCI) in partnership with Atout France and Ashvin Gidwani Productions hosted a gala dinner celebrating the 100th year of Indian Cinema on Nov. 20 at Taj Mahal Palace in Mumbai. The soirée was graced by Bollywood superstar Amitabh Bachchan and François Richier, the Ambassador of France to India.
NDTV Good Times recently announced the launch of ‘John Abraham: A Simple Life’ which is a show that gives viewers an opportunity to peek into the actor, model and producer’s life. The channel launched the 4-part series at an event at The Westin Hotel in Mumbai on Nov. 13. The event was put together by Impresario, an agency that manages NDTV’s experiential marketing initiatives and on-ground events.

To celebrate Diwali, Phoenix Marketcity hosted a festive shopping evening and dinner within its premises. Organized for specially invited guests and the media only, this ‘retail therapy’ themed event was held on Oct. 30 and culminated with dinner and cocktails at Headquarters (HQs), a gastro-pub within the mall.
Marks & Spencer store launch

Marks & Spencer (M&S) celebrated the official opening of its flagship store in Bandra, Mumbai on Nov. 11 with a party and fashion show. The opening was marked by the visit of Nita Ambani, Bipasha Basu, Sonakshi Sinha and Marc Bolland (Global CEO, Marks & Spencer). Cream Events was chosen to execute this event based on its experience in the niche luxury and lifestyle brand space. About 150 people attended the launch of the 35,000 sq.ft. store.
Shaheed Sammaan Sandhya 2013

Innovations India recently organised the Shaheed Sammaan Sandhya 2013 to salute the Jharkand Police martyrs of Ranchi at Morabadi Stadium. MS Dhoni, Jitender, Shaan, Manoj Tewari, Divya Dutta, Chang, Raju Srivastava were some of the celebrities who performed at the event, expressing their solidarity for the cause.

Metro Motors Autohangar Sir HM Mehta Million Trophy

The Metro Motors Auto Hangar Sir HM Mehta Million Trophy took place on Nov. 24 at the Mahalaxmi Racecourse in Mumbai. It was attended by actor Kangana Ranaut, director Milan Luthria, Mohan Mariwala (MD, Autohangar Group) and Vivek Jain (Chairman, RWITC) as guest of honour for the horse race, with total stakes at 11 lakhs.
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- Sr. Executive - Events & Promotions (Mumbai & Delhi)
- Client Servicing (Mumbai)

Location: Mumbai
Mail CV to hr@cwe.in

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Positions:
- Asst. Manager Business Development (2 positions)
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Location: New Delhi
Mail CV to info@chronicalspecials.com

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- Assistant Client Servicing Manager
- Client Servicing Sr. Executive
- Client Servicing Group Head
- Jr. Conceptualiser (02)

Location: Mumbai
Mail CV to khushbu@pentagonactivation.com

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- AGM Key Accounts - Retail (Job Code: BH/RETAIL) (Gurgaon)
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