

newsletter from executive events

VOL. 1 ISSUE 2 JANUARY 2012

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the **BUZZ** word
in the industry





Raju Kannampuzha
Managing Director

Kerala, the God's Gift of a wonderful state with excellent accessibility, connectivity, diverse nature, world class technology and infrastructure. Let us make full use of this

Dear Friends

Whenever a pioneering effort is done in anything, the response from people concerned decides its future. Thank you for the overwhelming response that all of you have given to EXCITE's the very first edition, the first newsletter in print and electronic format from an event management house in the country. We will take extra care to make sure that every issue meets with the expectation that is demanded by its readers.

I also hope that EXCITE become the voice of the Event Management Industry which is very vast but still unorganised and rather neglected by the government. In Kerala, there are more than 200 large and small event management houses. But the Event management industry as a whole is not organised and recognised in an acceptable level. Looking at the contribution of this industry that provides more than 50,000 direct and indirect employment opportunities with more than 500 service providers and vendors who are having a collective turnover of more than 250 Crores, one can't help but realise that it is high time we got our due from the government and we need to have a proper representation in the government.

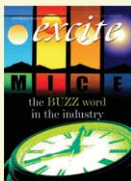
Let us all work towards this, become more organised and unite under a single body that speaks out for all of us in every place where our voice need to be heard. Let us work towards the mutual goal of having a representation in the government, especially when Kerala is rocketing towards being the No.1 M.I.C.E destination. Our industry is all set for a rapid growth in the upcoming years; a golden era is ahead for everyone connected with the Event Management Industry.

Kerala, the God's Gift of a wonderful state with excellent accessibility, connectivity, diverse nature, world class technology and infrastructure, let us make full use of this.

Full speed ahead!

Thanks and regards

Raju Kannampuzha



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executive events™

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Raju Kannampuzha
Managing Editor: **Raju Kannampuzha**
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Corporate Office:

Mahima Building, Kannanthodath Lane,
Valanjambalam, Cochin, Pin: 682 016
Tel: +91- 484 4030537
Telefax: +91 - 484 2377860
email: mail@executivekerala.com
website: www.executivekerala.com

Trivandrum Branch

Mob: 9947044234
email: tm@executivekerala.com

Calicut Branch:

Mob: 9961465582
email: ct@executivekerala.com

Coimbatore Branch

Mob: 09751303229
e-mail: kovai@executivekerala.in

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World Heart Day Celebrations Hridaya Sangamam by Heart Care Foundation



- 01** Chief Justice Jacob Benjamin Koshy presenting the Life Time Achievement Award to Dr. K.Vinodan, Sr. Anesthetist, Medical Trust Hospital Ernakulam.
- 02** Mr. M.R.Ajith Kumar, City Police Commissioner, Kochi, demonstrating CPR in a group training programme for police personal in *Hridaya Sangamam*.
- 03** To support the activities of Heart Care Foundation, especially Save 1000 Hearts Project, a CHARITY BOX was installed at Hotel Le Meridien, Maradu, Kochi. The box was inaugurated by Heart Care Foundation's Brand Ambassador and Cricketer Mr. Sreesanth.



executive events Proud Moments...

Coimbatore Branch Inauguration

Mr. Vinod Kumar, F & B Manager, Le Meridien, Coimbatore, is inaugurating Executive events' Coimbatore branch. Also seen Mr. Raju Kannampuzha, Managing Director, Executive Events.



Excite Newsletter Release

Padmashri Dr. Jose Chacko Periaparam, Chairman, Heart Care Foundation releasing Excite, the newsletter published by Executive Events. Also seen Directors of Executive Events Mr. T. R. Anil Kumar and Mr. C. N. Haridasan.

ISO 9001:2008 Certification

Mr. Raju Kannampuzha receiving the official certificate for ISO 9001:2008 certification from Mr. Paul Antony IAS, Chairman Port Trust. Executive events is the First Event Management company in Kerala to get this prestigious certification.



Theme Weddings

Theme weddings are more appealing both for the guests and the host, as they experience something unconventional keeping the traditional values intact

Theme wedding is the new concept which has hit the Indian marriage market lately and is quickly catching up. Theme weddings are nothing but a different approach to celebrating your marriage. With the help of a theme a wedding ceremony can be made more special and memorable. This is because you blend the elating reality with wild fantasy. The concept is quite popular in the West and has managed to lure couples from India as well. Moreover, theme weddings are more appealing both for the guests and the host, as they experience something unconventional keeping the traditional values intact. For some nice wedding themes, read on.

Monsoon wedding

It is truly unique which includes a rain dance as pre-wedding function. This can be completely a casual affair where all the guests enjoy the rain. Serve hot snacks like *bhajias*, hot coffee and tea etc. A small umbrella can be given as a souvenir.

Vintage wedding

Vintage simply means something being old-fashioned, classical, or from another time. It could be something as simple as wearing your mother's or grandmother's wedding dress, or perhaps using material from an old wedding dress in your newly designed and created designer wedding dress. Everyone will get to feel the past starting from the dress, songs and the dance.

Wild wedding

It can be an enchanted forest theme with bright colors, stringed white lights, butterflies, castles & even fairies can be part of the details in your decoration. For a great outdoors theme, green & brown colors, along with owls, birds, wood & moss are great to enhance the theme. A wilderness lodge theme would include lanterns, aged copper decorations and darker colors such as brown, green & burgundy.



Ocean Wedding

The ocean conjures up images of beauty, majesty, tranquility, and mystery. Your options include the beach itself, a seaside resort or restaurant, onboard a cruise ship or party boat, or even a destination wedding at some lush tropical location. But you can bring the ocean theme to your location no matter where you are by bringing in colors reminiscent of the ocean and objects that will call to mind trips to the sea for all of your guests.

Beach Wedding

In India Beach weddings are also getting popular as the country is home to some of the best beaches in India where couples can experience an ultimate marital bliss. A beach wedding in India is

a perfect venture for those who are adventurous at heart. This offers the most tranquil set up amidst azure sea water and sandy beaches.

Wedding on Meadows

Meadow is a field vegetated primarily by grass and other non-woody plants. This can explore tea gardens and plantations; venue will be full of wildflowers and colors that blend with the theme.

Techno Wedding

The "Techno-wedding" is work rich in esthetic, social, and philosophical significance. It is a real wedding as well as a collaborative and interactive artwork and an experiment in online ritual. i.e., Bride and groom will be legally married in artistic performance combining a civil ceremony conducted and a digital replica of the ceremony, acted out in real time by their digital avatars (in response to input from



movement sensors worn by their flesh-and-blood counterparts) in a surrealistic virtual reality setting. Both versions of the ceremony were webcast simultaneously on the project website, which is set up to accommodate the long-distance participation of certain members of the wedding party as well as interested members of the general public, who could email their messages of congratulations and order flowers or wedding gifts online.

Royal Wedding Themes

Maharaja Style Wedding

Grand procession of gaily decorated camels and elephants welcomes you and your guests; hostesses dressed in colourful Rajasthani costumes honour each guest by performing the traditional, 'aarti' 'tikka' and garlanding ceremonies. Accomplished musicians meanwhile play poignant tunes on the obligatory *Shehnai* (an oboe like wind instrument); folk dancers twirl and posture to timeless tunes that invoke the blessings of the gods for an auspicious wedding; the plethora of dishes, prepared by highly experienced chefs taste like manna from the heavens.

Mughal wedding

Beautiful hostesses welcome each guest by sprinkling *attar* (perfume) and flower petals, liveried retainers usher them courteously into the royal Dining Hall where the

tables groan under the weight of an array of scrumptious Mughal delicacies, served in a manner that truly befits royalty. The guests are attired in traditional *Pagris* (Turbans) and silken *Kurtas*, while the groom is dressed in an embroidered designer *Sherwani*

Rajput Style Wedding

Rajput weddings are reminiscent of the kingly style of a proud warrior race. The bridegroom's party reaches the venue of the wedding with the bridegroom riding a white mare and preceded by a brass band playing lively tunes while retainers carry *mashaals* (flaming torches) to light the way. The bride and her friends have meanwhile participated in the *mehendi* ceremony where their hands and feet are temporarily tattooed with Henna in intricate motifs. The religious part of the ceremony is done under a floral *mandap* (pavilion) that forms a sacred space. ■





MICE - the BUZZ

MICE - Meetings, Incentives, Conventions and Exhibitions - is the buzzword for tourism development today. It is something that every destination is trying to develop. Almost every country in the world has recognised the importance of MICE monetarily as well as impact wise. In this regard almost every country in the world is trying to project itself as a destination that can give the business travellers the best. Most countries who do not have a sound tourism base in terms of natural scenic beauty are in fact trying to develop themselves as major convention and conference centres of the world. More and more countries are trying to hold exhibitions and events; the year round to offset the seasonality of tourism. In this way MICE is an activity that every country should try and develop in order to generate revenue the year round and leave lesser impacts.

GENERAL CONSIDERATIONS

Planning for MICE is something that is quite different in its essence because it requires an understanding of the climate that it evolves and operates in. Both domestic and international meeting, conference and convention tourism including small meetings, training courses, seminars and workshops as well as large conferences and conventions is a very special type of tourism throughout the world. Many countries, regions, cities, resorts and individual hotels have developed conference, convention, meetings or exhibition facilities that are uniquely devoted to this form of tourism.

INFRASTRUCTURE FOR MICE

In view of the recorded and anticipated growth of the MICE there is some concern within the industry about the adequacy of MICE infrastructure, both now and in future. However there is a major hindrance in knowing about the infrastructure because there is a lack of both record keeping and standardized definitions within the industry.

What is needed is a detailed report for determining the adequacy of the existing infrastructure and support services to cater to the present and future needs of the MICE industry. Hence, there is need for:

- Determining the adequacy of support services;
- Identifying any hindrances to the growth of MICE.

One must remember here that major capital investments are needed for developing MICE infrastructure. Hence, it should also generate economic gains for the host society or else investments from the public sector would be difficult. This brings us to the issue of planning.

PLANNING FOR MICE

Planning for MICE requires a lot of coordination, perhaps more than the tourism industry generally. Although, planning for tourism also entails a lot of heads yet planning for MICE is more complicated. Let us see what are the areas that would require a special set of planning as far as MICE is concerned.

VENUES

In MICE, one of the most important aspect is the venue of the meetings, conventions and exhibitions. A large number of destinations do not get much of business that they want because they do not have that kind of venues that are needed for MICE business. For holding international level of meetings, conferences and exhibitions one has to seriously work on the type of venues that are available in the destination. For planning MICE the industry should first consider the following:

Planning for MICE is something that is quite different in its essence because it requires an understanding of the climate that it evolves and operates in





word in the industry

- Determining the number and capacity of existing venues for meetings, conferences and exhibitions;
- Determining the degree of use of these venues;
- Establishing expected future demand for these venues;
- Determining the adequacy of existing venues to meet this expected demand;
- Outlining any serious design faults with existing venues;

Venues should also be properly designed so as to facilitate the guests and let them conduct their business with total concentration.

TRANSPORT

One of the main concerns identified by the industry is regarding transport. And this involves not only ground transport but also air transport. The main problem is related to insufficient and inconvenient airline timetables. However, these airline problems are unlikely to be resolved because MICE market accounts for a very small share of the total airline business. Furthermore the surface transport should also be according to the international standards. This scenario is slightly problematic for the development of MICE.

ACCOMMODATION

Since, MICE is not a seasonal business it has to be planned the entire year round. In this regard, accommodation becomes a very important criterion. MICE tourists usually prefer accommodation setups near their meeting/conference/exhibition venues. Further these accommodation units have to be equipped to handle their business requirements. In the sense, they have to be capable enough to meet the needs of the guest. Things like Fax machines, laptop provisions, internet connections, telex etc. need to be there for this kind of a guest.

Resorts and convention centres specializing in MICE infact provide special training to their staff for handling these business travellers and their equipment like beamers, projectors, etc.

OTHER SUPPORT SERVICES

There are a variety of services (catering, shopping, entertainment and others) that are also a constraint for the industry to develop

and need to be planned to get the optimum benefit from emerging MICE scenario. Again many developing countries are not totally equipped to give the best of facilities to the business travellers. Simple aspects like parking facilities, hoarding boards, mike and sound system all make for a successful meeting, convention and exhibitions/trade shows. The industry has to learn and understand fast so as to develop a MICE destination.

PRIVATE SECTOR AND GOVERNMENT POLICIES

For any country to become a world-class MICE destination support and initiative has to come from both the government and the private sector. Government policies have to be made in such a way that they not only help but also facilitate the development of MICE. The government should support MICE by giving tax holidays to private investors for putting their funds in convention centres. It should subsidise and invest in constructing, maintaining and updating convention centres, trade fair and exhibition halls and meeting venues. The private sector should also realize the immense potential of this sector and do their utmost to bring it forth.

SUSTAINABLE PLANNING FOR MICE

As for the general tourism industry planning for MICE also should be done in a sustainable manner. There are a number of heads that have to be planned from the sustainability point of view so as to ensure maximum returns without any damage.

RESIDENTS VERSUS GUESTS

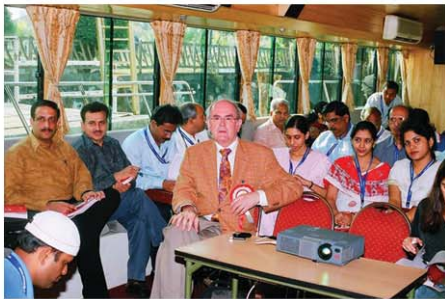
You are aware that any and every activity related to tourism affects the residents or the local population. This is true for MICE also. Although the level of effect may be much lesser than the ordinary touristic activity yet it would have its own effects. While planning trade shows and international exhibitions, the effect on the residents should be kept in mind by the organisers. The carrying capacity of the destination, the adequacy of the parking space, security of the residents, etc. are aspects that all should be kept in consideration.



A Novel MICE Product from Executive Events Conference on Waves

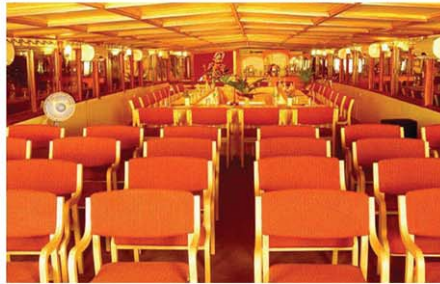
As MICE destinations are expanding all over the world, we realized that the MICE events on multi deck conference houseboats are, for sure, a unique experience.

We are always the pioneers in knowing the pulse of the industry and bring innovative ideas into action. This industry new concept provides us an extensive opportunity to explore the abundant backwater resources of Kerala. The banqueting and conferencing while travelling will be nowadays trend of being extreme professional. Business magnets are



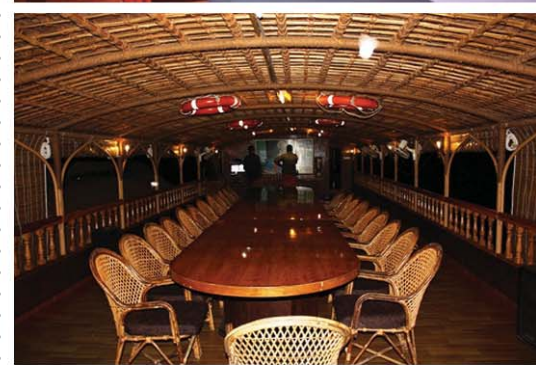
also looking for holding their conferences and business discussions and get together in an eco-friendly environment which is free from suffocating hall and noisy surroundings and away from madding crowds to ensure fruitful deliberations and improved results.

There are fully air conditioned House Boats available which are having magnificent and spacious conference Hall, with a seating capacity of 150 persons, provided with all conference amenities. Double ducker House boats are also available for this floating conference where upper deck is meant for conferencing and A/c ecstastic rooms in the lower deck. Podium, Audio



visual presentation facilities, Public Address System, LCD/OHP, modern lighting arrangements, close circuit TV, Internet facility, Intercom facility etc makes the boat a perfect option for the conference.

Clean and fully equipped international standard cuisine serving ethnic Kerala Specialties and other food and beverages add more colours. Theme dinners like 'fisherman village' or the ambience of 'Kuttandau Village' can also be created in addition to the traditional cultural shows like 'Kathakali' and 'Mohiniyattam'. Skilled and experienced crew, Lifeguards with life saving equipments, Doctors on Call, Fire extinguishers, Fire pump etc generates safer atmosphere inside the boat. Above all floating conference in convention cruise ensures cent percent attendance from beginning to the end since there is no chance for the delegates leaving the conference hall as once left for the cruise returns only after the conclusion of deliberations.





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Some great moments from our album



> Kochi Fashion Week



>>Pep's Annual Dealer meet, Chennai



>> APG Annual Meet



>>Operation Capability Display' by Southern Naval Command

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>>HP Annual Meet



>> Rotary Club of Cochin Midtown



>> Inner Wheel Club of Cochin Midtown



>> SBT Workshop of AGM's



>> IIM Kozhikode Annual convocation



>> EXL Family Meet



>> DACHSER Annual Meet



>> The Raviz launch Kollam



>> Asian Pacific Aquaculture



>> TCS Outpost



>> Kerala Gem & Jewellery show



>> RR KABEL Dealer Meet



>> DAIKIN Dealer Meet

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Corporate Office: Mahima Building, Kannanthat Lane, Valanjambalam
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E mail : info@executivekerala.in, Website : www.executivekerala.in

Kochi
09947058123

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