

newsletter from executive events

# *excite*



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**RAJU KANNAMPUZHA**  
Managing Director

**K**erala, God gifted state with excellent accessibility, connectivity, diversity, world-class technology and infrastructure. Let us make full use of this and create wonderful events.

Designed by : Creative Team, Executive Events



*“Adversity introduces a man to himself.”*

*-Albert Einstein*

Hello,

The financial year 2018 for the Kerala Event industry is ending up with a strong reminder that “Kerala still remains as God's own Country” though it was equivalent to a nightmarish year due to several reasons.

Overlooking the event industry globally, MICE is gaining more popularity worldwide. Though mid 2018 was a challenge for Kerala Tourism Industry due to unexpected flood, with more energy we are back into actions with wider options around in terms of choices and infrastructures. I would say MICE industry brings more growth in business travel. Considering the aspect of rapid growth in tourism and hospitality sectors, MICE rises obtainable incomes for Kerala, a sector where we are still to recover the Magic of it utilizing our existing resources!

Our vast network gives us the unprecedented reach and opportunity to directly touch and promote MICE industry pan Kerala. Starting DERMACON, 2018 was lined up with enormous corporate events, which were a huge success. We could create a benchmark in this industry by extending our wings to an international level, by organizing FOKANA at the United States of America. APICON 2019 was an epic medical conference nearly 9000 delegates, which took place at Cochin in the mid week of February 2019.

Weddings are always a dreamy affair; we want it to be a fairytale which can be cherished eternally. Uniqueness and client satisfaction are what we mainly focus upon and Kerala's infrastructure gives more privilege to make it “Magical”!!!

On this occasion I remember and pay my heartfelt gratitude and appreciations to every individual and organizations that have been pillars of support during the journey. Every action and step we take to make any event a success, you have a bigger role always!

Herewith, I present with pride, EXCITE  
Wishing great success and happiness to all...  
Thank you.

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# MICE TOURISM IN KERALA

MICE tourism is a niche segment in tourism market, which has abundant potential and is gaining significance worldwide due to the growth of tourism.

The term MICE (Meetings, Incentives, Conventions and Exhibitions) represents a sector of tourism which includes business events and activities. Travellers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travellers. These business travellers are connected to different sectors of the tourism and hospitality industry through their MICE activities. MICE is also referred to as 'Meetings or Events Industry'. This segment is accumulation of meetings, conferences, exhibitions, business activity, hotels, airlines, cruise lines, various transportation, travel associations, professional conference organizers, entertainment industries, tourism boards and professionals.

MICE segment is one of the profitable industry, People have gathered to attend meetings, conventions and expositions (exhibition) since the ancient times, mainly for social, sporting, political or religious purposes. As cities became regional centers, the size and frequency of such activities increased and various groups and associations set up regular expositions. The incentive meeting of MICE continues to experience rapid growth as meeting planners and travel agents organize corporate incentive travel

The factors impacting the MICE tourism are:

- ▲ Outstanding infrastructure for Meeting
- ▲ Entertainment, Accommodations ,Tourist spots
- ▲ Excellent connectivity with major worldwide destinations

Kerala's contribution to the MICE pie has been growing considerably in the past few years. However, old bottlenecks, in the form of inadequate infrastructure, support facilities and passive promotions continue to impede the growth in this sunshine sector. There is a need to add a wow factor to the services which we, as a hotel industry can provide. Companies' don't mind spending money for an exceptional experience, as it must act as a motivator for their employees to perform better. But at the same time most MICE groups have clearly defined budgets that have to be kept in mind. In the long run, the Indian market is very dynamic and will remain so, thus contradicting past trends and generating business from unexpected market segments.

We at Executive events experienced a lot in MICE activities ,where we reached our services Internationally ( FOKANA 2018 USA ),and organized the major events in Medical Conference like APICON 2019,USICON 2018 ,ARICON 2018 ,DERMACON 2018 and more which created a benchmark and fame to bring us more reference from different parts of India .And this we extended our services to Protocol events that was a huge success and created an impact in event marketing . We extended our roots to many areas with new strategy plans hence we hold a good number of events till 2020 (NAPCON 2019 ,USICON 2020 ,LTSICON 2019 ,EUASSO 2019 etc) . Our success is our skills and services which we provide for each event . We focus in planning, coordinating, executing , setting up and activating event spaces of any magnitude including providing all related event services to make the event venue fully and smoothly operational with on time delivery of all the requirements and we create a platform to solve and support clients with 24x7 services .



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# DREAM OF A BRIDE

*“Creating  
Moments of  
Excitements”*



Any function which is properly conceived, planned, created, assessed and implemented is called Events! An Event Management is an art which brings life to any function through a series of well-thought-out plans and tasks by the management team.

When it comes to **Weddings**, it's the most exciting and rewarding job on this planet as it includes creativity, excitements, planning and most of the time nothing quite like – buzz - of delivering a “Sparkling Live Show” without much of rehearsals. Every function is different from one another.

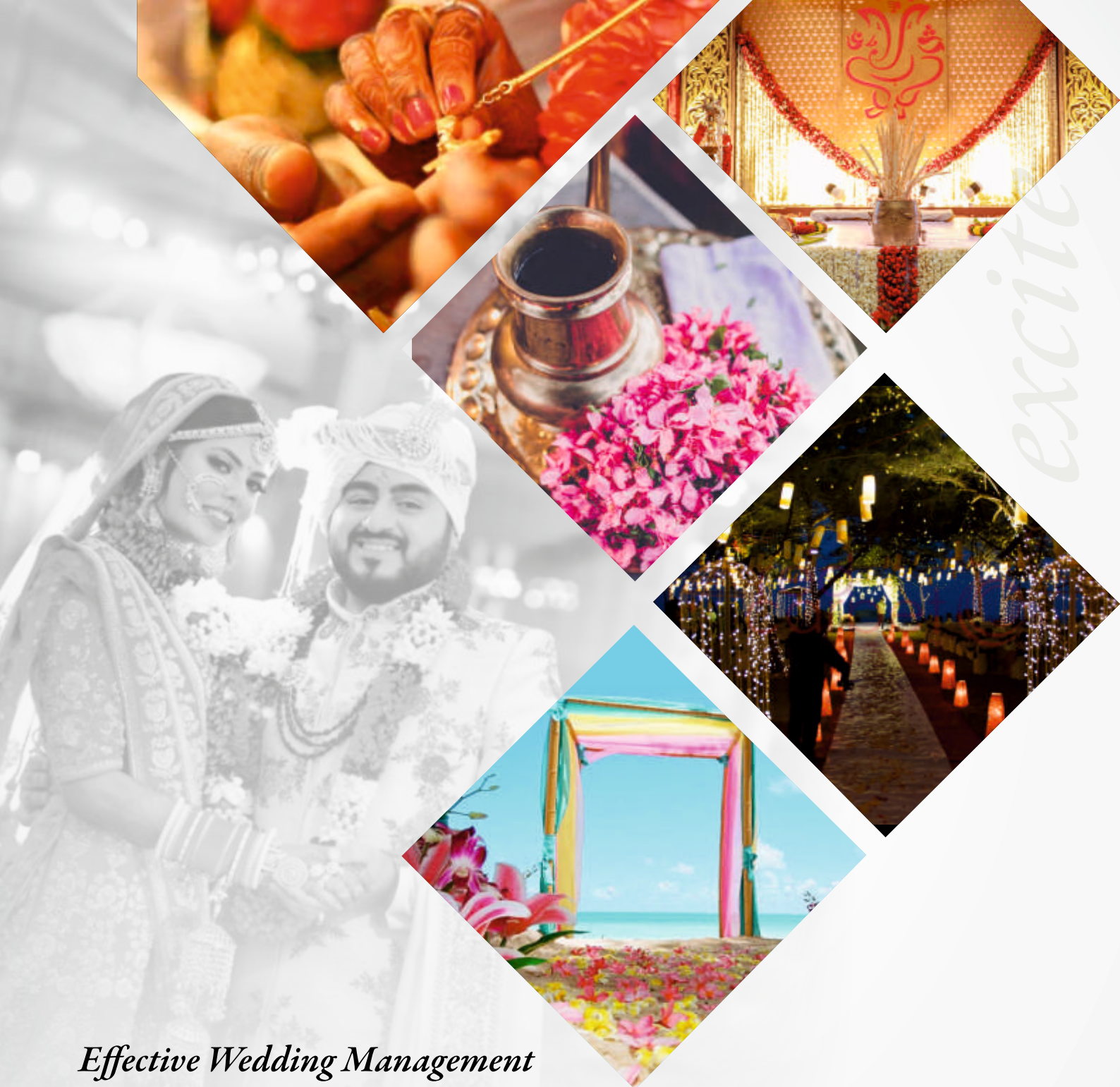
Often, a bride has a dream of what her wedding is supposed to look like. This dream includes experiencing the latest collection of Indian ethnic wears, Indo-westerns, jewellery & accessories, a glow of many candles on her aisle, lush green grasslands and palm trees, serene beaches, spectacular hills, or mesmerizing backwaters.

Set amidst waters, away from the hustle and bustle, a houseboat or beach with a wedding dais bathed in hues of all colors and lights is a dream to cherish forever for any bride! With all these dexterities around KERALA offers an exotic destination for any sort of weddings that completes cinematic affair for you!!

## *Planning Is Important*

Determine what has to happen and when for any wedding function involves complex time management, scheduling and coordination of other people's activity – such as digital and technological set up and venue preparation and other entertainments.

Selecting a venue may seem simple but the importance of finding the right venue should not be underestimated. This involves research, contract and cost negotiation and building working relationships. Every wedding event involves a range of suppliers. From florists to lighting, diverse suppliers need contacting, short-listing, costing and finalizing. From there, efficient management of all suppliers, ensuring they fulfill their roles on time and within budget, is essential to the success of the event.



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## *Effective Wedding Management*

When our objectives are clear it brings effective budget management. Delivering a great function is easy with unlimited funds, but great management is required to produce a function within a constrained budget. Every wedding is unique and complex, having many elements contributing to that function. Minor negligence can produce multiple possible points of failures even for a small function. Understanding what the risks are, as each one arising, pre-strategies to minimize risk and developing a robust contingency plan in the event of problems are a non-negotiable task in wedding management as there is no “**Re-take**” happens.

“Think sustainably” is highly an important factor for a wedding manager in conducting any wedding functions. The theme with the intricate décor, planned meticulously has always set the mood and temper right to make it appear “Magical”! Executive Events has the crew, the vendors and the ability to create unique weddings anywhere. We offer you our support and service to create your DREAM WEDDING a reality!

**“We chase Perfection  
We execute Excellence”**



# Glimpses of Events



**3D LAP  
ENDO FUSION  
2019**  
26<sup>th</sup> May 2019

Crowne Plaza,  
Kochi, Kerala

**ICCCON 2019**  
26<sup>th</sup> Annual Conference of  
Indian College of Cardiology.  
20 - 22 September 2019

Le Meridien,  
Kochi, Kerala

**6<sup>th</sup> EUASSO  
CONGRESS**  
12 - 13 October 2019 | Kochi | India

Grand Hyatt Kochi Bolgatty  
Kochi, Kerala

**LTSICON**  
2<sup>nd</sup> Annual meeting of  
Liver Transplantation  
Society of India | K O C H I  
Liver Transplantation: A Multidisciplinary Team Work  
15<sup>th</sup> - 17<sup>th</sup> November 2019

Grand Hyatt Kochi Bolgatty  
Kochi, Kerala

**21<sup>st</sup> napcon 2019**  
Joint National Conference of Indian Chest Society &  
National College of Chest Physicians (I)  
21 - 24 November 2019, Kerala

Grand Hyatt Kochi Bolgatty  
Kochi, Kerala

**USICON**  
53<sup>rd</sup> Annual Conference of Urological Society of India  
23 - 26 January 2020

Grand Hyatt Kochi Bolgatty  
Kochi, Kerala

“ Executive events did splendid team work for APICON 2019, our National Conference of Physicians, 2019 for which we had nearly 9000 delegates .We sincerely appreciate their gracious service and the professionalism showed in communications and deliverables which were always on time .Once again we thank Executive events for the end to end support for APICON 2019 and wish them all the very best for all their future events. ”



◀ **Dr. SREENIVASA KAMATH** ▶  
Organizing Secretary –APICON 2019

“ This has reference to the foundation stone laying ceremony held on 30.10.2018 at the hands of Shri Nitin Gadkari ,Hon'ble Minister for Road Transport Highway & Shipping Govt of India & Hon'ble Chief Minister of Kerala ,Shri Pinarayi Vijayan at KINFRA Stadium Chonadam Eranjoli Thalassery & Project site near ROB Nelishwaram (Pallikara Railway Gate ) Kasargod (Through Video conferencing ) M/s Executive events was the event management company assigned for execution of the event on ground .We would like to express our appreciation and gratitude towards M/s Executive event team for contributing their knowledge ,expertise and experience which led to the success of the programme .The performance of M/s Executive events was excellent .We wish Executive Events all the very best in their future endeavors . ”



◀ **NIRMAL M ZADE** ▶  
DGM(T) & PD, PIU –KOZHIKODE  
NATIONAL HIGHWAYS AUTHORITY OF INDIA

“ We are so happy with the services provided by Executive events for our two events conducted on 2018 ( Indian Psychiatric Society -South Zonal Branch & World Association of Social Psychiatry 2018 ) and appreciate the quality and hospitality of your team work .We are happy to thank team for the end to end services provided for both events . ”



◀ **Dr. ANOOP VINCENT** ▶  
Organizing Secretary  
IPS 2018 ,WASP 2018 –KOCHI

“ This has reference to the protocol event in connection with the VVIP visit of Honourable Prime Minister of India, Shri Narendra Modi to Asramam Maidan, Kollam for the inauguration of Kollam Bypass on NH -66 on 15th January 2019 .M/s Executive Events was the event management company assigned for the planning and execution of the whole event .We would like to express our appreciation and gratitude to Executive events team for contributing your Knowledge,expertise and experience which led to the success of the programme .The performance of Executive events was excellent .We wish Executive events all the very best in their future endeavors . ”



◀ **V V SASTRY** ▶  
REGIONAL OFFICER  
MINISTRY OF ROAD TRANSPORT & HIGHWAYS  
Govt of India, Thiruvananthapuram

“ Executive event personnel were able to convert a rooftop which was absolutely barren to something that was wonderful and met standards for hosting an International event ABIP 2018,they worked efficiently and transformed the place overnight .Their décor was tasteful yet not pricey . They were absolutely open to discussion and accommodated all our last minute requirements and changes without so much as flickering their eyelid .Wonderful people! Great work ethic! I would use them again and would recommend them to other events without hesitation. ”



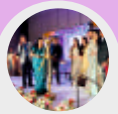
◀ **Dr. ARVIND PERATHUR MD, FCCP** ▶  
Organizing President ABIP 2019  
Department of Pulmonology  
Amrita Institute of Medical Sciences – Kochi

“ Team work of Executive events organized 15<sup>th</sup> India International Gold Convention at Le meridien Kochi on 3-5 August . We sincerely appreciate and thank the whole team for their 24x7 service and the professionalism showed in delivering the success of our event . We really liked the technical and crew support at the end moment challenges and their energy to contribute the event to end up in success. ”



◀ **VINAYAK MEHARWADE** ▶  
Vice President  
Fortell Bussiness Solutions Pvt Ltd

“ Dear Team Executive events,  
First of all, we would like to express our gratitude to you for the wonderful outcome of your efforts Even though you came under demanding situation due to the delay in getting hall for installation ,you could manage the same. Stage design and the setting was wonderful, outside decorations and the flower design were really nice, Music was excellent and all our guests enjoyed.  
In conclusion ,everything went very well and we all had a memorable experience. ”



◀ **PRAMOD KUMAR & ASHA** ▶

“ We are associated with Executive event team for our 3rd -KREEPA GREEN POWER EXPO & TECHNOLOGY CONFERENCE 2018-19 during 13-15 FEB 2019 at BOLGATTY PALACE & ISLAND RESORT –KOCHI.  
We are happy to appreciate the services, communications and other deliverables by their team. We are happy with their support from end to end for all then and there needs for whole three days. ”



◀ **JOSE KALLOOKARAN** ▶  
Secretary -KREEPA 2018-19  
MD -KC KOPAR ENERGY SOLUTIONS Pvt Ltd



Executive Events is a recognised member of:



Kerala Management Association



Kerala Travel Mart



The Cochin Chamber of Commerce & Industry



Event Management Association Kerala



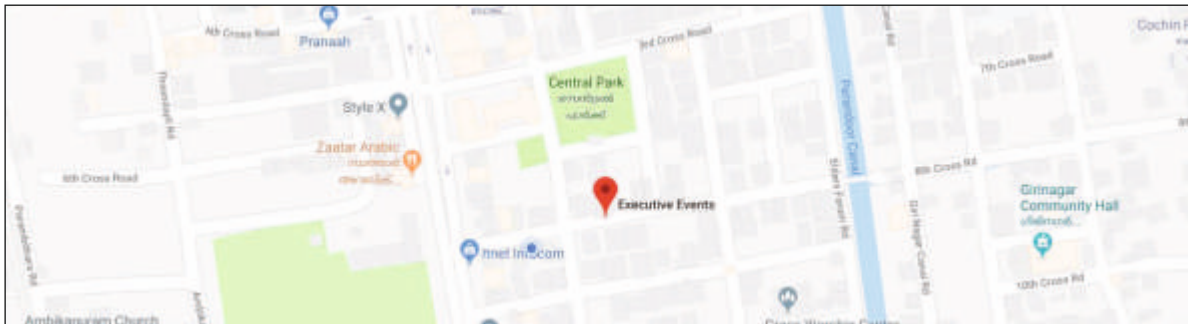
Indian Chamber of Commerce



Business Network International



Kerala Chamber of Commerce



## Products of Executive Events

Shaping your  
wedding dreams  
@



Wholesome solutions  
for medical conference  
@



Exclusive funeral management  
service  
@



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