

newsletter from executive events

Volume I Issue III September 2012

# *excite*



## *Corporate Events*



**Raju Kannampuzha**  
Managing Director

Corporate events are anything from a product launch to an internal staff meets and recognition nights which are executed by a corporate annually

Dear Friends,

On the onset it feels good to be writing this editorial for the third time. We are overwhelmed with the response we are getting from our friends, well-wishers, industry, service providers, associates and clients and I thank them all wholeheartedly.

With this issue we bring to you one of our expertises... Corporate Events! Corporate events are anything from a product launch to an internal staff meets and recognition nights which are executed by a corporate annually. A brand has budgets set for such events every year. A corporate spends a good amount on branding, promotion and launches. The main idea is to keep the brand in the mind of the customers, dealers and associates.

This is also a special one as I would like to share with you all, a piece of news on our division for Travel & Tours; Nature Destinations has been recognized as an accredited Tour Operator by Government of Kerala.

Having Onam just gone by, we executed the world's largest Pookalam for Vivel - Malayalam Manorama. It has been a big challenge and a great achievement for us and we look forward for more...

**Raju Kannampuzha**



newsletter from  
**executive events**

Edited printed and published by  
**Raju Kannampuzha**  
Managing Editor: **Raju Kannampuzha**  
Designed By: The Media Factory  
Printed at : Geo Prints, Ernakulam

**Corporate Office**

Mahima Building, Kannanthodath Lane,  
Valanjambalam, Cochin, Pin: 682 016  
Tel: +91- 484 4030537,  
Telefax: +91 - 484 2377860  
Email: info@executivekerala.in  
Website: www.executiveevents.in

**Trivandrum Branch**

Mob: 9947044234  
Email: trivandrum@executivekerala.in

**Calicut Branch**

Mob: 9961465582  
Email: calicut@executivekerala.in

**Coimbatore Branch**

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

Get back to nature with@

Nature Destinations  
[www.natureindia.net](http://www.natureindia.net)

Click to pick the ideal venue  
for your conference  
@ [www.conferencekerala.com](http://www.conferencekerala.com)

Discover the true essence  
of Kerala @  
[www.keralaculture.com](http://www.keralaculture.com)

Wholesome solutions  
for medical conferences @  
[www.medicon.in](http://www.medicon.in)

Prop up your product@  
[www.mallpro.in](http://www.mallpro.in)

Shaping your wedding dreams@  
[www.v4vivaham.com](http://www.v4vivaham.com)





Various scenes from the play  
'a Midsummer night's dream'

A Midsummer Night's Dreams by William Shakespeare, the latest theatrical piece of Magic Theatre, a non-profitable troupe, staged in view of supporting 'Sadhana Renewal Centre' at Trivandrum for a noble cause. Being a corporate social responsible firm we, Executive Events managed the entire show as a contributory service



## Proud Moments...



Mr. Raju Kannampuzha receiving a memento from Dr. Rony Mathew, the Organising Secretary of NIC 2012.



Dr. K. Sudarsan, the Joint Secretary of ANCIPS 2012 handing over a memento to Mr. Raju Kannampuzha, Managing Director, Executive Events.

"The main partner for making this event a memorable event is Executive Events, headed by Mr. Raju Kannampuzha. For the last one year I've been working with his team and I'm sure that he would be an asset in any of the forth coming conferences and I very strongly recommend Executive events to be the partner of any of the events with us.

**-Dr. Kuruvilla Thomas, Organizing Secretary of ANCIPS.**

"I have been helped by the event management group Executive Events. They have been a source of encouragement; they have done a very professional job and done it to the nth degree possible with their maximum ability. On behalf of the organising committee of ASICON 2011 let me thank the entire team of Executive Events."

**-Dr. Santhosh John Abraham, Organizing Secretary of ASICON.**

"NIC 2012 has been a phenomenal success and it is believed to be the best International Cardiology meet ever held in INDIA. The whole credit of the success of this meet goes to Executive Events. For all the upcoming conferences we would definitely like to seek the help of Executive Events".

**-Dr. P.P. Mohanan, Organising Chairman NIC 2012.**





# CORPORATE EVENTS

A long time ago people who sacrificed their food, sleep, family, laughter and other joys of life were called Saints.. Now they are called event managers. We executive events are the one stop solution for the event management of business and corporate events. With more than 9 years of experience in the field, we have grown far ahead equipped with traditional as well as modern techniques to cater to the diversified needs of the society.

The business community is always on the search of modern sales techniques to promote their sales and we can see long gone are the days with the old method of sales letter on release of new product. A product passes through a long way from its design to production and is molded with utmost efficiency and skill before it is exposed to market. The significance of effective product launch to create a positive tremor in the market has been long recognized by the brilliant business community. We take your dreams to sky height with our team taking care of your 'Logo Design, Media Invitation, Venue décor, ads on Media, Branding and Invitations, Road Shows, innovative logo highlights and your product is launched in the market with its wings to fly.

Dealers Meet and Road Shows are also significant techniques in capturing the market for the business community. Dealers

Meet provide a platform for the companies to directly interact with the dealers as well as inter dealer interaction for, they are the integral part of the selling process. Hence the Dealers Meet has to be carefully and effectively carried out and should have a sound management. We offer services like Invitation design and prints, venue identification, fixing and décor, AV arrangements, providing trainers if required, entertainments, etc. to make the event a success.

In addition to Dealers Meet, Road shows also have a major role in mobilizing the publicity of a product or event and our competence is well proved in this respect. We showcase the purpose supporting with all the requirements including AV arrangements on van, publicity, MC (Male/Female), games, give-aways, gifts, statutory permissions and data generations.

**Executive events as an event management company have its exclusive ways of taking your dreams to sky height with our enthusiastic, expertise team**





We have manifested our position in the phenomenon of conferences and offer an array of activities related to conference conducting whether it is in the field of business, academics, health or corporations. Conferences are a part of strategic marketing for many companies and the publicity coverage of conferences has a great impact in the company's media exposure. With our team expertise we extend our undertakings in all aspects of Conference like Conference bidding, Venue arrangements, Bar coded Registration, Delegate kit, Hospitality arrangements for the Delegates, Conference management, AV arrangements, Gala Dinner, Entertainments, Press Meet, To & Fro Delegate transportation from their accommodation point-airport-railway stations, 24 hrs. travel desk, on-site management, live web cast, live video conferencing from different venues and all unforeseen requirements of the Conference Organizers.

When it comes to navigating the modern trends of customers and capturing the pulse of public, Corporate firms innovate new selling techniques and keep in pace with the society. Team building activities, exhibitions and awards nights has its own implications in building up of in-house relationship as well as relationship with the public in the growing process of corporate companies. Executive Events, the name is well heard as event managers in all these areas. The award nights and team building are well supported by us by providing photographs, Videos, memento / trophy designing, certificates, MC (male/female) activity materials/ participants and other entertainments. We support exhibitions with stall, structures, designs, publicity, media invitations, inauguration, ads, sponsorships, entertainments, food counters and with all the related requirements.

Executive events as an event management company have its exclusive ways of taking your dreams to sky height with our enthusiastic, expertise team.







Wedding is the perfect time to take a vacation that will be cherished for a lifetime. Of all the places in India for a wedding spot, along with palaces and forts of Rajasthan, Goa beaches, Kerala is receiving a lot of enquiries for conducting weddings. Kerala is also the preferred wedding spot over places like Thailand, Malaysia, Indonesia, or any European destinations mainly because it is more affordable and is a good value for money destination.

Kerala, with its coconut palm lined beaches, tranquil stretches of backwaters and houseboats and its unique geographical features is slowly turning out to be a much

# Wedding Destination:

# KERALA



sought after destination of the super rich, who wish to exchange wedding vows in God's Own Country. The National Geographic Traveler selected Kerala as one of the 50 destinations of a lifetime and one of the 13 paradises in the world. It is no surprise if anyone would want to opt to have their wedding done in the seventh heaven itself.

Predominantly Kerala is preferred for its beaches and backwaters and when these are called out for as a theme there's nothing better than an exclusive water-front backdrop for a romantic wedding. Most chosen high end weddings happen at destinations like Kovalam, Kochi and Kumarakom.

The exotic cuisine and culture is another factor that draws couples to have a wedding here in Kerala. And the best part is, you get to choose out of all the tastes of India here itself. Traditional North Indian weddings were held in Kerala with three days celebrations of Sangeet, Mehendi and the wedding reception with typical north Indian dishes and also by giving an

**...with its coconut palm lined beaches, tranquil stretches of backwaters and houseboats and its unique geographical features, Kerala is slowly turning out to be a much sought after destination of the super rich, who wish to exchange wedding vows in God's Own Country**



extra touch of the custom of bringing the groom to the wedding venue atop an elephant. The

newlyweds can enjoy additional services like floral bath, romantic candlelit dinners, a 30 minute couple spa treatment and other luxuries as per their requirements.

Wedding managers like us sit with the clients and discuss their needs and hopes of the wedding and go through event the most minutest of details to ensure that all the needs of the client is met. Moreover we give comprehensive services from airport to airport for the guests.

Staff Reporter ■







# Quality without compromise

**E**xecutive Events is one of the leading event management companies in Kerala. What keeps the company ahead of other similar service providers is the prime importance it gives to quality.

Kerala is fast becoming one of the best Corporate MICE destinations. In this context, international standards have to be adhered in the quality of services. It is exactly what the Executive Events offers. The company thinks that, the service providers need to change from the cliché 'compromise for the client' to 'demand for quality'. That means, what always comes first is the quality.

Most often, event management firms and their clients engage in rate negotiations, which ultimately affect the quality of the service. Executive Events believes that a successful event is the one that maintains the quality despite adjustments in rate settlement. It is in fact the production

wing, the backbone of the entire event management team, which can actually bring about a balance between the expense and quality, by skillfully reducing the cost of production without affecting the quality.

The production unit has a huge role to play in managing the event. They have to take care of a wide range of things, from the size of a nail to the stage, the cloths used, the materials for prints etc., which all make part of an event. In fact, it is these minute aspects which determine the quality of the event. For example, in order to reduce cost, recycled plywood can be used to set up the stage, but the strength of the stage would be risked. If performances which involve exerting pressure on the stage such as dances are included in the programme, the strength of the stage cannot be compromised. Keeping this in mind, Executive Events strives to provide the best in their service at affordable cost.

**Executive Events believes that a successful event is the one that maintains the quality despite adjustments in rate settlement**



# Nature Destinations

The travel and tourism division of Executive Events offer you finest services, charming destinations, exciting activities to fulfilling your travel desires



## 4 Night & 5 Days in Singapore (SIN) & Bintan Island

### Inclusion

- 02 N Accommodation in SIN
- 02 N Accommodation in Bintan Island resort
- Daily Breakfast
- Jurong Bird Park in Singapore
- Half Day Morning SIN city tour on SIC with orchid gardens
- Return airport transfers
- Return Ferry Tickets from SIN Ferry Terminal - Bintan Ferry Terminal

### Exclusion

Air ticket | Visa Charges

## Honeymoon Package



*"Reward your staff with a well earned Luxury Break"*

### Incentive Tours Highlights

Snake boat ride in the backwaters  
Elephant Safari  
Heritage walks in Old Kochi  
Trekking & Excursions  
Kerala ethnic art forms and Entertainment shows  
Kerala cookery shows and delicious food at Virgin Island  
Time for relaxation :  
Spa/Ayurveda

### contact

**Nature Destinations**

Mobile : +91 99616 65581  
+91 99470 58123

+91 97441 75822

Email : [info@natureindia.net](mailto:info@natureindia.net)  
Website : [www.natureindia.net](http://www.natureindia.net)





# Events album

KMML Customer Stockists Meet;  
Taj Gateway Hotel, Kochi



Pepper Awards 2012; Le Meridien, Kochi



Malayala Manorama Online Campus Road Show,  
Flag Off by Dulqar Salman



Malayala Manorama online Campus Shortfilm fest  
Grand finale; Regional Theatre, Thrissur



AVIAL- Live & Loud Concert; Casino Hotel, Kochi



Lupin Mass Marketing Dealer's Meet; The Zuri, Kumarakom



Peps Dealers Meet, Le  
Meridien, Coimbatore





ASICON 2011; Le Meridien, Kochi



KSID Investor Meet;  
Kozhikode



ANCIPS 2012;  
Le Meridien,  
Kochi

Heart Failure Summit;  
Backwater Ripples,  
Kumarakom



Kerala Tourism Event Modification & Beautification  
of Alappuzha Punnamada Finishing Point

Kochi International  
Fashion Week 2012;  
Casino Hotel, Kochi



New Year 2012; Le Meridien, Kochi

Vivel - Malayala Manorama World's largest pookalam



MULTICITY ACTIVITY -  
MALAYALA MANORAMA ONAM  
ON-THE-GO



Chennai



Bangalore

Mumbai



Delhi



# Make the Right Move with Executive Events

The First Event Management Company in Kerala  
to Get ISO 9001 : 2008 Certification

We give a Compilation of Comprehensive Event Management Solutions...

- PR and Media Co-ordination
- Registration Management
- Venue Networking
- Video Conferencing
- Live Telecast
- Event Archives
- Corporate hand-outs and Gifts
- Entertainment
- Venue Decoration
- Conference Management
- Wedding Management
- Venue Constructs
- Web Designing & Development
- Destination Management
- Audio Visual Arrangements
- Designing & Printing
- Hospitality Services

Our Products: \_\_\_\_\_



Group of concern : \_\_\_\_\_



Destination Management



Audio Visual Rental



PR and Media Management



**executive events** 

Providing Smart Event Solutions

A UNIT OF EXEVEENS EVENT MANAGEMENT PVT. LTD.

Corporate Office: Mahima Building, Kannanthodath Lane, Valanjambalam  
Cochin - 682 016. Tel : + 91 - 484 - 4030537, Telefax : + 91 - 484 - 2377860  
E mail : info@executivekerala.in, Website : www.executivekerala.in

Kochi  
09947058123

Calicut  
09961465582

Trivandrum  
09947044234

Coimbatore  
09751303229