

newsletter from executive events

VOL I ISSUE 1 MAY 2011

# *excite*

Create An  
**Unforgettable**  
Impression



**Wedding**  
Managing  
a Grand  
Event



**Raju Kannampuzha**  
Managing Director

Dear Friends,

We are very happy and proud to present before you "Excite", the newsletter from Executive Events.

With your whole-hearted support, within a short span of time, we were able to establish our self in the event management scenario in Kerala. Executive Events is the first event management group in Kerala to get an ISO 9001-2008 certification and "Excite" is our first step into arena of publishing.

Through this publication, we look forward to bring before you the state of affairs and the exciting moments of event management segment. More over it is expected to elucidate you on every nuances of this unique sector.

In this day and age, event management is becoming part and parcel of our life. It is associated with planning, managing and staging special events. It requires professionalism and expertise.

There is a mushrooming of different agencies that carry the tag of event managers, but lack much exposure to this field. This tendency is not that healthy to this field.

Organizing an event requires lot of apt forecast and scheduling. Real hard work, harmonization of materials and manpower, timing, pretty presentation and implementation are vital for this field. We aim to achieve nothing but the contentment of our clients and fulfilment of our guests.

"Excite" is a way to win the hearts of our patrons. This first effort may not be perfect. We welcome your suggestions and contributions to make the forthcoming issues more exciting.

Thanks and regards

**Raju Kannampuzha**



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**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: tvn@executivekerala.com

**Calicut Branch:**

Mob: 9961465582  
email: clt@executivekerala.com

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Managing an event is the most hectic and stressful task. We all want our event to be unique and leave a pleasant impression in heart of attendees. Proper management of event is very crucial, no matter whether its personal or professional as both matters a lot to you.

Event management industry has grown up drastically and dramatically in the last 15 years. With the help of a Event management company, you can outsource and organize the business,



social or both occasion in an effective way.

No matter what is the nature of event, event management companies work hard to make it successful. Starting from conferences, meetings, seminars, exhibitions to wedding and other ceremony, an event management company not only reduce or eliminate your stress but also save time and money.

As nowadays everything is available on internet, you also can



register your event online. To manage and organize events in effective way, event management companies provide the facility of online event management registration. Online event registration



and theme. Online Event registration software make the process simple and also develop a transparency between the event organizer and attendees.

Organize any event without taking help of online Event management software is impossible as it streamlines

## Create an unforgettable IMPRESSION

software helps the organizer in planning, organizing and controlling the execution effectively and efficiently. In order to make the Event management task stress free and simple, the facilities offered by online event management



registration reduce half of the work load of organizer.

You can get your event registered by simple filling up the Online event registration form. In such registration, You can register your event place, time



and settle down all critical issue by simple offering the options to the attendee in the form.

Online event management software should be user friendly and should be updated timely in order to match the market trends.

Its time to enjoy the advancement of technology with online event registration software as it doubles the joy of attendees and reduces headache of event organizers.



## Invision manages the India Showcase at the BRICS Summit

Leaders from Brazil, Russia, India, China and South Africa attended the BRICS Leadership Summit on April 14-15 in China. At the summit, leaders of these emerging economies called for more global influence, urging changes to the world's financial system and to the UN Security Council, and expressed concern about the NATO-led operations in Libya.

As part of the event, a cultural event was organized on the April 14 at Sanya, China. INvision was invited by CCTV, Chinese Central Television, to put up an India Showcase at the event.

Commenting on INvision's role, Gagan Takyar, Director, INvision Entertainment said, "We got in touch with choreographer Swaroop and arranged for a contingent of 14 performers to put up a Bollywood act at the event."

INvision Entertainment also handled the rehearsal videos, costumes and travel arrangements for the 17 member contingent.

## Aston Martin cars launched

Aston Martin, UK based global super luxury car manufacturer, launched its cars in India on April 15 at the Regal Ballroom at Trident Hotel in Mumbai. The event, held in association with Mumbai based Infinity Group, showcased all Aston Martin cars. The event was executed by EMC Events.

Speaking about the launch event, Lalit Choudhary, Co-promoter, Infinity Group said, "Through this launch event, we wanted to target and reach out to high-end customers in India. There was a special setup created at the venue hall wherein the Aston Martin cars were showcased. The cars were unveiled to the audiences during the show by officials driving them onto the ramp."

## Coca Cola India 'Brrr Campaign' executed by Vivify Enterprises

Coca-Cola India, initiated the 'Brrr campaign' which was executed by placing igloos in malls across 18 cities in India, including Gurgaon, Mumbai, Lucknow, Chennai, Chandigarh and Ahmedabad. This is an ongoing campaign and has been planned and executed by Vivify Enterprises.

After a month long trial and error practice of strategising, Vivify Enterprises planned to execute the campaign where the igloos were kept at a low temperature with the help of air conditioning which weighed 9 tonnes and by using industrial split air-conditioners. It was a setup, made up of insulating materials, foam for the icing and were carved with brick designs that acted as a barrier for ambient heat.

## Marketing Solutions manages launch of Sanyo's new line

Sanyo partnered with Marketing Solutions to launch its new line of LCDs and LEDs. Specially designed for the Indian market, the new range was unveiled in a glittering event organized for their trade partners. The range is intended to benefit customers across all segments through various path breaking technologies.

The launch was attended by 200 channel partners from all over the country. Attendees were entertained by a Bollywood item number by Nikita Rawal and dancers from Dynamite and Oorja, while the show was anchored by Miss India finalist, Deepica Sarma.

## Diageo Reserve World Class to organize bartending competition

The Diageo Reserve World Class is a global program that aims to foster excellence in the field of bartending, inspire bartenders to challenge their creative boundaries in mixology, build brand knowledge and elevate customer experience. The finals of this competition will be organised in Mumbai on May 14 and the grand finale will be held in Delhi from July 10 - 14.

For this purpose, the Diageo Reserve World Class will travel to four cities in India - Mumbai, Delhi, Bangalore and Kolkata - where participants will receive extensive training on the finest spirits in the field of mixology.



# BOOM TIME for Kochi tourism

The efforts of the Tourism Department to attract more tourists to the state seems to be bearing fruit. The flow of tourists to Kochi has remained consistent despite the peak tourism season coming to an end.

The Department's tourism packages are well planned and Kerala is projected as the place to be in any time of the year, sources said. Tourists from abroad are flocking to different destinations in the state, mainly Fort Kochi and other tourist spots in the district.

Fort Kochi is one of the most sought after destinations on every tourist's itinerary. It is estimated that about 75 percent of tourists in the state visit Fort Kochi. Among them, tourists from the

US, the UK and Germany form the majority visiting the heritage zone, sources in the Tourism Department said. Many head for Kerala as the temperature in their countries is low in comparison to ours.

According to data compiled by the Tourism Department, the number of foreign tourists who visited the state between January and December 2010 is 6,59,265. This is 18.31 percent more compared to the 5,57,253 tourists who visited the state between January 2009 and December 2010.

The number of domestic tourists was 85,95,075 during 2010 against 79,13,537 during 2009. The increase was only 8.6 percent.

The available data for the period

from January to March 2011 shows that the flow of tourists has not dropped. Sources said that in the past, the flow of tourists used to fall due to unfavourable climatic conditions and epidemics like malaria and dengue. But things have changed and most of the home stays and hotels in Fort Kochi are full.

The number of tourists visiting Kochi peaks between November to February mainly due to Christmas and the Kochi Carnival. Besides, most of the temple festivals are also held during this period. Prem, who is running a home stay in Fort Kochi, said that the response this year is encouraging.

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*Nature Destinations ... the travel and tourism wing of Executive Events, offers you finest services, charming destinations, exciting activities to fulfilling your travel desires*

# God's Own



Kerala, a state on the tropical Malabar Coast, named as one of the ten paradises of the world by the National Geographic Traveler. In the last decades Kerala Tourism was able to transform itself into one of the niche holiday destinations in India. The tag line Kerala- God's Own Country was adopted in its tourism promotions and became synonymous with the state. Today, Kerala Tourism is a global superbrand and regarded as one of the destinations with the highest brand recall.

A touch of beauty, a hint of heritage and a dash of adventure, Nature Destinations brings you the splendor that is Kerala. With niche focus on travelers interested in India and Kerala in particular, whether corporate, group or individual, we hope to make your journey with us, worth your while.

Equipped with professionals who know the lay of the land and have long-standing experience in the field of destination and event management, Nature Destinations lets you explore each destination or activity at your own pace, to get you down to the essence of it. We provide theme based itineraries charted out to gratify your interests and time schedules

Enjoy yourself as you float away on the mystical backwaters of Kerala...relax your senses as your body rejuvenates with the soothing Ayurvedic oils...Nature Destinations caters to your specific needs and helps you make the most of your stay in Kerala. Simply choose from our specially designed travel / event packages to get 'an experience of a lifetime'





## Tour Packages

Nature Destinations offers exclusive theme-based tour packages customized to suit your requirements. We provide professional Destination Management Services that ensure you enjoy a hassle-free tour or event package with us. Some of the popular theme-based tour packages are as follows:

Business Tourism Incentives, Staff get-togethers, Conferences on waves, Get-togethers on sailing houseboats, Exclusive business avenues, Exhibitions, Well-trained professionals, -



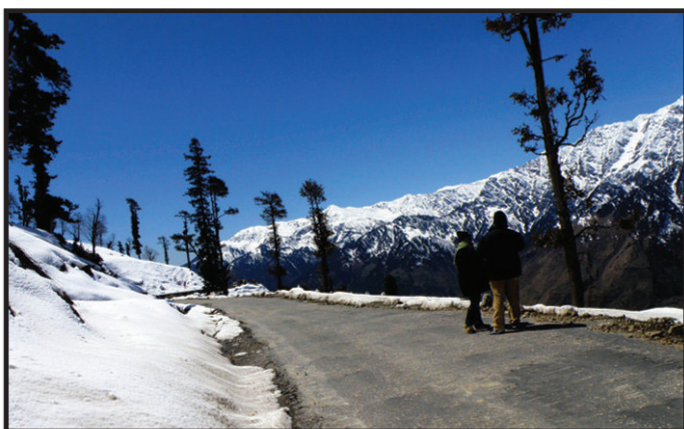
### Delighted 3 Nights and 4 Days - Delhi & Agra

*A*gra Highlights - Taj Mahal, Agra Fort, Sikandara (Akbar's Tomb), Itmad-ud-Daulah Tomb and etc...

Delhi Highlights - Jama Masjid, India Gate, President House, Lotus Temple, Qutub Minar and etc....

Tour Cost - Rs.7900 Per Person (Twin Sharing basis) @ 3 Star Hotels

# Dher Mat Karo, Dilli Chalo...



### Delighted 7 Nights & 8 Days

**Delhi/Shimla/Kulu/ Manali/ Chandigarh/Delhi**

*S*himla Highlights - Viceregal Lodge India's premier academy for higher research, Hanuman Temple, Kufri.

Manali Highlights - Himalayan research institute, Hindu temple of Shiva and Vishnu, Roerich's Art gallery  
Chandigarh Highlights - Rock Garden Botanical Garden, Government museum, Other government buildings

Tour Cost - Rs.20500/- Per Person (Twin Sharing) @ budget Hotels

### Delighted 3 Nights & 4 Days Package - Goa

*G*oa Highlights - Beaches

Inclusions - Three Nights Stay with Break Fast, A/C Transportation (No transportation on leisure days), Staff/Guide Assistance, All applicable Taxes  
Exclusions - Travel Insurance, Airfare & Trainfare, Monuments/Entry Charges, Any other services not specified

Tour Cost - Rs.6,200/- Per Person (Twin Sharing) @ 3 star Hotels,



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**EXCITE 7**



A wedding is no more a home managed affair with family elders single handedly handling all the transactions and executing and organizing all associated events required for organizing a perfect grand wedding. With passage of time these one time traditional weddings have become grandiose with huge amount of expenses incurred by people make the event a memorable one. As such now a days one requires different types of service providers for organizing catering, canopy, flowering, drinks, entertainment so as to efficiently negotiate and execute events and save precious time and resources of

more difficult. As such the time, resources and efforts put in a wedding function have made the marriage ceremony at times a difficult task to manage.

Keeping in mind the multi-religious and multi-culture society, and family tradition; a wedding in India generally includes events like ganesh pooja, engagement, ghari, teeka, sangeet, mehndi, seherabandhi, ghudchadi, jaimala, pheras, vidai, reception etc. As such organizers of a Indian wedding has to take care of many things from initial consultation to budgeting, deciding venues, guest accommodation, theme dcor planning, organize beauticians & henna experts for brides/ grooms, organize transportation, catering/refreshment services, as well as floral and lighting dcor, mandap/canopy and stage, traditional

# Wedding Managing a Grand Event

their clients. In wedding events the responsibility of a wedding organizer is to make the most eventful in a couples life less stressful and enjoyable.

In India a wedding is synonymous with culture and religion with weddings being epitome of divergent wedding styles, customs, traditions, rituals and rites of different Indian communities. As life gets busy and people find free time hard to come by, planning and organizing the wedding has become



In India a wedding is synonymous with culture and religion



attire for bride/groom and guests, photography and video, organizing priests and hiring of elephants and horses for wedding procession. With modern outlooks setting Indian weddings now a days also include skits, folk dances, musical concerts, cultural



performances, DJs nights, fireworks; all this to make the wedding a unique experience and the talk of the town.

A wedding planner works hard to make a wedding as comfortable and luxurious, perfectly scenic as possible. His/her job is to innovatively/creatively design and organize events leading up to the wedding as well as on the wedding day, the most eventful day of a couples life thoroughly enjoyable with no stress and tension as to how the grand event will unfold. A wedding planner

not only visualizes and plans but also organizes and executes the wedding with much lan, perfection with attention to the minutest detail. Patient and hospitable with people friendly attitude is a must for a wedding planner in order to be able to execute a wedding to perfection. A wedding planner has to deal with not only bride or groom but also each and every relative or friend with diplomacy and make efforts to harmonize the grand event to everyones needs, requirements and wishes. A wedding planners job thus is to professionally plan, manage and coordinate a wedding right from traditional sangeet to organizing the honeymoon trip.

A wedding planner also helps his/her clients to cut down costs of organizing a wedding using to his/her good contacts and networks with vendors of marriage related services and materials be it photographers, caterers, hoteliers, makeup artists, videographers, florists, jewelers, musicians, temples,



banquets halls, and musicians to travel agents and negotiating deals in such a way that it translates a wedding into a spectacular event at the lowest cost. Without excellent organizational skill, its quiet possible that a wedding planner; may miss time deadlines for deposits, miss appointments with other vendors and suppliers. As a wedding planner he/she has to be a visualizer, planner, organizer, facilitator, mediator, budget-manager, executer and much more. Above all, a wedding planner makes sure that a wedding is organized with success with safety and security as paramount concern in a tailor-made fashion. This makes a wedding planner a phenomenal manager who gives the betrothed a wonderful day of memories to be cherished for life.





# Brand Ambassador of the Heavenly Land

*16600* delegates, 83000 room nights and 4000 tailor made pre and post tour packages... Shouldering with Executive Events, the god's own country is all set to organize four massive events in 2011.

With this, the company assures development in tourism, infrastructure and hospitality industries a boom as never before. Event industry is no more an alien factor to Kerala. Executive Events played an incredible role in moulding Kerala as the most preferred MICE destination for the corporate world.

Tourism and hospitality industries are the bloodline of Kerala. In the year of 2011, Executive Events holds a massive amount of revenue generation activities to give a boost to these sectors. Several Multi crore activities are on the mark and ready to get set and go.

With Medical and Scientific Conferences like IAP (Joint conference of the International Association of Pancreatology and the Indian Pancreas Club, Le'Meridien International Convention Centre, Cochin, February, 2011), APA (Asian Pacific Aquaculture, Le'Meridien International Convention Centre, Cochin, February, 2011), ASICON (71<sup>st</sup> Annual National Conference of Association of Surgeons of India, December, 2011), KENTCON (7<sup>th</sup> South zone Conference and 29<sup>th</sup> Kerala State Conference, October, Kadavu Resort, Calicut) holding thousands of national and international delegates from around globe, Executive Events performs as the international brand ambassador of the heavenly land, Kerala as well.

As major conferences like RSSDI (Research and Study Society of Diabetes in India), The International Pepper Community and Indian Spices Board Conference and the Rubber Board Conference are the mile stones on our track of 2010.

"We start with bidding and marketing of conferences. We started the activities of all these massive conferences about two years back. We have an In-house MICE department to take care of all the requirements of the client including, location research, food and accommodation, transportation, logistics, theme infrastructure, entertainment, legal authentications, power and fuel, audio – visual support, technical assistance, human resource support, special effects and lot more..." says Mr. Raju Kannampuzha, Managing Director, Executive Events.





# Proud moments...



gallery



# Make the Right Move with Executive Events

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

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- Destination Management
- Audio Visual Arrangements
- Designing & Printing
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Our Products: \_\_\_\_\_



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