

newsletter from executive events

excite

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E ditorial



Raju Kannampuzha
Founder

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

"The root of all goodness lies in the soil of appreciation for goodness"

Dalai Lama

Dear all,

Have you wondered what a footage from a war field would look like ? Uncertainty, chaos, disruption. The Covid-19 pandemic has jolted the tourism and service industry and pushed us into a war field - with our resources and finance being plunged into a vicious war with a virus. 2020 has engulfed us in an air of uncertainty; with time alone deciding the fate of each one of us. However, this doesn't mark the end of an industry that's been feeding spectacular sights and barrels of entertainment to natives and foreigners alike.

Great things emerge out of a crisis. Legends are born fighting controversies. Taking a magnified look at the changing landscape of events, the coupled response of the tourism and hospitality sector along with interminable assistance from the government are key to reviving the industry. With the unprecedented fallout of the pandemic, event managers are more ready than ever to combat the crisis. This has navigated many of us into uncharted waters; humans always find an alternative. We've delved more into virtual reality and AR, trying our hand in creating a virtual world closer to real time events. Several applications have been rolled out, creating a path for seamless communication. A combination of advanced and robust technology, especially during this time has lifted our spirits and added a new feather to our wing.

As mentioned earlier, battles are not fought alone. The governing bodies play a significant role in dilating the situation and helping us wiggle our legs out of this quicksand situation.

A major conversation with Shri. Kadakampally Surendran, Minister for Co-operation, Tourism and Devaswoms and EMAK board members display a sight of hope and we look forward to receiving more clarity and decisive plans to endure this predicament. This brings us to the key point of maintaining a cordial understanding between our stakeholders and lending them advice and resources as required.

Events are about sharing an experience with people. We believe in the very essence of it. As we paddle through rough times, these same moments have brought us all together in unexpected ways. Safety has turned out to be top priority. Watchfulness is no longer a strength but a necessity. Kindness has no bounds. We're a race where social gathering is an essential necessity in keeping us sane; so we will be back but to a new normal.

Eventfully yours,



newsletter from



executive events

Designed by : Creative Team, Executive Events

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Now incorporate
Virtual Events to provide an enriching
online experience to your team.
Here's Executive Events taking
a big leap into
VEM for the first time in Kerala!

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If there is one subject driving the conversation among meeting and event planners and organisers today, that has to be disruption. In a matter of weeks, the global landscape has changed enormously, and professionals in the meetings industry now face the pressing need to make tough decisions quickly.

Over the past few weeks, a significant number of meetings and conferences have been redesigned as virtual events. If adaptable, this meeting format is probably the best alternative in these challenging times. By their very nature, virtual events allow attendance irrespective of travel restrictions and facilitate the delivery of vanguard information. Moreover, this format is perfectly compatible with event marketing and sponsorship strategies while allowing planners to be ready for any eventuality. And as long as they are strategically planned using the right technologies, virtual events can even reach a wider audience than traditional live events.

A virtual event is a web based event that involves people interacting in a virtual environment online, rather than interacting physically.

For instance the tradeshow happening online, Web based Job fairs, Online Training sessions, Sales and Strategy meets or any Video Conferencing Meet are all examples of a Virtual Event.

These were already a part of our lives till now on a smaller scale but now they have become more prevalent in 2020 as organizations reconcile with the impact of COVID-19.

Virtual events can be multi-session online events that often feature webinars and webcasts. They can be also led by a range of key stakeholders, including company executives, marketing managers, product management, human resources and more.

Virtual Events are Already part of our daily lives

There are a variety of ways to host a virtual event on varieties of platforms available in market, into different formats as below:


Webinars - A typical webinar is an online presentation held in real-time. But they can be recorded and hence shared and viewed afterwards as well.

Social Live streams - Just about every social media platform has a live video feature. Live streams are known for driving engagement. According to Facebook, live video averages six times more engagement than regular video.

Conferences and Networking - These are more formal events, there are specific platforms that offer suites of tools that include livestreaming, chatrooms, attendee management, session management tools and more.

How are Virtual Events Useful

- Extend your reach to audiences globally without any barriers and no larger crowd can be engaged
- Live Interactive environment with specialised and experiential content
- Flexible branding and promotion
- Content can be selective or customized as per the gathering in real time
- Cost effective and excellent ROI, global reach and acknowledgement to the Sponsors



Tips For Hosting a Successful Virtual Event:

Create a Event plan- Whether big or small, offline or online, every event should be strategized and the outcome should be decided.

Determine the key selling points your event has to offer attendees. It could be a noteworthy speaker, skill sharing, an opportunity to network, and more. The value proposition should be clear in marketing.

Choose the right time- Picking the right date and time for your event is important, regardless of size or platform.

If you plan to go global, take time zones into consideration, too. Try your best to pick a time that works for as many of your customers and followers as possible. If that doesn't seem possible, make sure content is accessible after live presentations for those who couldn't make it. It may also be worthwhile to plan multiple networking sessions and different virtual events for different time zones.

Promote the event: Share the event details by email and on social media. If you plan to run ads, target them strategically and choose the right format with the Target audience.

Prepare for tech troubles: If physical events have hitches, virtual events have glitches. Before kicking things off, test your Internet connection—and have your speakers do the same. Prepare backups of visuals and presentations in case a file goes wonky or awol. If possible, run a rehearsal. The sooner you identify problems, the sooner you can identify solutions.

Make it inclusive: Make sure clear language and attractive presentation, provide captions and visuals where possible for audio, and provide descriptions where possible for visuals. Equal emphasis on the quality of the content to be presented should be laid.

Encourage engagement and Measuring the Outcome: It's simple: If you create opportunities for engagement, your audience will be more engaged and hence It will be fun to see the outcomes of your engagement.

An ounce of Digital Marketing tantra every day, keeps your Business and Brand at the Pinnacle

“You are out of business, if, you are not available on SEARCH”

YES!! , you read that right.

Digital advertising has taken over the marketing industry in the last decade, and it's only going to continue to grow and dominate. That's why it's essential for businesses, advertisers, and marketers to keep up with this growing trend!

As we all know, the marketing activities done over social media, search engines and websites are termed as “Digital Marketing.” But, how on earth is ANYONE supposed to keep up with all of these?? This situation can be tackled if you well analyze the strategies and the scope of digital marketing.

The role of Digital Marketing is explained as: If you open a shop at the corner of the street and then the next thing you do is to, try and attract customers in there. In the same way when you move your business to the online platform and then you attempt to bring in people of the internet to your website. The people who are interested in your business and services try it out and you thus create more business from the online platform. It does sound easy, but of course requires some amount of research, planning and doing the right mix of strategies that best suits your business.

The first step to Digital Marketing is having a website for your business, because that is going to be your podium or address on the internet. Then comes the role of SEO's. SEO is used to make your website be found by search engines. This would help bring people into the website you just created on the internet. On the online platform, you can then brand yourself and not be limited to be just a business to set yourself apart and have an edge over the saturated market. Branding comes from Social Media and the way you



use it to market yourself and your product on those platforms. Social media today is a huge tool to make and build your business.

Event planners name social media, email marketing, and websites as their top 3 most effective tools for event marketing. Increased revenue, attendee management, data pool, stronger presence, use of advanced technologies are some of the advantages that these days Event Mangers attain from Digital Marketing strategies. These digital marketing ideas can make or break your events if your event marketing is not appropriately optimized.

This Pandemic Season, has seen a high use of Digital Marketing strategy by even the petite business units, definitely because, Digital Marketing was the only way through which each of them could make themselves stay LIVE even through the complete Lockdown period. Digital marketing has turned out to be the necessity of the hour and is taken very seriously. When it comes to digital marketing, there's always more to learn. New technology and changing trends mean that if you don't make an effort to regularly do research, you'll be at constant risk of falling behind. “Social media is more about the Sociology and Psychology, more than the Technology.” Allure your thoughts over this and see if you can figure out the future of your business.



Love in the Times of COVID-19

In these unfortunate and unprecedented times, couples around the world are taking absolute caution to conduct weddings which has been pushed forward to a further date or some have even found alternate options to do so. Most of the families heed to the precautions and guidelines rolled out by the WHO & respective governments in hosting gatherings. We understand you. Wedding is crafted to be one of the most auspicious as well as celebratory event in one's life. With that being said, considering the current circumstances, we'd say just one thing – 'celebration and togetherness right now is when you and your dear ones are safe and sound'.

If you're facing roadblocks in thinking what to do with your scheduled wedding date – do take a look at what we have to say. Here, we answer a few questions in your head..

1. What if you had scheduled your wedding in March/April or any dates in the coming month?

Well, first of all let's accept the fact that social distancing is here to stay. With the virus spreading rapidly across nations, there lingers an uncertainty as to when we can call a time 'safe'. As per reports from various health institutions and predictions from scientists around the world, a wise choice would be to host your wedding in India towards the drop of monsoon – say from November. This would give you ample

buffer time to figure out everything for your wedding and not let you compromise on your celebration. Notify your guests and send across an alert of change in date in a thoughtful manner. Appreciate all your invitees for their efforts in being a part of your big day; if the wedding has been postponed.

2. Are you yet to plan out everything for your wedding from scratch? There's a lot you can do!

Yes, you heard that right. Within the four walls of your room, there's abundant scope in figuring out themes, guests, jewellery as well as planners for your wedding. There are plenty of videos and detailed articles you can look at, which will help you weave the elements you imagined for your wedding. Pinterest is a great place to look for inspiration. Also, WedMeGood has plenty of colourful visuals and absolutely stunning ideas you can incorporate on your D day. We have a few suggestions of Instagram handles you may follow for great wedding content - @aquamarine_jewellery, @weddingz.in, @indianwedding-smag, @indianweddingbuzz & @reelsandframes to name a few. With most of the brick and mortar stores going digital, it shouldn't be a Herculean task to identify and probably once delivery services resume – purchase them as well.

3. Not sure of who's the best one to plan your wedding?

We accept that it's a difficult time and it's quite hard to cover everything online. But wouldn't you want to seamlessly plan the timeline of events at your wedding? Technology has forayed into spaces we could have ever imagined of. You get to contact anybody around the globe with the click of a button. However, it makes more sense to make use of this right now than ever. Do ample research about your wedding planners. Search them out geographically, scroll through their social media pages as well as website to have a deep understanding of their work. If you find them convincing enough – contact them and ask for an RFP. With video conferencing apps mushrooming especially during the pandemic – you get to connect to anybody, whether professional or informal within the comfort of your homes. Apps like Zoom, Webex, Skype & GotoWebinar are some platforms you can make use of. The wedding planners can walk you through presentations of their past work and you'll still be able to capture their work style over video. Interacting with a vendor and discovering their work will provide you fair understanding of their personality and decide if they're the right ones to plan to auspicious day.



TAKE A CHILL PILL!

While this is a distressing time for many, some families have confessed that they've found ample time reconnecting with their near and dear ones. You might be dubious about how your wedding is going to turn out. But let us tell you something important – wedding is a union of body and soul as well as families. Use this time to reach out to your partner, families and extended families and friends to share news of goodness and well-being because words of kindness and love is what can keep us going at this point. Celebrate a chapter of life now and turn pages gradually to reach the crescendo of your big wedding day when we bid goodbye to the pandemic!

TESTIMONIALS

"Our first year virtual celebration of Citronelle Wellness Spa was a very unique one organised by Executive Events. With family and friends who gathered online, the event was professionally done with keynote speakers, entertainment and much more."



MR. ALEXANDER RAJU
MANAGING DIRECTOR
CITRONELLE WELLNESS SPA

"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"



PRAMOD KUMAR & ASHA

"Celebrations are not normal anymore with covid-19. One needs to be very creative to make it vibrant. You can totally count on Executive Events with a dynamic team to give you this vibrant and joyful event"



MS. JEEMOL KORUTH VARGHESE
FOUNDER - EVA'S HEALTHY BAKES

"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 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

"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

"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
DSMT (J) & PD, PIU - KOZHIKODE
NATIONAL HIGHWAYS AUTHORITY OF INDIA

"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

"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

"Team work of Executive events organized 15th India International Gold Convention at Le meriden 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 BUSINESS SOLUTIONS PVT.LTD

“

First time in the history of Rotary District 3201, we hosted an event like Discovery PETS on a virtual platform. All sessions went seamlessly well under the leadership of event executed by Executive Events.

”



MR. JOSE CHACKO
DISTRICT GOVERNOR ELECT,
ROTARY DISTRICT 3201



VIRTUALEx™

Executive Events proudly presents one of the finest live virtual event designed for Rotary International "Discovery Plus - PETS 2020" with more than 1000+ concurrent attendees PAN India and Germany. With speeches, entertainment and networking mindfully incorporated into a customizable 3D virtual environment, the event offered a premium platform for attendees across spaces to connect as well as experience a visually captivating set-up.



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



(Established in 1988)
India Convention Promotion Bureau
(Sponsored by Ministry of Tourism, Government of India)



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