

# Elevating the event management landscape

**Interventions for India's  
event industry's growth**



July 2023

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## 1

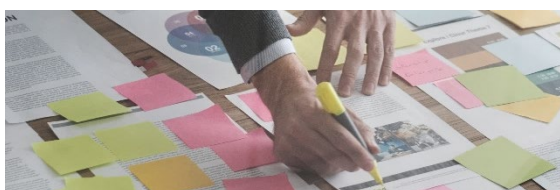
# Introduction

Event management is the process of planning, organising, and executing events, both large and small, in a professional and effective manner. It involves a wide range of tasks, including conceptualising the event, determining the logistics, securing the venue, coordinating with vendors, managing finances, marketing the event, and overseeing the entire process from start to finish.

The event management industry has gained recognition as a sizable market sector and is a substantial contributor to national economies during the past few decades. Along with generating income, it also expands employment prospects in industries that provide associated hospitality services such as accommodation, food and beverage, convention services, transportation, tourism, and entertainment.<sup>1</sup>

India has a diverse and dynamic market for events ranging from corporate conferences to weddings and cultural festivals. The industry has gained popularity in recent years, as businesses and individuals have started recognising the value of well-executed events. One of the factors driving the growth of the industry is the increasing disposable income of the middle class, which has led to a rise in demand for lavish weddings and other celebrations. The corporate sector also contributes significantly to the industry, with a growing trend of companies organising events to promote their products and services.

However, the industry also faces several challenges, such as regulatory issues, lack of skilled professionals, and intense competition. The COVID-19 pandemic has also severely impacted the industry, with many events being cancelled or postponed. The industry has recovered from the pandemic and is expected to continue growing in the coming years, as India's economy continues to expand.



<sup>1</sup> "National Strategy and Roadmap for MICE Industry", Ministry of Tourism, June 2021

The event management industry is extensive in nature and can be further divided into following components and sub-components:



Figure 1: Category of events

## ► MICE

- Meetings:** This sub-sector covers all types of meetings, such as corporate meetings, board meetings, and annual general meetings.
- Incentives:** This covers the travel rewards offered by an organisation to their employees and affiliates.
- Conferences:** This covers conferences, such as business conferences, academic conferences, press conferences and industry conferences.
- Exhibitions:** This covers exhibition, such as trade fairs, consumer fairs, and art fairs.

## ► Weddings

This category includes weddings and related events such as engagement parties, bachelor/bachelorette parties, and wedding receptions.



► **Social events**

This includes events other than weddings which are organised for personal and social purposes such as birthdays, anniversaries, baby showers, and other personal celebrations.

► **Sports events**

These events are organised for various sports such as cricket, football, tennis, badminton, and other popular sports. Some of the examples are ICC World Cup, IPL, Pro-Kabaddi League, etc.

► **Music and entertainment events**

These events are organised for music and entertainment purposes such as concerts, live shows, stand-up comedy, and other performing arts.

► **Art and cultural events**

These are organised to showcase various forms of art and culture such as art exhibitions, dance performances, theatre shows, and literary festivals.

► **Political and government events**

These events are organised by political parties and government organisations for various purposes such as election campaigns, government announcements, and public meetings.

► **Festivals and fairs**

This category includes events organised to celebrate various cultural, religious, and

seasonal festivals and fairs such as Diwali, Holi, Eid, Christmas, and New Year.

► **Educational events**

These events are organised to provide education and knowledge to the audience such as seminars, workshops, and training sessions.

► **Charity and social cause events**

These events are organised to raise awareness and funds for various social causes such as poverty alleviation, environmental conservation, and healthcare.

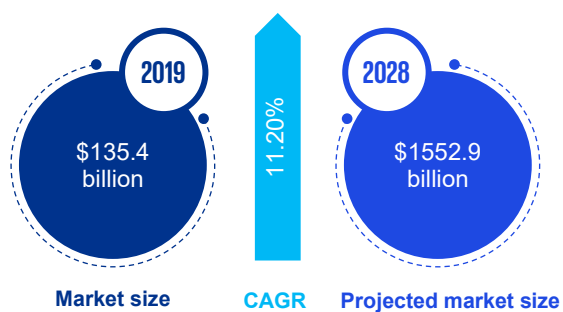
► **Associated services**

- a. **Destination management:** This covers services, such as venue sourcing, transportation, and accommodation.
- b. **Event marketing:** This category includes marketing events to target audiences using digital media, social media, and other marketing channels.
- c. **Audio-visual production:** This includes services such as sound, lighting, and video production.
- d. **Event technology:** This comprises services such as development and usage of event management software, digital signage, and mobile apps for events.



2

## Global event management industry



Source: "Events Industry Size, Share & Statistics | Growth Forecast, 2028", Allied Market Research, January 2022

The global event management industry is a vast and diverse industry that spans a range of events, from corporate conferences and product launches to festivals and sporting events. The events industry size was valued at USD1,135.4 billion in 2019 and is expected to reach USD1,552.9 billion by 2028, registering a CAGR of 11.2 per cent from 2021 to 2028<sup>2</sup>.

The industry is dominated by a few large players, but there is also a significant number of small and medium-sized event management companies operating in various regions around the world. Region-wise, Europe dominated the industry in 2021 followed by North America and Asia-Pacific. Europe is a popular destination for educational events, sports events, cultural events, concerts, music festivals, etc. which is projected to boost the events industry size in the coming years.

Asia-Pacific region is expected to showcase the most promising market growth in the coming years with an estimated CAGR of 13.7 per cent from 2019 to 2028<sup>3</sup>. The emerging nations such as China, India, Indonesia, Philippines, Thailand, and Malaysia are expected to grow at significant rates. It is also becoming increasingly popular as a MICE tourism destination.



<sup>2</sup> "Events Industry Size, Share & Statistics | Growth Forecast, 2028", Allied Market Research, January 2022

<sup>3</sup> "Events Industry Size, Share & Statistics | Growth Forecast, 2028", Allied Market Research, January 2022

## Event management industry in India

The event management industry in India has a significant impact on the country's economy and contributes significantly to employment generation, foreign exchange earnings, and overall economic growth. An insight into the market size of some of the sub-sectors of event management industry showcases the vast size and growth potential of the industry.

S. No.	Sector	Market size (INR Cr)
1	MICE	37,576 <sup>4</sup>
2	Weddings and allied segments	4,13,422 <sup>5</sup>
3	Sports	31,235 <sup>6</sup>
4	Entertainment live events	4,900 <sup>7</sup>

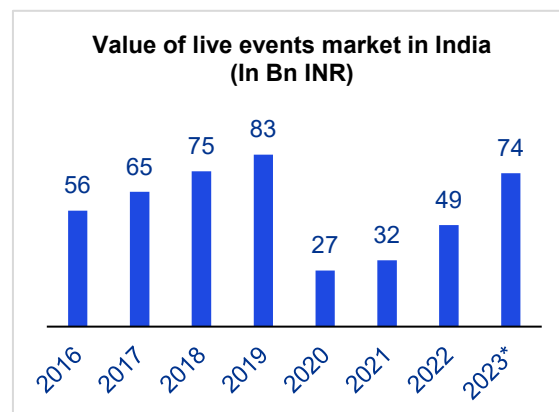
The industry with its allied segments is estimated to have a market presence of more than INR500,000 crore. Such projection would make this industry larger than the Media and Entertainment (M&E) industry, which has been already given an industry status, however, the event management industry is yet to receive that recognition.

The industry has seen significant growth over the past few years, driven by the increasing demand for organised events and the emergence of new technologies. It is also a significant contributor to employment generation, employing more than 10 million people directly and 50 million indirectly<sup>8</sup>. The industry can also be considered highly

<sup>4</sup> "National Strategy for MICE Industry 2022", Ministry of Tourism, April 2022

<sup>5</sup> "Budget 2021 expectations- Formalise wedding industry with RERA like framework, create tourism circuits for wedding destinations", The Financial Express, January 2021

<sup>6</sup> "Sports Events Market- Size, Share, Growth From 2022-2029", Grey Views, August 2022



Source: "Value of the live events market across India from 2016 to 2022, with estimates until 2025", Statista, May 2023

competitive, with many small and large players operating in the market.

Recently, there has been a surge in the number of international events being held in India, such as conferences, exhibitions, and music festivals. This has helped boost the profile of the country's event management industry and has led to an increase in foreign investment.

The industry is also benefitting from the recent initiatives taken by the Government of India such as, hosting events, conferences and meetings across locations in India during its G20 presidency. The Ministry of Tourism is also working on mission mode to boost tourism in the country and one of the major focus areas is establishing India as a leading MICE destination globally. Moreover, Ministry of Tourism has also developed National Strategy for MICE Industry in 2022<sup>9</sup> for taking a more streamlined approach in development and promotion of MICE tourism.

Despite its rapid expansion, the industry is still in its nascent stage of development, and needs a structured approach towards understanding its dynamics and potential. Many Indian cities have good facilities and offerings that can be projected on a global platform. Government and businesses need to finetune strategies to sell an integrated offering to people who come to India to attend an event.

<sup>7</sup> "Media and entertainment in India", Statista, April 2023

<sup>8</sup> "Coronavirus impact: events industry comes to a standstill", Event & Entertainment Management Companies Association, March 2020

<sup>9</sup> "National Strategy for MICE Industry 2022", Ministry of Tourism, April 2022



The event management industry also contributes to foreign exchange earnings, as it attracts a large number of international tourists to India. According to the Ministry of Tourism, the number of foreign tourists visiting India for events and exhibitions increased from 1.5 million in 2017 to 1.8 million in 2018. Additionally, the industry also has a significant impact on other sectors of the economy, such as hospitality, transportation, and retail, which further contributes to overall economic growth.

Despite having such significant market presence and contribution in the country's GDP, the industry still lacks proper set of guidelines or framework. Factors such as rapid growth of the industry, the need for regulation and standardisation, and the potential economic and social impact of events further highlight the need for an event management policy in India.



## Upcoming trends of the event industry

### a. Increased focus on weddings

Wedding in India with its allied sectors is a USD50 billion industry. There is an opportunity to tap 32 million non-resident Indians (NRIs) and persons of Indian origin (PIOs) from across the world to promote wedding tourism in the country<sup>10</sup>. Weddings use maximum local resources and give push to the local economy<sup>11</sup>.



Source: "Wedding Tourism Policy Draft", Events and Entertainment Management Association, May 2023

### b. Increase in hotel/hospitality business

With the return of international and corporate travel in a new normal era post pandemic, it is expected to cause a correction in this segmentation and the overall increase in domestic demand footprint. For the ongoing, G20 summit, events have been organised in Tier-2 cities such as Kutch, Visakhapatnam, Siliguri, Varanasi, Bhubaneshwar, etc. giving an opportunity to the hospitality industry in these cities as well.

### c. Increased focus on APAC (Asia-Pacific) markets

Due to factors such as wars and recession in western countries, European events segment, which dominated the industry in 2021, would

<sup>10</sup> "Positioning India on global destination wedding map", Media India Group, July 2022

<sup>11</sup> "MICE in Mission Mode", ICPB, March 2023

<sup>12</sup> "The business of sports", KPMG, September 2016

also see a slower return to discretionary long-haul travel. Increased focus on targeting APAC event travels is expected to bring in greater footfall.

### d. Increased focus on sports events

Sports that have gained greater fame due to such league-based events include hockey, kabaddi, tennis, badminton and wrestling. These events have attracted more sportspersons, viewership, broadcasters and sponsors into the business of sports in India.

League-based events for sports, such as football (Indian Super League) and kabaddi (Pro Kabaddi League) have propelled the interest of viewers and sponsors toward these sports.

Sport is a segment by itself and has enormous potential<sup>12</sup>. Sports such as cricket, hockey, kabaddi, and football are creating sizeable demand. An event such as IPL has contributed significantly to India's GDP<sup>13</sup>.

### e. Increased focus on technology

Growing adoption of new technology for event planning such as geo-cloning is expected to drive the market in coming times. In 2019, Fastener Fair USA was replicated in India and took place in Bombay Exhibition Centre (NESCO), Mumbai which witnessed a turnout of 5,192 visitors and 199 exhibitors<sup>14</sup>. Additionally, the technical developments in various industries are providing a great opportunity for event management companies to learn from and incorporate cutting-edge solutions into their operations.

### f. Increased focus on music events/ live concerts

There has been an increased focus on music events and live concerts in India. This trend can be attributed to several factors, including the growing popularity of music festivals, the rise of social media and streaming platforms, and the increasing purchasing power of the Indian middle class. Festivals such as NH7 Weekender, Sunburn, and Magnetic Fields have gained a massive following attracting thousands of music fans from across the country.

<sup>13</sup> "Impact of IPL on Indian Economy", The Sports School, April 2021

<sup>14</sup> "India Event & Exhibition Market Size & Share Analysis", Mordor Intelligence, April 2023



# Benchmarking other economies

## Singapore



Singapore is considered one of the top destinations for the event industry, known for its high-quality infrastructure and facilities, as well as its reputation as a safe and secure destination.

The Singapore event industry is segmented on the basis of industry into retail, hospitality, transportation, entertainment and others, out of which, hospitality segment is anticipated to hold the largest market share of around 38.10 per cent in the year 2027. The market was valued at USD947.3 million in 2017 and is anticipated to reach USD1986.9 million by 2027 by growing at a CAGR of 7.7 per cent during the forecast period<sup>15</sup>.

### The key factors contributing to Singapore's success are:

- **World-class infrastructure and facilities:** The country boasts of a wide range of venues and facilities catering to different niches, such as the Marina Bay Sands and the Singapore Expo.
- Singapore has also established itself as a **safe and secure destination for events**. The country has a low crime rate, and the government has invested heavily in security and safety measures, making it a popular choice for large-scale events and conferences.
- **Focus on innovation and technology:** For example, the use of virtual and

augmented reality technology has been embraced to create immersive and interactive events.

- **Sustainable and responsible destination:** The country has invested heavily in sustainable and responsible tourism which promotes sustainable practices in the event management industry.
- **Setting up of Singapore Exhibition & Convention Bureau (SECB):** SECB is a government agency set up under Singapore Tourism Board (STB) responsible for promoting Singapore as a premier event organising destination. The major focus areas of SECB are:
  - **Marketing and promotion:** SECB promotes Singapore as a destination for events and exhibition through various marketing and promotional activities. This includes advertising campaigns, trade shows, roadshows, and partnerships with key industry players.
  - **Business development:** SECB works closely with industry stakeholders, such as convention centres, event organisers, and hotels, to attract and develop events in Singapore. This involves identifying potential leads and working with them to secure events for Singapore.
  - **Convention and meeting services:** SECB provides a range of services to support the planning and execution of corporate and business-related events in Singapore. This includes assistance with venue selection, pre-event planning, and on-site support.
  - **Industry development:** SECB also provides training and education programmes for industry professionals, promoting innovation and technology adoption, and supporting research and development initiatives.

### Learnings for India

- **Setting up a state or city level event promotion bureau.** A city level promotion bureau would provide specific attention to development of major cities in India as event destinations.

<sup>15</sup> "Singapore mice tourism market", Research Nester, February 2023

### Learnings for India

- Investing in measures to ensure the safety and security of attendees at events, to attract more international events and visitors.
- Focus on sustainable and responsible tourism to attract more international events and visitors. Investment in initiatives to promote sustainable and responsible practices in the industry, such as the use of renewable energy, recycling, and waste management.
- Take learnings from Singapore's diversification of events, with more focus on niche segments such as food and drink, adventure sports, and sustainable tourism.

## Dubai



Dubai has been able to achieve great success in the event industry due to its strategic location, state-of-the-art infrastructure, and business-friendly environment. The city has a well-connected airport and a comprehensive transportation system, making it convenient for visitors to travel to and from the city.

Apart from this, Dubai has invested heavily in infrastructure, including convention centres, hotels, and exhibition halls. The Dubai World Trade Center (DWTC) is the largest exhibition centre in the Middle East, hosting over 500 events annually.

Dubai also has at its disposal the Expo 2020 mega-venue, which was, despite the COVID delay to opening, hugely successful. This large urban development will be re-purposed as a self-contained 'city' and is set to host the 28th United Nations Climate Change conference (COP 28) in December 2023.

Dubai has a business-friendly environment with a favourable tax regime, a streamlined process for obtaining visas, and a supportive government that encourages entrepreneurship and innovation.

Dubai also offers a luxurious lifestyle with world-class hotels, restaurants, and shopping malls, making it an attractive destination for both business and leisure travelers.

### Learnings for India

- Simplifying the process of obtaining visas and permits for foreign visitors<sup>16</sup>.
- Creating a business-friendly environment with favourable tax policies and streamlined regulations to encourage international businesses to invest in the country leading to more events being organised in the country.
- Promoting itself as a premier MICE destination through aggressive marketing campaigns.
- Focus on providing high-quality services to visitors to attract high-end luxury segment.

## Thailand



Thailand has been one of the top destinations for events industry, especially for the MICE sector for many years, owing to its strategic location in Southeast Asia, providing excellent infrastructure, and government support.

In 2019, Thailand was ranked as the 4th best MICE destination in Asia by the International Congress and Convention Association (ICCA), hosting over 1,000 events with more than 200,000 participants.

<sup>16</sup> "Tour operator body slams visa facilitator to India, writes to PM on low foreign arrivals", Mint, October 2022

The country has world-class convention centres and exhibition halls, such as the Bangkok International Trade and Exhibition Centre (BITEC), the IMPACT Exhibition and Convention Centre, and the Queen Sirikit National Convention Centre.

Another factor that has contributed to Thailand's success is government support. The Thailand Convention and Exhibition Bureau (TCEB) was established in 2002 to promote Thailand as an event destination and to provide support to event organisers. The TCEB offers a range of services to event organisers, including financial incentives, marketing support, and assistance with visa applications. In 2023, TCEB announced budget support below 15,000 baht to 650 MICE groups holding one-day event and below 30,000 baht to 350 MICE groups holding at least two-day and one-night event<sup>17</sup>.

Additionally, in January 2023, the Government of Thailand approved fifth phase of the subsidy scheme to stimulate domestic tourism. Under this, the government provides subsidies equivalent to 40 per cent of room rates, capped at 3,000 baht per room per night. A total of 560,000 room subsidies are available and each one will include a 600-baht voucher for tourists to buy food or services<sup>18</sup>.

### Learnings for India

- Streamlining its regulatory processes and making it easier for event organisers to obtain permits and licenses through event management policy and guidelines development.
- Offering subsidies and incentives to users as well as service providers to promote the industry.
- Setting up city-specific event management bureaus so that India's rich cultural heritage can be showcased through destination weddings, exhibitions, conferences, and other events.
- Creating and marketing packages linked with events to attract international crowd. For example, offering Ayurveda wellness package to wedding parties or MICE attendees, will create unique experiences as well as promote local culture.

<sup>17</sup> "TCEB Launches Subsidy Support Project to Boost Up Domestic MICE Market", Thailand Convention & Exhibition Bureau, February 2023

## South Korea



South Korea's unique blend of modernity and tradition, advanced infrastructure, and excellent hospitality makes it an attractive destination for hosting events. The country has invested heavily in developing its infrastructure, including airports, stadiums, convention centres, hotels, and transportation facilities. As a result, it has successfully hosted several international events, including the G20 Seoul Summit in 2010, the World Energy Congress in 2013, and Winter Olympics in Pyeongchang in 2018.

South Korean music industry, particularly K-pop, has also gained immense popularity and success in recent years, both domestically and internationally. The country hosts several major music festivals throughout the year, including the Seoul Jazz Festival, Incheon Pentaport Rock Festival, and Busan International Rock Festival. Many K-pop groups and solo artists hold concerts and tours nationally and internationally. According to a report issued by Hyundai Research Institute (HRI) in 2018, the overall economic effect of BTS is 5.56 trillion won per year to South Korea which is around USD4.4 billion<sup>19</sup>.

The South Korean government has provided significant support to event organisers to promote the event industry. This includes funding for music event production, marketing, and promotion, as well as tax incentives for event organisers. In 2023, the government has allocated 7.4 billion won (USD6 million) towards development in key areas, including international conferences, and it is accelerating

<sup>18</sup> "Cabinet approves revised hotel subsidy", Bangkok Post, January 2023

<sup>19</sup> "The "BTS Effect" on South Korea's Economy, Industry and Culture", Wandering Shadow, May 2019



the creation of three MICE clusters in Seoul city<sup>20</sup>.

The city of Seoul recently announced the successful bidding for two major upcoming conferences: the 2025 IPSA World Congress of Political Science and the 2025 World Congress of the Econometric Society. As a result of the country's promotional efforts and investment in the industry, a total of 98 international events will be held just in Seoul by 2028, with an expected visitor footfall of more than 150,000.

In addition to music festivals and concerts, South Korea also hosts several cultural festivals throughout the year, such as the Boryeong Mud Festival and the Andong Mask Dance Festival.

### Learnings for India

- Focus on infrastructure development to attract international events and provide better facilities for both domestic and international events. Build state-of-the-art stadiums, convention centres, exhibition halls, and specialised event venues like South Korea.
- South Korean government provides financial support, tax incentives, and regulatory assistance, while the private sector brings expertise and resources. Government of India can foster partnerships with the private sector to leverage the strengths of both sectors.
- South Korea has established specialised event management courses, certifications, and training programmes to develop a skilled workforce. India can invest in training and capacity-building initiatives to enhance the professionalism and expertise of event management professionals.

### Learnings for India

- South Korea has embraced technology in event management, utilising advanced ticketing systems, digital marketing platforms, virtual reality experiences, and event management software. India can adopt similar technological innovations to enhance event experiences, improve efficiency, and streamline event operations.
- South Korea has implemented robust security protocols, crowd management strategies, and emergency response systems. India can learn from South Korea's approach to ensure the safety and well-being of event attendees.
- South Korea has effectively integrated cultural festivals and events with tourism promotion. Events such as the Boryeong Mud Festival and the Busan International Film Festival have become major tourist attractions, contributing to the growth of the tourism industry. India can focus on showcasing its rich cultural heritage through events and festivals to attract both domestic and international tourists.



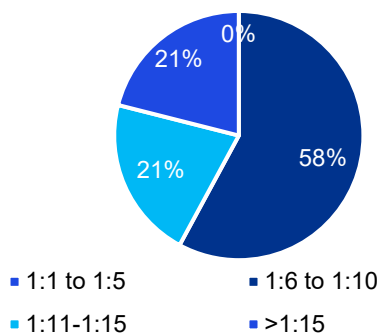
<sup>20</sup> "Seoul's rapid rise as a mice destination", Forbes, February 2023

## Need gap analysis

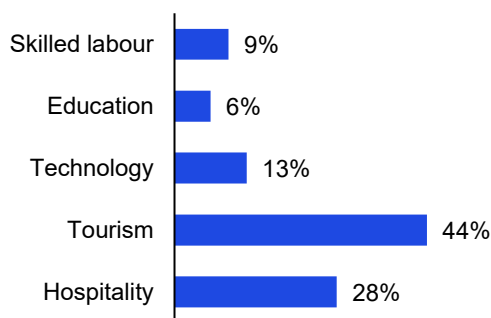
A primary survey was conducted by EEMA and KPMG in April 2023 among top event management companies across India to carry out need gap analysis of the event management industry. The idea behind this was to identify areas for improvement, develop innovative solutions, improve industry standards, ensure compliance, and promote industry growth. The recorded observations were also useful in understanding the setbacks faced by existing players and coming up with mitigation measures to counter those issues.

### Market presence and industry linkages

Ratio of direct vs indirect jobs



Industry linkages

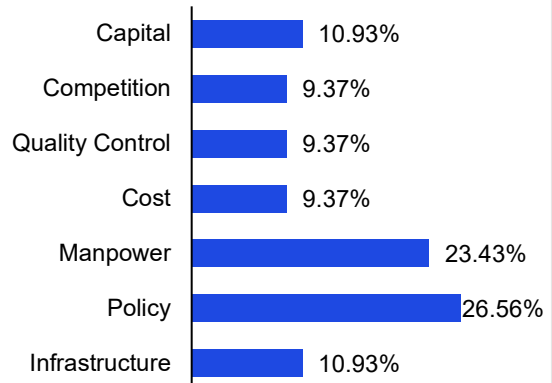


According to a majority of the stakeholders, the industry creates 6-10 indirect jobs for every direct job created. They also observed that the industry shares strongest market linkages with tourism and hospitality industry and the changes in these impact the event

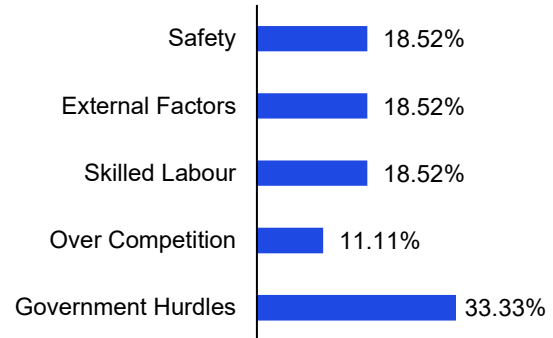
management industry directly or indirectly and vice-versa.

### Existing risks and challenges

Industry challenges



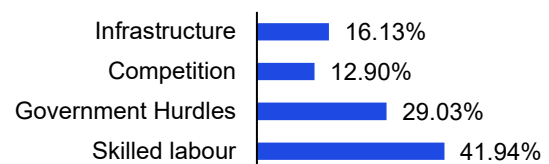
Industry risks

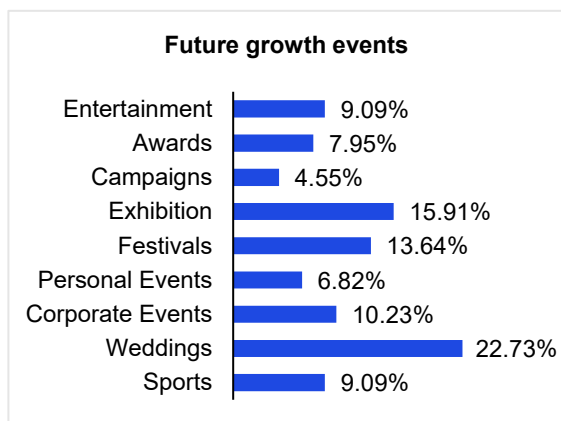


A majority of stakeholders believed the biggest challenge faced by the industry in current times is absence of policy/regulatory framework and lack of structured setup. This was closely followed by lack of trained manpower. In terms of future growth prospects, 23 per cent respondents believed that events that are going to see maximum growth in the next five years are weddings, cultural events/festivals, exhibitions and conferences.

### Bottlenecks and growth prospects

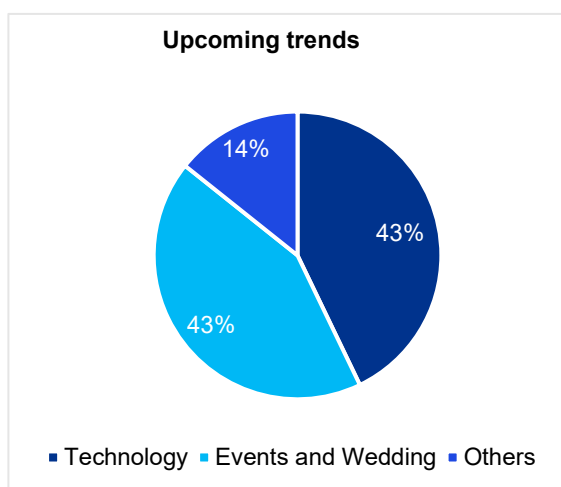
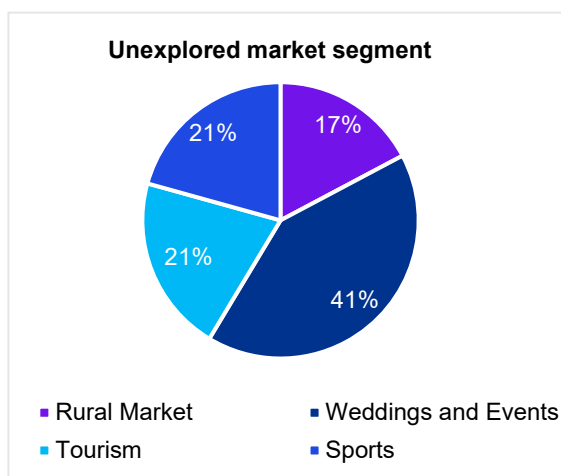
Future bottlenecks





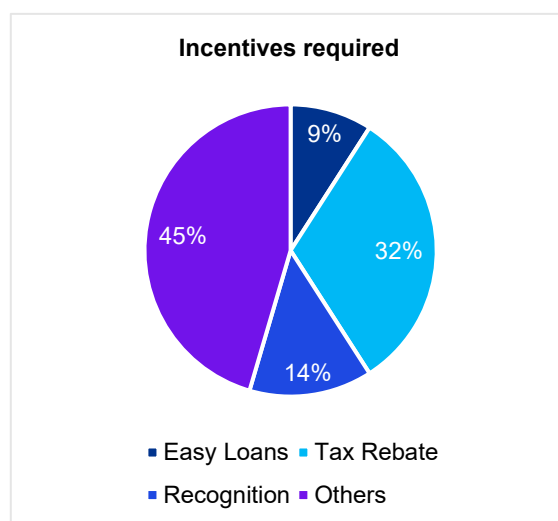
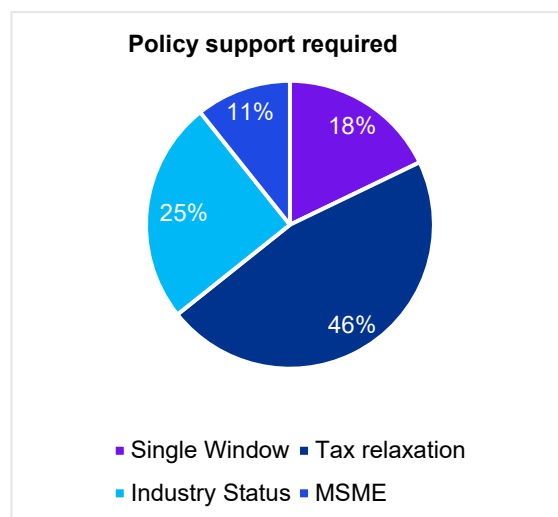
33.33 per cent of respondents believed that most of the risks faced by the industry are related to government hurdles followed by security and safety of the participants and unavailability of skilled labour. 41.94 per cent of the respondents observed that finding skilled labour in the industry would be the biggest challenge in the next 5-10 years.

### Upcoming trends and unexplored segments



According to 41 per cent of the event management representatives, the weddings and events category remains an untapped market segment closely followed by tourism and sports. In terms of upcoming trends in the industry, it was observed that technology such as AI and weddings events will see more growth as compared to other sectors of the industry.

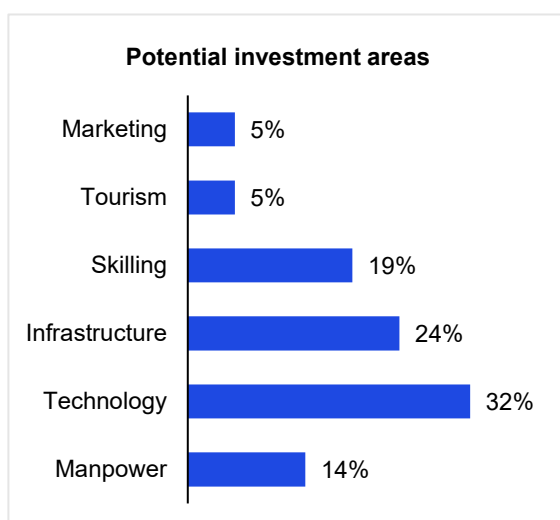
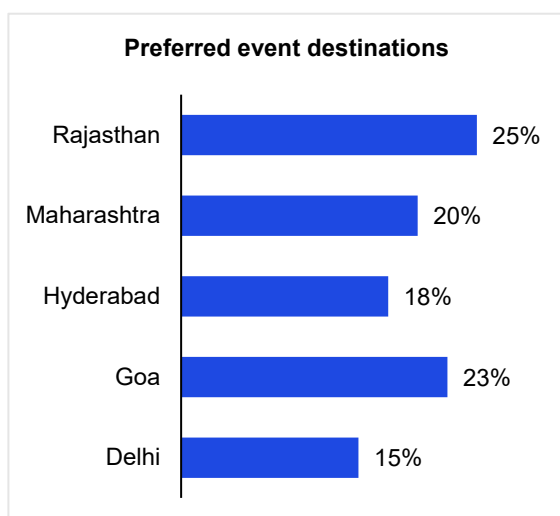
### Required support and incentives



46 per cent of the stakeholders believed that policy support related to tax exemption and GST relaxation should be introduced by the government to support the event management industry. 25 per cent of the respondents requested for provision of industry status to the event industry. In terms of incentives required from the government, 32 per cent stakeholders requested for tax rebate and 9 per cent requested for easy loan grants.



## Focus areas



Among preferred destinations to organise events in India, Rajasthan is the most preferred destination among event managers owing to its unique landscape, culture and business-friendly government policies. It is closely followed by Goa, Maharashtra, Hyderabad and Delhi. In terms of potential investment areas where the industry players were willing to invest, technology was the most preferred sector followed by development of infrastructure and skilling of trained workers.



## Suggested interventions

India needs to create a more robust and thriving event management sector that could contribute to the country's economic growth and cultural development. The industry also needs to perform in a streamlined and organised manner that is conducive for growth and scalability.



Here are the interventions that India could consider from an event management sector perspective:

### g. Incentives

Encourage the growth of the event management sector by providing incentives such as tax breaks and subsidies to event management companies. This would help to attract more investment in the sector and create more job opportunities.

- **Tax incentives**

- GST rating of zero for forex earning MICE events<sup>21</sup>.
- Providing tax holidays to companies that organise events in India.
- The government could provide incentives to venue owners who invest in the infrastructure required to host international events. This could include tax credits, exemptions, or subsidies.
- Rationalisation of tax to benefit the event management agencies by reducing the tax burden, improving financial viability, and creating a more conducive business environment for the industry.

<sup>21</sup> "Rebuilding the potential of mice in India", The Economic Times, October 2022

- **Travel fares**

- Discounted or complimentary air tickets for site inspection.
- Rebate on airfares to organisers subject to an attendance of 75-100 foreign delegates.
- Providing flexible travel window of up to 15 days.
- Providing benefits to attendees such as discounted airfare by Indian airlines, additional check-in baggage allowance of 10 kg across all travel class, earning flying miles.

- **Monetary assistance**

- A financial and marketing support scheme can be developed to support event organisers with percentage of event cost for certain qualifying criteria.
- Subsidy up to INR 5 - 10 lakhs for 100 or more foreign participants, including 50 or more foreign participants from 2-3 countries. Based on evaluation of event, 30-40 per cent additional support can be provided for events held outside metro cities.
- Incentive can be provided basis group size (10 persons and more) and duration of stay (minimum 2 nights) in the form of airport arrival support service, specialised monetary support, free of cost visit to tourist attraction, etc.
- GST refund to firms, who have paid for exhibitions and conferences, based outside of India.

- **Visa support**

Rationalisation and simplification of the conference visa regime, the introduction of e-tourist visa.

- **Bidding support**

Reimbursement of cost of preparing bids to the successful party for major national and international events.

### h. Government support

- Development of a national level policy for the event management sector.
- Granting industry status to the sector. Events-related services and infrastructure will then be eligible for the industrial rates that will give a boost to the industry.

- Allocation of a dedicated budget to the event management industry to promote economic growth, cultural diversity, entrepreneurship and innovation.
- Inclusion of event management services in National Industrial Classification Codes would support event management agencies to register themselves on Udyam Registration Portal of Ministry of Micro, Small and Medium Enterprises and may avail benefits of being MSME<sup>22</sup>.
- Setting up of event management bureaus across states and cities in India for focused development of the sector. For example, Hyderabad Convention Visitors Bureau (HCVB) has organised COP-11 Conference/U.N. Convention on Biological Diversity in 2012, International Interdisciplinary Congress on Women – IISW in 2014, 50th Union World Conference on Lung Health 2019<sup>23</sup> by developing expertise and winning bids to host such events.
- Creation of corpus fund for bidding for large events such as Olympics, world cups, international expos and conventions, etc. A portion of contribution to come from the government and participating industry. Once state bureaus have been created, the Centre and state bureaus to work together to bid for large events.

#### i. Monitoring committee

Formulation of a monitoring committee, with government and private sector representatives, to provide important oversight and support for the event management industry in India, helping to ensure that policies are effectively implemented and enforced, and that the industry operates in a transparent and responsible manner.

**The structure of the proposed monitoring committee can be as below:**

S. No.	Representative	Designation
1.	Secretary, Ministry of Information and Broadcasting	Chairperson
2.	Director General/Additional Secretary, Ministry of Tourism	Member
3.	Director, Ministry of Information and Broadcasting	Member
4.	Director, Ministry of Culture	Member
5.	Director, State Tourism Departments	Member
6.	Director, State Culture Departments	Member
7.	President, Event and Entertainment Management Association (EEMA)	Convener
8.	President, Indian Exhibition Industry Association (IEIA)	Member
9.	President, Wedding Planners Association of India (WPAI)	Member
10.	President, National Association of Catering and Events (NACE)	Member
11.	President, International Live Events Association (ILEA)	Member
12.	President, Indian Convention Promotion Bureau (ICPB)	Member
13.	President, Sports Authority of India	Member

Depending on the agenda to be discussed and finalised, other ministries and departments such as Ministry of Commerce and Industries, Ministry of MSME, police department, municipal corporations, etc. can be onboarded as and when required.

<sup>22</sup> "Event management services to be recognized as MSMEs avail attendant benefits", Event FAQs, April 2021

<sup>23</sup> Hyderabad Convention Visitors Bureau, April 2023



#### j. Registration of event management agencies

To ensure that event management agencies operating in India are reputable, qualified, and compliant with applicable regulations, a clear criteria and process can be developed to register event management agencies.

- Criteria for registering an agency may include factors such as the legal status of the agency, its experience and track record in the industry, and the qualifications and experience of its staff.
- An authority, which can be government department or agency, or a professional association or industry body, can be made responsible for registering the agencies.
- An online application process can be defined including the required documents, fees, and timelines.
- A process can be defined for review and processing of application by the registration authority to ensure that the agency meets the desired criteria. This may involve site inspections, interviews with staff, and a review of past events organised by the agency.
- If the application is approved, the agency shall be granted registration. This can be communicated to the agency through a certificate or other documentation.
- Once registered, the event management agency shall be required to comply with ongoing requirements, such as regular reporting, compliance with regulations, and renewal of registration.

#### k. Infrastructure development:

- More destinations, especially tier-2 and tier-3 cities with potential for event organisation shall be identified, and targeted development shall be carried out in those areas to attract the businesses. E.g. 'Rann of Kutch' where the meeting of 1st Tourism Working Group of G20 nations was held.
- Iconic monuments can be identified at event destinations, which can be opened for cultural functions and other events. E.g. Indonesia is leveraging its heritage sites and cultural heritage through events such as the Ubud cultural dance festival or Kuta beach festival. Locations such as Agra can be identified, developed, and promoted.

- Selecting and transforming one destination into world-class convention & exhibition city, such as on the lines of Expo 2020, Dubai.
- Selecting and transforming more destinations into popular venues for destinations weddings. E.g. Udaipur.



#### l. Compliance and regulations:

- **Simplify licensing requirements:** The government shall simplify the licensing requirements for event organisers, by creating clear guidelines for obtaining the necessary licences and permits, and by reducing the number of licences/permits required. This would ease the compliance burden on event organisers and improve their ability to plan and organise events.
- **Establish a regulatory authority:** The government can establish a regulatory authority to monitor and enforce compliance with the regulations. The authority could be responsible for setting industry standards, conducting inspections, and enforcing penalties for non-compliance. This would help in standardising services and ensuring compliance of regulations.

- **Develop safety and security guidelines:** The government could develop safety and security guidelines/SOPs for event organisers. The guidelines/SOPs could include measures for crowd management, emergency response, and security arrangements, and could be made mandatory for all events.
- **Conduct capacity building programmes:** The government could conduct capacity building programmes for event organisers, to improve their knowledge and skills related to compliance and regulations. The programmes could cover topics such as licensing requirements, safety and security guidelines, and waste management, and could be conducted in partnership with industry associations.

#### **m. Single-window clearance:**

Single window clearance can greatly benefit event management agencies in India by simplifying the process of obtaining the necessary permits and licences for organising events. Currently, event organisers in India need to obtain multiple licences and approvals from various government departments, such as police, fire department, local authorities, etc., which can be time-consuming and complex.

With a single window clearance system, event management agencies can apply for and obtain all the necessary licences and approvals through a single point of contact, which could be a government portal or an agency designated for this purpose. This would help to streamline the process of obtaining licences and approvals, reducing the time and effort required for compliance.

##### **Benefits of single window clearance for event management agencies include:**

- **Time and cost savings:** By reducing the time and effort required to obtain licences and approvals, single window clearance can help event management agencies to save time and costs associated with compliance. This would improve their ability to plan and organise events, and also make it easier for new entrants to enter the market.

##### **Benefits of single window clearance for event management agencies include:**

- **Transparency and accountability:** It can improve transparency and accountability in the licensing process, by creating a single point of contact for event management agencies to interact with the government. This would help to ensure fair and equitable treatment for all event organisers.
- **Ease of compliance:** It can simplify the compliance process for event management agencies, by providing clear guidelines and standard procedures for obtaining licences and approvals. This would reduce the compliance burden on event organisers and improve their ability to comply with regulations.
- **Single window clearance** can help to create a more conducive environment for the growth and development of the event management industry in India, by improving compliance, reducing the regulatory burden, and promoting transparency and

#### **n. Inclusion of technology:**

- Promote the use of technology in event management, such as event management software, AR/VR technology, geo-cloning and online ticketing platforms. This would help to improve the efficiency of event planning and management and make events more accessible to a wider audience.
- A dedicated website can be developed providing essential information with regard to inventory of sector-wise event management facilities with linkages to potential destinations.
- Introduction of guest management and facial recognition software and technology to make events secure.

#### **o. Branding and marketing:**

- Annual flagship events shall be organised by the government on the lines of IMEX Frankfurt, IBTM Barcelona, IT&CMA Thailand.
- Launching marketing/promotion programmes and outreach programmes to

industry leaders, which can get businesses to India and at the same time create visibility at national and global level. E.g. Seoul Tourism Organization (STO) showcased at the IMEX exhibition in Las Vegas, attracting global audiences and conference organisers through cultural displays and events.

- Fam trips can be organised for international event organisers to familiarise them with the facilities and amenities available in India.

#### **p. Training and skilling:**

- Developing training programmes and courses for event management professionals to improve their skills and knowledge. This would help to raise the standard of event management in India and improve the overall quality of events.
- Reskilling programmes and recognition of prior skills to certify personnel engaged in the industry.

#### **q. Public-private partnership:**

- Encourage public-private partnerships in event management to bring together the resources and expertise of both sectors. This would help to create more innovative and successful events and benefit both the public and private sectors.

#### **r. Diversification of events:**

- The industry in India is still dominated by traditional events which is a gap to be filled. India needs to diversify the industry by developing more niche segments.
- International travellers believe in unique travel experiences. India can promote concept of customised travel experiences, luxury spa sessions, rare animal sanctuaries, religious pilgrimage tours, personalised weddings, music festivals, live performance events, sports events to gain interest of international travel and business community. E.g. In Singapore Incentives & Rewards (INSPIRE) Global 2.0 programme offers close to 80 options in dining, attractions, thematic tours, team building and retail experiences to

complement the itineraries of MICE groups to Singapore<sup>24</sup>.

- Encourage collaboration between leading experiential service providers such as wellness resorts, golf clubs, adventure sports providers, etc. and events and provide support for promotion of experiential tourism. E.g. Kerala offers scenic beauty, exotic cuisine, and other attractions such as Ayurveda.
- Pre and post event tours can be arranged to showcase the unique cultural, historical, and natural attractions of the host city or region, providing attendees with a more experiential and immersive travel experience. E.g. Costa Blanca, Spain offers hiking options to business and leisure travellers to enjoy unparalleled views over the Mediterranean.
- Cultural performances, such as dance and music, can be incorporated into other organised events such as weddings, meetings, exhibitions, sports events, etc. to showcase the local culture and heritage of the destination. E.g. the two-day Chintan Shivir organised by Ministry of Tourism was followed by cultural performances by local artists.
- Themed events can be organised, highlighting the unique cultural and historical elements of the host destination. For instance, a conference on Indian textiles could be complemented with a fashion show featuring traditional Indian textiles.

#### **s. Research and development:**

- Providing funding for research and development in the event management sector. This would help to encourage innovation and the development of new ideas and technologies that could benefit the sector as a whole.

#### **t. Promote sustainability:**

- Implement initiatives and policies to reduce its environmental impact, such as promoting the use of renewable energy and encouraging sustainable practices in the event industry<sup>25</sup>.
- Develop sustainability standards, industry members to obtain internationally and

<sup>24</sup> "In Singapore Incentives & Rewards (INSPIRE) Global 2.0", Singapore Tourism Board, May 2023

<sup>25</sup> "Singapore launches roadmap to become APACs leading sustainable mce destination by 2030", Exhibition World, May 2023



nationally recognised sustainability certification and event industry to start tracking waste and carbon emissions.

- Government can incentivise event management agencies in the form of tax credits, exemptions, or deductions, which would reduce the tax liability of event management agencies and encourage them to adopt sustainable practices.
- Government can provide funding support in the form of grants, subsidies, or low-interest loans, which would help event management agencies to cover the additional costs associated with sustainable practices.
- Government can provide certification that recognises sustainable events, which would help event management agencies to promote their events as socially responsible and environmentally sustainable.
- Government can provide recognition and awards to event management agencies that demonstrate excellence in sustainable event management. This would create a competitive environment for event management agencies to adopt sustainable practices and improve their sustainability performance.

While some of these initiatives have already been undertaken, the event management industry continues to remain largely unorganised and lacks the recognition it deserves. Despite efforts been made to address certain aspects of the industry, such as promoting professional certifications and establishing industry associations, there are still significant gaps that need to be addressed. Firstly, the lack of standardised regulations and licensing requirements hampers the industry's ability to maintain consistent quality standards and protect the interests of clients and event professionals. Additionally, the absence of a centralised platform for information sharing and collaboration makes it challenging for event planners to access necessary resources and best practices. Furthermore, the industry's contribution to economic growth and employment generation often goes unnoticed, leading to a lack of government support and investment. In order to truly recognise the importance of the event management industry and unlock its full potential, it is crucial to implement comprehensive measures that focus on standardisation, professional development, and promoting its economic significance.



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