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NEXT DRAFT

ICE GROUP INDIA

JULY '21



If you never
GO
you
will NEVER
KNOW

From the Director's Desk

MOHIT KHANNA | DISHA SHAH

Positivity and cheer the mantras on which we operated upon this month. With the impact of the second wave diminishing and normalcy get restored in miniscule ways; it was imperative that we all remained motivated to take life head on, like always.

On the 7th of June, we reopened office after observing all sanitation and safety processes. The past 15 months had been very traumatic for all of us and we decided to put these behind. The learnings from yesterday are the only things which we decided we shall carry forward with the hope for a better and more prosperous tomorrow.

Now as work has started flowing in the industry and with the able backing of all the new and ingenious ways we have learnt in these challenging times as the fuel to propel our journey forward.

Do stay tuned in for more from us to you!

Until then,

Love and Peace



MOHIT KHANNA
CEO



DISHA SHAH
COO



11 YEARS OF AWESOMENESS AND BRILLIANCE

11 years ago, Mr. Khanna, the MD and CEO of iCEGroup India had a dream. A dream so passionate and worthy that he was willing to perspire and persevere for it to translate into action. When he founded the company, the end objective he had in mind was to offer customer delight in the realms of travel, hospitality and leisure. His sagacity, resilience, resourcefulness, business acumen, creative bent of mind along with experience, expertise and specialized domain knowledge of meetings, incentives, conferences and exhibitions garnered over the 15 years spent in the industry; made him super ready to take on the challenge.

There has been no looking back for the company ever since and it has grown leaps and bounds and is now a name to reckon with in the trade. In its upward journey, it has always outdone itself and added newer and more novel milestones all along.

Ms. Disha Shah, an ex-hotelier by profession and a travel enthusiast by heart joined the company as Director and COO in the year 2015 and she brought with her infectious charm, ardour, zeal and conviction. This was backed with her passion as a travel aficionado to explore new locales, cultures, customs and cuisines has been a guiding light in the company's flight to renewed successes and triumphs.

iCEGroup India in these glorious 11 years has:

- The colossal successes of handled 1000+ MICE for all bigwigs of the industry.
- Handled major medical conferences.
- Accredited with recognition by the Department of Tourism-Government of India.
- Conferred with many honours, awards and certificates for our exemplary work.
- Launched new vertical to cater to high-end weddings- Wedding Knots. Have received rave reviews for the weddings planned and execute for our finesse, perfection and management.
- Launched new vertical for hosting virtual events- Ice Connect. Through, the 100+ events hosted in this small a time frame, the testimonies received from the clients are a testament to the fact that our virtual launch has been efficacious.
- The success saga continues.





CONVERSATIONS AND MORE



The world has been impacted phenomenally and has undergone change in a manner which none of us could have anticipated ever. The last year saw businesses; especially all those which are considered non-essential being impacted and halted. Yet for the show to go on, new ways and means had to be devised and one such enterprise was ICE Connect, a turkey solution provider for hosting virtual events for our revered clients.

We were extremely happy to have got the opportunity to host a virtual event for a world leader offering premium and patented products through our platform. And its resounding success cemented the shared belief that digital is all pervasive and was the only way ahead.

Here, we take the chance to feature the organization's Marketing Head who will share his thoughts, views and experiences of the virtual event hosted on our platform; which will go a long way in preparing and reassuring many others of the many benefits of virtual events.

1. The first question I have to you is sir, is that did you have any apprehensions before you got into this? As in, how confident were you that a successful event could be pulled through.

Ans. The industry we operate in is extremely high-end and niche. Our clients are all those who appreciate value. The pandemic which created the worst type of havoc in all realms of our lives; impacted them in a way that is unfathomable. Obviously, we in turn were impacted ghastly.

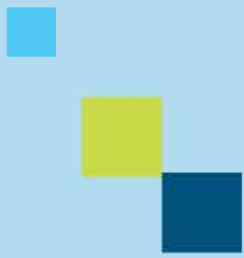
We had to devise ways and means to stay connected with our patrons. The virtual medium was the only way ahead. Yet, we had immense doubts on the kind of response which we would be able to garner given that we would be interacting with the stakeholders at all these organizations.

The virtual and real-time medium of communication was very new to India and we were very apprehensive of its acceptability.

2. How confident were you on the capabilities of the attendees to handle technology? Given that people were spread across different geographical locations.

Ans. As I said earlier, the attendees of the virtual meet would be all business honchos. Each of whom were used to getting work getting done through their teams. In the absence of someone handling the technology part for them; there were definitely apprehensions on how confidently they could do so on their own.

Also given that they were spread in different geographies; this too seemed to be a potential threat wrt the success of the show.



3. What were the aspirations and objectives you had in mind when the thought of having an event on a digital dais came to your mind? And were they attained?

Ans. Honestly, the main aspirations from the event was to stay connected with all those who matter to us. We wanted to reach out and bond with our global audience and tell them that together we will bounce back and that normalcy in our dealings would be restored in the quickest possible time frame.

Till then, the only dictum to follow was that forward was the only way ahead and let no pandemic be a deterrent. We were able to achieve that and much more of what we aspired for. We intended to apprise our patrons that they were the heart and soul of our establishment, and nothing could go on without them and their benefaction.

With the superb event which we put through for them, they felt valued and vital. With this, we were able to motivate them and infuse hope in their minds; that we will all come out unscathed and emerge stronger.

4. Please briefly sum up your experience of working with us. Which were our USPs and which were our grey areas.

Ans. Our experience with working with Ice Group India and its virtual events division - Ice Connect was exceptionally surreal and extraordinary. It was from the initial demo session which we took; we had been spellbound with all the amazing options presented to us.

The immersive interactive options and gamifications are definitely your USPs. These are extremely intelligent, striking without being gaudy and loud. We were amazed with the speed at which you people incorporated changes suggested by us into the format and presented the next deliverable in record time.

The times are certainly unprecedented and technology is evolving by the minute. Though, we experienced no glitches working with you; we can only advise you to keep stepping up your game.

5. Requesting you to please give your wise counsel to your peers in different industries on how virtual meetings and interactions are beneficial.

Ans. This is no brainer that physical interactions across countries and continents will now take a long time to be restored to the pre-pandemic stage. Earlier, physical interactions were paramount to the conduct of business have to be replaced and immediately. The world has come to understand that unless we communicate, there is no way forward. Work along with fun and entertainment on a digital dais is the need of the hour. Confinement and restriction on movement was making us miss the human element in our work dealings and it was becoming a drag, day after day, month after month and year after year.

We have also come to understand that digital is all pervasive and embracing it at the earliest in all spheres of our lives- personal and professional is the only way forward.

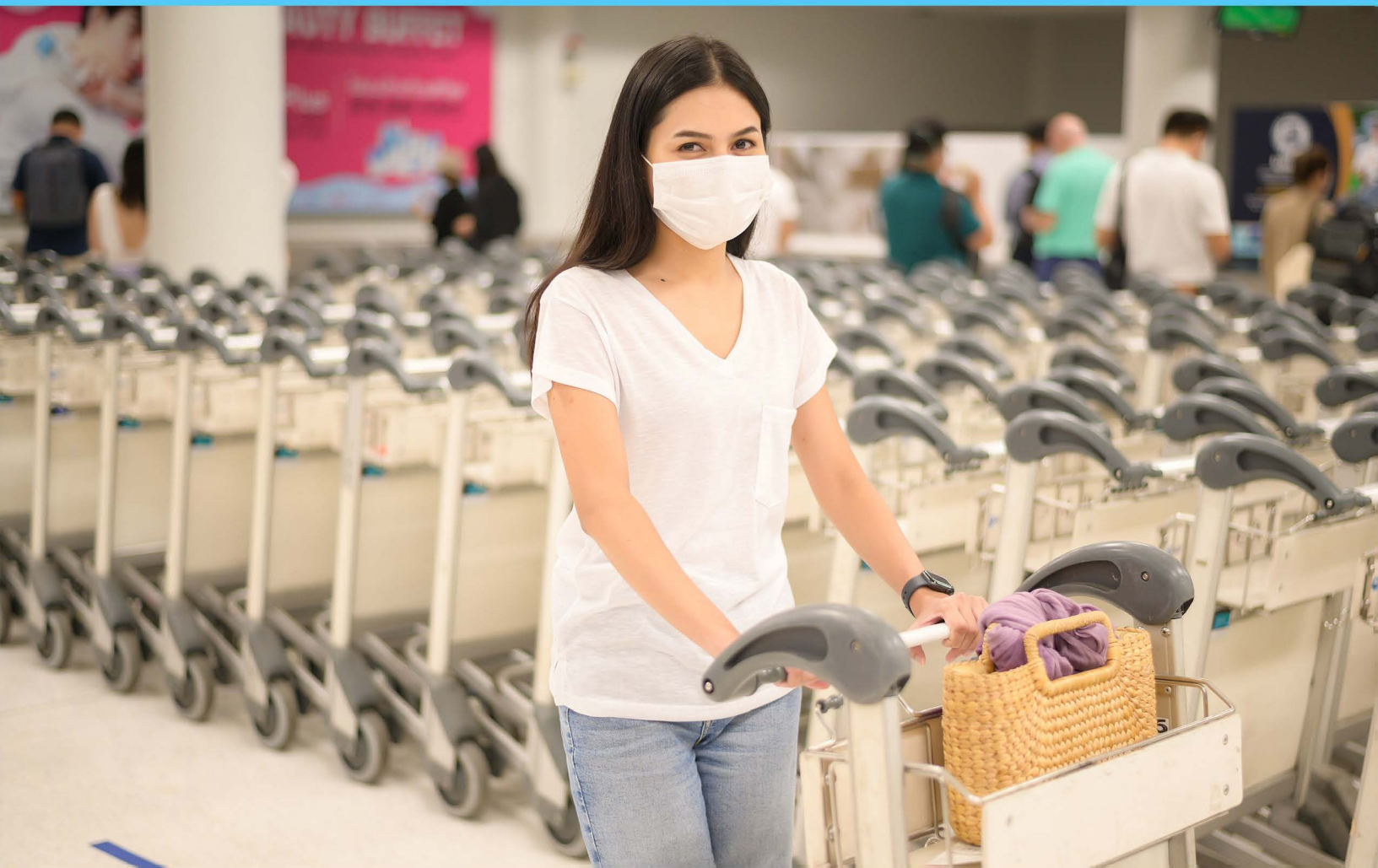
We really appreciate you taking out time from your busy schedule for us. Much appreciated, sir and we are very hopeful that this interview will go a long way in putting others at ease and motivating others to host their businesses virtually.

TRAVEL IN THE POST COVID ERA

2020 saw travel and tourism halted completely. It has been more than 1.5 years now and still and yet there is no certainty on how travel post the pandemic will look like. We can only speculate and forecast what the future trends will be.

- Sustainability will be the key for travel in the post pandemic world. Health and safety will be prioritized over profit margins.
- Smaller locations will gain more prominence and rank. People will not want to visit crowded destinations and will thus diversify.
- Quality will score over quantity. Travellers will be happy to visit one destination a year where all health standards are met in place of many small trips.
- Road trips will become extremely significant. People will love to destinations they can commute to by their cars instead of using airlines and trains.
- The role of travel advisors will gain an all-time high. Travellers will consult advisors for their invaluable knowledge and connections in the industry.

With normalcy slowly getting restored, these are some of the paths on which travellers have embarked upon. Here's hoping for times where we can all travel before run out of time.



VROOOOM!

Signs



Aries

Aries are flashy and flamboyant and as with all other things; they love their wagons to be the same too. Chevrolet Cruze, Nissan Sentra and Honda Insight in bright colours are the ones best suited for you



Cancer

The crabs are reticent and withdrawn characters. They do not like to be in the spotlight. Ford Figo, Maruti Baleno and Hyundai Venue are your cars.



Taurus

The Bulls are sensible and practical people who usually like stability in their lives. Yet, owing to Venus being their ruling planet; there are those rare occasions when they want to add spice to their lives. Keeping these in mind; the cars for them are Renault Lodgy, Maruti Suzuki Ertiga and Datsun Go Plus in pink and white colours.



Leo

The regal Leos shine like the Sun and bright orange, gold and yellow are their colours. They love to travel in style and grace and so Fiat Adventura, Hyundai Grand and Honda Jazz are their carriages.



Gemini

The sign is represented by twins and these people are said to have dual natures. They like change, are always on the go and are extremely versatile and talented. Chevrolet Beat, Renault Kwid and Tata Tiago are the cars for them.



Virgo

The virgins are practical and no-nonsense people. They completely detest anything fancy and overboard. They prefer sombre cars like Volkswagen Jetta, Honda Civic and Ford Focus.

VROOOOM! Signs



Libra



Capricorn

The Librans are the style gurus of the Zodiac. They love pomp, splendour and grandiose. The same holds true for their choice of cars and their colours. Blue colored Mahindra Scorpios, Kia Seltos and Hyundai Cretas, for them please.

The goats are the deepest thinkers who hate exhibition and pageantry. Black, brown, grey and white are their colour choices for their cars. They like to own Nissan Sunny, Hyundai Verna and Honda City.



Scorpio



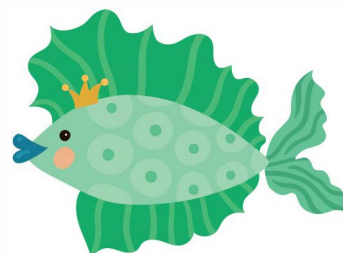
Aquarius

This is the mystical and magical sign of the zodiac. They are tough-minded and ambitious and like their rides to hard, strong, solid and of the colour scarlet which fascinates them like none other. Their range of choices includes Fiat Linea, Volkswagen Vento and Skoda Rapid TSI.

This sign takes delight in shocking others with their choices. This applies to their choices of cars and colours as well. Tata Xenon, Mahindra TUV300 and Nissan Kicks in electric colours work best for them.



Sagittarius



Pisces

The archers are the most unconventional of them all. They like to roam around shooting arrows of truth all around; doing their own thing. Yellow coloured Skoda Octavias, SEAT Toledos and Citroen C5s for them, please.

They are the dreamers who are gentle and sensitive. They fancy pale and pastel colours. They also have very good taste. Hyundai Elantra, Toyota Altis and MG Hector; cars which are trustworthy, comfortable and classy are the ones for them.

KAPIL
SNEAK PEAK

A Sneak Peek
into me:



1. My loved ones call me: _____ Kaali
2. I am a (Zodiac Sign): _____ Libran
3. The subject I hated the most at school: _____ Social Science
4. The strangest place I have fallen asleep has been: _____ Room no 64
5. My first celebrity crush was on: _____ Demi Moore
6. My pet peeve is _____ Show offs
7. The animal I resemble the most is _____ Elephant
8. The song which is on my lips these days is: _____ Blinding Lights

PUT ON YOUR TRAVELING CAPS!!! - JULY '21

CONNECT THE FLAG TO THE COUNTRY..



- a. Portugal b. Spain c. Argentina d. Brazil



- a. Bangladesh b. Pakistan c. Sri Lanka d. Afghanistan



- a. New Zealand b. Great Britain c. Australia d. Netherlands



- a. Ecuador b. Columbia c. Argentina d. Bolivia



- a. Suriname b. Paraguay c. Uruguay d. Aruba



- a. Nigeria b. Kenya c. Morocco d. Ghana





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