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i C E G R O U P I N D I A

A P R I L ' 2 2



From the Director's Desk

MOHIT KHANNA | DISHA SHAH

The month of April is starting with the Hindu new year and we know that the blessings of the Holy Goddess, this new year will herald prosperity and abundance into our lives.

The Hindu New Year starts on the first day of the pious month of Chaitra and is said to coincide with the first day of Spring. Just like with Spring, this festival is said to usher in new beginnings, new hopes and new vigour.

Names of this festival are many, yet the spirit is the same.

We wish all our readers are very **Happy Navreh, Gudi Padwa, Vishu, Ugadi and Puthanadu**. May the gloom of the past all get dissipated at the earliest and many we only reminisce of its learnings.

Love and peace from us to you.



MOHIT KHANNA
CEO



DISHA SHAH
COO





ICE COMPASS

At the start of this auspicious time, we as a family took some time out to reminisce.

iCEGroup India, from its very inception has been a brand that has stood for excellence, brilliance and distinction. June 1, 2010 was that monumental day which saw the birth of this organization; one which would later create a revolution in the travel, tourism, events, weddings and the experiential marketing space.

With luxe, luxury and opulence as the backbone of their offerings, iCEGroup India has now garnered a rich legacy of experience, expertise, skill, competence and exposure. Under the able management and leadership of Mr Mohit Khanna, Founder- Director and CEO and Ms. Disha Shah, Director and COO, the organization is now a very established player in the industry.

Today the company stands so tall with a vast plethora of offerings and verticals. iCE Travels and Tour Pvt Ltd the first and most special offering is definitely that one that helped the company both spread its roots and gave it wings to take of on a flight of fancy. And truly, there has been no looking back and iCE is today a very established MICE player.

Next came to existence, iCE Events and it caters to physical, on-ground events and since its inception almost ten years back; it has amassed rich exposure and a brilliant basket of clients who are all bigwigs in their own right.

After corporate travel and events being taken care of, Wedding Knots was curated to cater to bespoke luxe and luxurious weddings and the rave reviews we get for this vertical are testimony to the fact that we have done this right.

iCE Connect was started in the times of the deadly pandemic to provide a ways and means to transcend physical boundaries and connect the world. Virtual events, meetings, conferences, dealer meets, employee engagements and we have done them all and much more.

iCE Logistics is here to offer corporate branding and merchandising solutions to our very revered clientele.

What an illustrious journey this has been, and our chests swell with pride with each trip down the memory lane.





THE RIGHT VENUE FOR THE RIGHT CONFERENCES

A killing venue is the first and foremost thing to start with when planning a conference. The right venue sets the tone and tenor of the event and goes on to make it a resounding success.

There are certain things which need to be taken into consideration before a choice of venue is made.

1. **Client Budget:** This is the steppingstone when an event is being planned. The cost of the venue should be meticulously considered before proposing venue options to the client. Also, commuting costs to and from the venue have to be accounted before selecting the venue. Many times, travel and hotel costs may also be involved here and the aim should always be to keep these to the minimum without compromising on the quality of the venue.
2. **Place:** If a local venue is selected, then utmost care and caution should be exercised to ensure that there is adequate parking space to accommodate the guests to the conference.
3. **Seating Capacity:** The venue should be big enough to accommodate the invited guests and have buffer space for additional ones. This is of paramount importance while selecting a venue for the event.
4. **IT and Hardware equipment at the Venue:** A conference or a seminar is obviously being planned here and there is surely going to be something to display and there are going to be options for engagements with the attendees. For that, there is need to have superior AV Equipment, IT infrastructure, Exhibition Space and Breakout Rooms.
5. **Excellent concierge and Support Staff:** The attendees to the event will need assistance for a number of things including for directions to a particular room. Well mannered and knowledge staff make the experience for them memorable.
6. **Options for Brand Building:** The venue must also present ample opportunities to leverage on building the image for the brand. The venue should be such where there is scope for placing banners, signages, hoardings, etc both about the event as well the company which is hosting the event.





ROI MAXIMIZATION FOR VIRTUAL DEALERS

Though the pandemic is phasing out from the world, the learnings and ways of functioning adopted during the times when its onslaught was at the highest; are here to stay. People and offices have got used to remote working and now do not like unnecessary in-person meetings. During these times, everything was conducted virtually- online education, employee engagements, events, seminars, conferences and even dealer meets.

With virtual dealer meets, organizations found a way to stay connected with their dealers. The company's products reach the end consumers only through the dealers and it is very imperative to incentivise them so that results are far and wide. It is not always necessary to incentivise them monetarily. Sometimes, just when they are treated as important and made to feel as an integral part of the organization; the trick is done too.

To get maximum return on investment (ROI) through these dealer meets, it is rudimentary to:

- Spend only when necessary- It is of paramount importance to spend only when it is absolutely necessary and essential. Proper negotiation skills coupled with superlative creativity and condensing marketing spends.
- Redefining the KPIs of the virtual meet- By doing so and also by analysing metrics for the same will help predictors of success. Interaction of the audience, contrasting new attendees versus repeat ones and follow up response rates.
- Value addition and creation - This dealer meet has to be different from all the others that have already been conducted. A killing social media strategy, driving leads through promotion and reviews and testimonials are the way to create value for the event.

With these in place, the dealer meet is poised to be a great success.





2022

TRENDS

TRAVEL TRENDS



As with last month, it is our aspiration to provide to you the latest and finest in the fraternity of travel, trade, tourism and the likes.

This month we are very happy to present the following:-

1. Our mighty country has finally opened skies to the world. After a long and very gruelling timespan of 2 years, India has dropped travel restrictions and resumed all international flights.
2. France lifts COVID passport requirement for access to most venues and events from 14 March.
3. Masks are no longer a legal requirement in Denmark, and neither is the EU Digital Covid Certificate needed for entry into restaurants and pubs.
4. Italy drops its 'state of emergency' and eliminates all restrictions starting 1 April.
5. Singapore has opened "vaccinated travel lanes" (VTLs) with a range of countries, like Thailand, Maldives and Vietnam.
6. Sweden finally removes the entry ban on non-essential travel from third countries starting from 1 April.



PUT ON YOUR TRAVELING CAPS!!! - APRIL '22

1. Which European capital was built on 14 islands?

- a. Paris b. Stockholm c. London d. Vienna

2. Which island country in the south-eastern Caribbean Sea is also known as the 'Island of Spice'?

- a. Grenada b. Haiti c. St Lucia d. Cuba

3. What is Europe's most mountainous country?

- a. Georgia b. Spain c. Turkey d. Italy

4. In which country is the world's highest waterfall?

- a. Venezuela b. Denmark c. South Africa d. Hawaii

5. What is the largest country in Africa?

- a. Libya b. Sudan c. Chad d. Algeria

6. Which is the deepest lake in the world?

- a. Lake Baikal b. Lake Matano c. Lake Ohrid d. Lake Great Slave





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