



INDIA EXPO

SHOP 2016

India's Premier Platform for
Exhibition, Event & Retail Design Industry

**PROGRAMME
AGENDA**

22 APRIL 2016

GR. NOIDA, INDIA

www.IndiaExpoShop.com

Organised By



CONFERENCE DAY, APRIL 22, 2016

08:30 – 09:25 REGISTRATION AND COFFEE

09:25 – 09:30

OPENING REMARKS FROM MR. NANU BINU, PRESIDENT IESA

OVERVIEW OF INDIAN EXHIBIT DESIGN INDUSTRY

09:30 – 10:30

INAUGURAL SESSION

Effective strategies for creating experiential spaces in Exhibitions, Events and Sports

From translating the aspirations and imaginations of brand managers into vivid reality, the relevance and contribution of the Exhibit Designer in the success of Trade shows has evolved over the years. Today, it has become a prime mover in exhibition business than a mere Associate. They work seamlessly at all points of customer engagement – Exhibition Stall, Retail Outlet, Product Launch or Sports Venue. The Inaugural Session will focus on how valuable is this contribution and how further this relation could be strengthened.

- **Chief Guest:** Hon'ble Minister
- **Guest of Honour:** **Shri Sudhanshu Pandey**, Joint Secretary, Ministry of Commerce, Government of India
- **Special Address by:** Services Export Promotion Council (SEPC)
- **Keynote Address by:** **Mr. Pradyumna Vyas**, Director, National Institute of Design (NID)
- **Address by:** **Mr. Nanu Binu**, President, Indian Exhibitions Conferences & Events Services Association (IESA)
- **Address by:** **Mr. K. V. N. Prasad**, President, Indian Exhibition Industry Association (IEIA)
- **Address by:** **Mr. Sabbas Joseph**, President, Event & Entertainment Management Association (EEMA)

10:30 – 11:00 REFRESHMENTS AND NETWORKING BREAK

11:00 – 11:30

STORY TELLING AS AN EFFECTIVE MEDIUM OF COMMUNICATIONS IN SPACE

Explore the expression and deeper meaning of working with space by merging various media like architecture, graphic design, industrial design, audio-visual and digital multi-media, into a common language to create an emotive and storytelling experience.

- **Mr. Amardeep Behl**, Director, Design Habit

11:30 – 12:15

PLANNING AND DELIVERY OVERVIEW IN THE SPORTS WORLD

The opportunities in the global Sporting spectacles which represent majority of the world's largest events are huge. This session will focus on planning and delivery in the Sports world

- **Mr. George Blake**, Events & Strategy at CSM Sport & Entertainment

12:15 – 13:00

NEW EXPERIENCE TOUCH POINTS TO REACH OUT TO TARGET AUDIENCE - MR. RAHUL PRADHAN, DIRECTOR, USER EXPERIENCE DESIGN (AEROSPACE). HONEYWELL TECHNOLOGIES SOLUTIONS.

PROGRAMME AGENDA

13:00 – 14:00 NETWORKING LUNCH

RELEVANCE OF NEW MEDIA IN EXHIBITIONS AND EVENTS

14:00 – 14:30

In the realm of growing importance of new media, it has become an inevitable tool for the Exhibition and Event Managers to use the newer possibilities presented by New Media for the promotion and people engagement for Exhibitions and Events. This session will discuss the relevance of New Media for Exhibitions and Events sector.

- **Dr. Jignesh Khakhar**, Head, New Media Design, National Institute of Design

LIGHTING DESIGN FOR EXHIBITIONS, EVENTS AND CONFERENCES

14:30 – 15:00

The above session will focus on different facets of Lighting Design for Exhibitions, Events and Conferences.

- **Mr. Vijay Sabhlok**, Managing Partner, Video Design

DESIGNING OF INTERNAL AND EXTERNAL ACOUSTICS IN TEMPORARY ARCHITECTURE

15:00 – 15:30

The session will focus on different aspects of designing of internal and external acoustics in temporary architecture.

- **Mr. Dilipkumar Mattappilly**, Director-project, Acoustic Logistic

“ORGANISING EXHIBITIONS... WISHING SAFETY AWAY”

15:30 – 16:00

For any event, success is often defined in terms of the spectacle, economic benefit and crowd numbers. Success, however, should also be measured by each event's level of safety including the safety, security and standardisation of material, structure, venue and event. This session will address safety and security aspect of an event.

- **Mr. Sunil More**, Partner, Fair Act

16:00 – 16:30 REFRESHMENTS AND NETWORKING BREAK

PANEL DISCUSSION ON FUTURE TRENDS IN DESIGN, COMMUNICATION AND TECHNOLOGY

16:30 – 17:30

The world is talking about emerging technologies like advance robotics, virtual reality, augmented reality and cloud computing which have potential to change the way we do things. This panel discussion will discuss future trends in design, communication and how technology – not only the internet but new materials, software and production techniques can bring innovation and change the way we perceive exhibitions and events.

Chair & Moderator

- **Mr. P R Mehta**, Former President, Council of Architecture (COA India), Former Member, Expert Group of Ministry of commerce on Services and Director, Cityneon DAG India Pvt Ltd

Co-Chair

- **Mr. Sanjay Soni**, Founder Member, IESA, and Chief Knowledge Director, Incredible Design
- **Mr. Shibu Chellapan**, Pavilions And Interiors (I) Pvt. Ltd.
- **Mr. Virendra Gupta**, Deputy Director General CII*

17:30 – 18:00 : VALEDICTORY SESSION