

WHO IS VARUN UDAY





- Varun Uday is a talented & successful entrepreneur and the Chairman & Managing Director of Cevex Business Solutions Pvt Ltd; a one-stop solution for all corporate and social events.

- Born & raised in Thrissur, & settled with his wife in Bangalore, Karnataka.

- Finished the computer engineering Started the career as a Java Faculty then moved on to the management sector and then to own entrepreneurship journey and he has also taken a degree in Business administration.



Varun Uday's designations up to date:

- CMD - CORPORATE SMART SERVICES (CSS)
- DIRECTOR - CEVEX BUSINESS SOLUTIONS PVT LTD (CBS)
- ED - ALIV VENTURES (AV) - Leasing Firm for commercial and residential spaces.
- Conceptualizer & Author of the forum - global wedding network - GWN and Global Events forum & Travel Consortium - GEFTC.
- BNI MEMBER from 2017 to 2020 and served as Vice President of the chapter in 2019 , BANGALORE, INDIA
- Rotary (dist 3190) Member and Secretary of rotary health city club
- MEMBER OF KEMA - Karnataka Event Management Association, EMAK Event management Association of Kerala, Kerala Chamber of Commerce and Industries
- Chapter Head of TIES –, The International Eco Tourism Society Bangalore , Karnataka
- Chapter Head of IADWP – International Association of Destination Wedding Professionals




CERTIFICATIONS / LICENSE






The International Ecotourism Society's
GLOBAL CHAPTERS PROGRAM

Appoints and Recognizes as a Chapter Head for the destination of **BANGALORE**
Let it be known this day, **September 18th 2020** that The International Ecotourism Society
appoints and recognizes
Mr VARUN UDAY as TIES CHAPTER HEAD of BANGALORE
for the duration of 2 years as of the date aforementioned and further appoints him as the
Sole Authority of The International Ecotourism society within this district.


Jon Bruno
TIES Executive Director

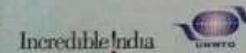

Murtaza Kalender
TIES Eurasia Chapter Head



CERTIFICATE

**INTERNATIONAL CONFERENCE
ON GLOBAL TRENDS IN TOURISM STUDIES**
TOURISM: A BETTER FUTURE FOR ALL

This is to certify that Mr./ Ms. Varun Uday
was a speaker/moderator at the International Conference on
Global Trends in Tourism Studies held from 28th to 29th September 2019
at Kerala Institute of Tourism and Travel Studies (KITTS), Thiruvananthapuram, Kerala.




Dr. Rajashree Ajith
Director, KITTS

Place: Thiruvananthapuram
Date: 29th September 2019

ABOUT US



CEVEX is one of the leading events and service providers based in Cochin, Bangalore, and Dubai. Shaadhi Wedding Management is a secondary division under CEVEX formed in the year 2010.

Has over 9 plus years of accomplished professional experience in the field of event planning and management. Prijo leads a team of hard-working event coordinators and enthusiasts with motivated and long term planning strategies to deliver the finest services. Under Prijo's strategic vision, Cevex and Shaadhi have grown immensely from a startup event company to one of Kerala's top event management companies.

TWO OTHER EXPANDED DIVISION IN BANGALORE



- **Global Wedding Network LLP (GWN)** has been established with the intention of correcting this trend in the wedding industry to the last mile of its existence. With Internet now reaching the remotest region, we understand that technology along with the right education promoting Quality is the way forward in bringing the change. While we are at it, we also intend to spread the practice of Colla-petition ("Collaborative Completion") in the Wedding Fraternity, thus ensuring a healthy business environment enabling a win-win scenario for all stakeholders involved!
- **ALIV Ventures** was formed with a good ideology and foundation of youngsters & with the support of Angel Network who want to help build up on new ideas and innovations and realize implementations in the coming era, thus adding value to the society. ALIV Ventures has set its focus on facilitating co-working spaces to start with and named its brand as **"AT WORK"**. **AT WORK** is a brand under ALIV Ventures & formulated by group of energetic & successful business teams who own business in IT, infotainment & event management fields for more than a decade. Their rich experience is a commitment to building visionaries & like-minded business folk.

WHAT IS EVENT MANAGEMENT????

The **event management** means planning, arranging, and execution of the events. There are various kinds of event management services are available some of them are conducting exhibition, products or brand launch, arrange conference etc. The event management is advanced methods of advertisements.



The whole concept of event management is one of the most advanced and significant forms of marketing or advertising products or brands. The organization process is the necessary process in the event management services. The event management process involves organizing for a person or a professional event like fashion shows, seminars, product launch, wedding, exhibition etc.

In this modern world, event management is the necessary one to organize an event (planning, financing, concepts, decorations, etc) and the opportunities in this field also getting increased.

1. SOCIAL EVENTS

Organizing Social Event requires more time, effort and dedication to complete. In the catering arrangements, choosing different types of menus, venue booking, guest lists, design the décor, entertainment programmes etc. These things will make guests so happy and fulfil the party. Moreover, our company is specialized in organizing uniquely themed, funky events. We discuss with the customer to know their needs and arrange the plan based on their budget. We provide menu planning, venue booking, and marquee erecting and live entertainment in the event.



2. CORPORATE EVENTS

In Corporate Events we have the knowledge of logistical, technical and creative factors that will make the event joyful and successful. We provide the event design, visual production, logistics, scriptwriting, budgeting, negotiation, customer services etc. It's important to take the correct decision to decorate the stage more creative and attractive based on the theme in the Corporate events. The qualities of the best event manager are to handle the technical plans effectively and also know how to transfer the message to the audiences.



BENEFITS

1) SAVES YOU TIME AND MONEY

By outsourcing your event management to a company that runs events day in day out, you will save time and money. An event management company has established relationships with hotels, venues and suppliers and can negotiate excellent rates on your behalf. They also know all the added value you can get – getting you more for your money and adding to the experience. All these insider relationships and tips mean you save money on everything you need.

An event management partner saves you time because all you have to do is agree the date and location with the event company and the rest will be taken care of. Additional things you make overlook like insurance get covered as part of the service and it is great to hire a company who you can trust to look after everything from the original concept to the delivery on the day.

An event management company will save you and your team late nights, headaches and the hassles of organising the event yourself.

2) GIVES YOU CREATIVE IDEAS AND PROVEN EVENT FORMATS THAT WILL WORK FOR YOU

Event organisers will give you new and exciting ideas for your events – formats that are tried and tested and solutions they know will work well and are tailored specifically for you. Depending on your requirements, they will recommend an event format to suit you, your audience and your budget. Wow factor doesn't have to break the budget! Event managers bring a lot of experience into play which means you can be confident that your event will be a success.

3) EXPERT PLANNING AND BUDGET MANAGEMENT TO ENSURE OVERALL EVENT SUCCESS

The initial brief and planning is critical to a flawlessly executed event. A successful event requires a detailed master plan and a timeline and budget that is adhered to. An event management company will create these for you and agree from the outset the key objectives, responsibilities and targets. This plan details every logistical and sales element that needs to take place and is the working bible of any event manager. It will be a working document and continually updated, and will give you the flexibility and peace of mind to make sure all elements of your event are taken care of. The budget will be created by an experienced event planner who understands all the costs involved and the variances that can occur. This will be managed and any variances to plan highlighted and appropriate actions taken. There is no re-inventing the wheel and learning by your mistakes as an event management company will ensure you success from the get-go. After all event management is a minefield and no-one can afford to make mistakes.

4) PROFESSIONAL DELIVERY ON THE DAY

The two most vital ingredients to a slick event delivery onsite is firstly preparing a detailed event plan for all to use. This would list day by day, hour by hour what rooms would be used, how they should be set, what deliveries are expected, what time refreshment, lunch and dinners should be ready, which staff are responsible for what and so on. And secondly having a well briefed and experienced team managed by an event director with responsibility for the overall event. An event management company would ensure both of these allowing you to network and focus on enjoying the event with your guests. In particular business clients appreciate full attention from their hosts and are open to building relationships and planning future business endeavours during an event.

5) MANAGING YOUR RISK AND KEEPING YOU AND YOUR ATTENDEES SAFE

An event is full of uncertainties that might be encountered like power failure, a medical emergency or even a fire. This is where using an event management company pays dividends as you'll have experienced staff onsite that would know what to do should an incident arise. Prior to the event a good health & safety management plan would have been devised and submitted to the venue. This would determine all the risks and implementation of the strategies to help remove the risk.

WHO IS YOUR IDEAL CLIENT AND HOW DO YOU WORK WITH THEM AND HELP? CORPORATE CLIENTS

1. Listen to their Needs

Anytime we meet with a new client you spend time listening to their desires and needs for their event. After an initial meeting, we as event planners often times have an inherent ability to “know” what the client is looking for.

2. Define the Event Objectives

Although we may be listening, corporate clients don't always come forward or even know the full purpose of the event that is being planned at the start of the planning process. Learn about the history of past events, who the big decision makers are and what buttons you need to push in order to make the event a success in their eyes.



3. Meet Face to Face

Meeting in person is something we often overlook in the hustle and bustle of the busy, technologically driven world we live in. However, you need to arrange for at least one or two face-to-face meetings with your new corporate clients. Try to plan the meeting in their office space, so you can get a feel for the vibe of their company, staff and culture.

4. Respect the Budget

Even though they may bring more money to the table than a private event, we find a way to fit within the budget they have established. Showing them that we are willing to negotiate prices and come in under their set budget will establish a solid relationship with the client and give them confidence that we are not just another vendor looking to make money.



5. Bring Innovative Ideas

Even though corporate events will have an established budget (see above), this industry is a great place to spread your wings and try out a new exciting technology that a small private client isn't financially able to explore. We think outside the box and give them options on possible ideas that will set them apart from their competition. Businesses love the idea of being on the cutting edge of their industry and the event space is a great opportunity for them to show off their forward thinking ideas.

6. Maintain the Connection After the Event

Even though the corporate space isn't as intimate as a private event, we do our best to establish a real personal connection with the lead decision makers. Follow up around the holidays or on their birthday with a handwritten card or letter just to let them know that we appreciate their business and see them as not only a client, but also a friend and partner. This small personal touch, in the sometimes harsh corporate world, can make all the difference in getting future business from their company.



SOCIAL EVENTS

Create a timeline

Before any event, the coordinator works with the customer to determine their goals and preferences for their day. The coordinator will also work with the event planner, if the customer has hired one, to craft a schedule for the day, including a list of all people involved and their individual roles. The customer also provides the coordinator with a list of vendors and their contact information, which will help the coordinator to stay in touch with everyone from the caterer to the florist to make sure things go smoothly.

Confirm vendors

The key to a successful event is making sure your vendors know what their role in your event is. Once the plan for your event is created, each vendor will get specific information pertaining to their role in your event, when and where to arrive, a timeline for the event detailing important moments, and their responsibilities.



Confirm vendors

The key to a successful event is making sure your vendors know what their role in your wedding is. Once the plan for your wedding is created, each vendor will get specific information pertaining to their role in your wedding, when and where to arrive, a timeline for the event detailing important moments, and their responsibilities.

Manage setup and design

Preparing for any social events takes a lot of work, and an Event Manager can handle all the setup and make sure that décor is up and everyone is in place on time. They will schedule each vendor to come into the venue prior to the event and make sure each one has plenty of time to set up any equipment they need. The coordinator will also make sure that every detail is completed according to the customer's desires.



3 Unforgettable Workshops:

- Wedding Workshop Conducted by CEVEX
- EXITO Conference, Dubai
- International Tourism Event Conducted by KITS



Covid-19 Pandemic Period Works

Varun Uday, never giving a break, started organizing Morale and Motivational sessions over Zoom application panels, taking responsibility of providing good spirits and leading the sector, personally.

ESPOUSAL ONLINE

FIRST EVER ONLINE WEDDING EXPO

ESPOUSAL INSTA LIVE SERIES

FUTURE OF EVENTS
COLLABORATION IS THE KEY

VARUN UDAY
CO-FOUNDER & DIRECTOR, CEVEX

5 SEPTEMBER 2020
SATURDAY
12:30 PM IST

Join us on Instagram Live @espousal.zeroin

ZERO IN

IADWP

IN COLLABORATION WITH GWN

zoom @IADWP

13:00 AM IST
13:00 AM EST
08:00 PM TURKEY
08:00 PM IST / 03:00 PM AEST

REAL INDIAN WEDDING
SEPTEMBER 09TH WEDNESDAY
REGISTER NOW!

Stay Home zoom LIVE

CVO & The founder of Global Wedding Network (GWN)
Mr. Varun Uday attending as Speaker to our Zoom meeting with Wedding and Romance Tourism session online.

Date: 19th of August, 2020
Time: 17: 00 (GMT +3) Turkish Time
Platform: Zoom online

Mr. Murtaza Kalandar
IADWP Curdola Chapter Head

Mr. Varun Uday
CVO & Founder of GWN

IADWP GWN

Please register online at:
www.travelshop-turkey.com/OnlineMeeting.html

You can follow our Live Broadcast on Facebook:
<https://www.facebook.com/TravelShopTurkey>

LIVE



Some of the Pandemic Period Zoom Panel Speakers;



Goals

- To Build a Good Business Community in the Event and Wedding Industry
- To Contribute back to the society in a responsible way by forming a Social Responsible Team
- To Support Business Youth to Start Innovative Business and Contribute towards the Economy and Development of Our Country

*Thank
You!*

Follow me on Social Media

<https://www.linkedin.com/in/varun-uday-a8798a5> - FB -

<https://www.facebook.com/GWN.VarunUday>

Twitter -- @cevexuday , Tumblr - Varunuday.