



EESA
Engage






Newsletter

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with the latest trends, insights, and stories.

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Event Equipment Services Association



EESA
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A note from our
HONORARY MEMBER
VIRAF POCHA



This is my first Note to all you EESA members.

Thank You for inviting me here and including me in your vibrant community, though now I can officially say OUR vibrant community.

I Love my Job. Nobody lasts in this Industry unless they love it enough to overcome all the rough stuff that is part of our life here.

Which is great. To earn a living from what you love doing is one of life's greatest gifts.

EESA was formed to make all our lives better. A Little easier. To share our learnings and pool in our efforts to make life a little easier. Each one benefits from all our learnings.

This profession has delivered great things for me. Given me a good life and career, for which I am deeply grateful.

To be honest some great mentors, who offered me great advice, guided my career. Of course being young and stupid, I did not accept it when it was first given. Over time, I realized the value of their teachings and incorporated them into my daily life. Late, Yes. To huge benefit.

After show when we were letting our hair down, I got to learn of so many sharing's that my colleagues had received in so many aspects of our profession that had shaped their journey.

At our age when unfortunately our fingers do not move as fast as we would like them to.

Fortunately, our brains are still sharp enough to spot patterns and navigate our way through today's world we may be in a position to help our young forge their own journeys.

We cannot short cut the hours you need to put in but we could perhaps offer direction that could save a few hours getting to your destinations.

Please do not be upset with me if I can make a mildly controversial observation. Cause I mean it in the best possible way.

In our Rough and Tough environment, I have found most people eager to work hard with their backs. Sometimes to the wall. What I have missed is people who can communicate.

I do not mean crib. I mean understanding and analyzing WHY we are doing what we are doing. I have noticed that sometimes a gentle tweak to their approach has brought about great changes to their results. The one way I think I can contribute to EESA is to encourage you to ask the right questions. Because only Right Questions will bring you, Right answers.

I remain open and available to listen to your questions. Can't promise answers, but maybe I can help shape your questions so that it becomes easier to find the right answer for you.

Cheers.
Viraf Pocha

Emerging AV Trends 2025-26:

Future-Ready Experiences for the Experience-Driven Era

The Audiovisual (AV) industry is on the cusp of a transformative era. With audience expectations growing exponentially and technology evolving faster than ever, AV professionals are being challenged not just to keep up—but to lead. Whether it's a highstakes corporate summit, a luxury brand activation, or a public immersive installation, the AV partner is no longer a vendor—they are the vision consultant.



As the founder of IRS Communications, a multi-vertical AV experience studio with over two decades of frontline experience, I've seen this transition firsthand. From conventional rigging and LED setups to today's AI-augmented projection domes and hyper-personalized content delivery, our journey has been one of constant reinvention.

This article explores five major trends that will define the next phase of growth in the AV industry, especially relevant for fellow entrepreneurs and AV specialists shaping India's event landscape..

1. Immersive Storytelling: The Era of Multi-Sensory Format Integration

The future of AV is not just visual—it's visceral. Clients no longer want passive visuals; they want immersive, emotional journeys. This has led to a rising demand for 360° projection domes, spatial audio design, LED-integrated flooring, kinetic lighting, and ambient scent design—all orchestrated to deliver truly multi-sensory experiences.

Several public-facing installations and government-driven cultural showcases across India are already embracing this format, blending design, AV engineering, and story-first thinking. This convergence is fast becoming the foundation of successful experiential campaigns.

2. AI-Driven AV & Real-Time Content Adaptability

Artificial Intelligence is no longer a futuristic concept—it's rapidly becoming a production mainstay. Real-time rendering tools like Unreal Engine, AI-assisted camera tracking, and predictive sound balancing allow dynamic content that adapts to audience movement or live data input.

For instance, several brand launches and pavilions are now integrating AI workflows that enable on-the-fly visual changes based on footfall, user interaction, or facial sentiment analysis. Previsualization too is seeing a shift—with software now simulating throw ratios, ambient lighting, and pixel coverage before a single truss is set. This not only increases efficiency but dramatically improves show precision.

3. Sustainability in AV: From Option to Obligation

Globally, the AV sector is under increasing pressure to reduce its carbon footprint. We are witnessing a clear pivot from "what looks best" to "what works best sustainably." Energy efficient projection systems, modular reusable scenic elements, and smart power systems are becoming standard across progressive AV setups.

Industry peers are responding with creative solutions—reusing rigging materials, designing collapsible and modular scenic elements for lower transport cost, and switching to biodegradable consumables.

Industry peers are responding with creative solutions—reusing rigging materials, designing collapsible and modular scenic elements for lower transport cost, and switching to biodegradable consumables. Clients, especially in the corporate and institutional sectors, are prioritizing green execution. The AV firms that embed sustainability into their operations will lead the next chapter of the industry.

4. Cloud-Controlled Events & Remote Operations

What began as a pandemic workaround has become an industry mainstay. Cloud-based AV setups—ranging from lighting consoles to media servers—allow for centralized operations, remote collaboration, and leaner on-ground crews.

AV studios are now managing multi-city shows with core teams operating from control centers or even remotely, using platforms like Barco's Event Master ecosystem or Christie Conductor. The outcome is reduced manpower, greater agility, and better cross-location scalability—while maintaining production integrity.

5. The Rise of the AV Vision Partner

In 2025, execution alone won't suffice. Clients increasingly seek partners who co-create, who contribute ideas, and who align event outcomes with emotional resonance and technical precision.

This shift has given rise to a more consultative, solution-oriented AV role—where teams participate not just in execution but in ideation, content design, and even strategy. The “AV partner” is evolving into a “visual impact partner.”

Take the example of India Mobile Congress (IMC)—India's largest digital technology event held annually in New Delhi. For the past several editions, the same AV partner has coworked with the client not only to manage complex technical setups across large halls and pavilions but also to reimagine the overall experience year after year. From live 5G demos to immersive zones with AI and XR, the focus was always on how audiences feel the technology, not just see it. It's a good example of how our role as AV specialists is no longer limited to execution—it's about creating experience architecture in collaboration with multiple stakeholders.

Final Word: The Time Is Now

2025–26 is not just another financial cycle. It's the start of a redefinition—of what it means to be an AV professional, a studio, or a service partner. The lines between technology, content, and emotion are blurring, and this is where our industry will find its greatest opportunity.

Our collective strength as AV professionals lies not only in our tools, but in our thinking. The future belongs to those who are ready to learn, lead, and collaborate.

Let's not just follow trends—let's shape them.

About the Author

Sushant Mehrotra is the founder of IRS Communications, a Delhi-based AV Experience Studio delivering immersive solutions across live events, branded experiences, and content innovation. A member of EESA and a frequent contributor to global AV publications, he is passionate about format design, emerging tech, and mentoring the next wave of AV entrepreneurs.

PRODUCT Spotlight



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MEMBER Spotlight

Spotlight Awards



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J Davis Prosound and Lighting

Silver - Best Lights Company- Festivals/Concerts -
Event 1: Bryan Adams (So Happy it Hurts tour)
Event 2: Prateek Kuhad (Silhouettes tour)

Gold - Best Sound Company- Festivals/Concerts
Event 1: Bryan Adams (So Happy it Hurts tour)
Event 2: Prateek Kuhad (Silhouettes tour)

WOW AWARDS 2025



MANISH MAVANI

Sound & Light Professionals

Gold - Audio/Trussing/SFX
Event - Cold Play

Bronze - Trussing
Event - Ambani Wedding

FACT OF THE MATTER!

News you could Use

Compliance Calendar for the month of July 2025

Due Date	Period	Particulars
07.07.2025	June 2025	Deposit of TDS & TCS
11.07.2025	June 2025	GSTR-1 for Taxpayers with aggregate turnover > ₹5 crores or those who opted to file monthly returns
13.07.2025	Q.E. June 2025	GSTR-1 for Taxpayers who opted to file returns under QRMP scheme
15.07.2025	FY 2024-25	Filing of Annual Return on Foreign Liabilities and Assets (FLA) by companies with FDI or ODI with RBI
15.07.2025	Q.E. June 2025	Filing of TCS returns
15.07.2025	June 2025	Payment of ESIC and PF
20.07.2025	June 2025	GSTR-3B for Taxpayers with aggregate turnover > ₹5 crores or those who opted to file monthly returns
20.07.2025	June 2025	Payment and Returns of PT
22.07.2025	June 2025	GSTR-3B for Taxpayers who opted to file under QRMP scheme
30.07.2025	Q.E. June 2025	Issuance of TCS certificates
31.07.2025	Q.E. June 2025	Filing of TDS returns

COREA 3.0

April 23-24 2025

EESA at COREA 3.0: Strengthening Industry Synergies

EESA's leadership participated in COREA 3.0 – a landmark two-day initiative hosted by EEMA, uniting 23 associations from across India. Through its impactful 5-Point Agenda, the event focused on education, government liaison, licensing compliance, safety standards, and representation. It paved the way for meaningful industry dialogue, collaboration, and collective growth.



TASK FORCE

May 14 2025

Driving Change from Within – EESA Task Forces 2025-26

In a move to empower member-driven change, EESA has launched four focused Task Forces for 2025-26, addressing Welfare & Fair Practices, Elections, Education & Training, and Industry Reform & Advocacy. Each initiative is led by passionate volunteers and aims to shape a more structured, supportive, and progressive ecosystem for our industry

Welfare & Fair Practices for Staff/Labourers



Election Committee



EESA Enlighten (Education/Training/Awareness)



Industry Reform & Advocacy



Palm Expo

May 29 -31 2025

Raising the Bar, One Rig at a Time!

A glimpse into the power-packed PALM-EESA Rigging & Trussing Workshop 2025 at Palm Expo – where knowledge met hands-on expertise.



Meet and Greet

May 30 2025

Kicking Off the Year with Connection

EESA's first Meet & Greet of 2025-26 brought together members from across zones for an informal yet impactful evening during Palm Expo Mumbai. With meaningful conversations over high tea, this gathering set the tone for a year of stronger collaboration and community spirit.

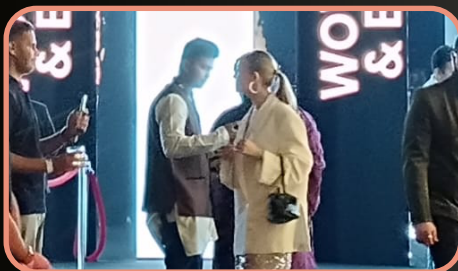


WOW AWARDS

June 20-21 2025

EESA x EEMA at WOW Awards 2025

A powerful industry dialogue took centre stage as EESA and EEMA came together for a thought-provoking session at WOW Awards 2025. Key issues around trust deficits, transactional relationships, and communication gaps between agencies and service providers were tackled head-on—marking a bold step towards collaboration and industry reform.



Coming Up!



August 19 EESA AGM & Elections - Delhi

August 20-22 EESA 3-Day Work at Height & Truss Building Workshop - Delhi



Sept 9-11- InfoComm India 2025 - Mumbai

Sept 19-21 -ICWF 2025 - Mumbai

As part of our ongoing efforts to support skill development and safety in the live event industry, EESA proudly extended its support to two significant training initiatives led by our valued members

Coatsman Scaffolding recently conducted a 3-day Competent Person Scaffolding Workshop at their training facility, equipping participants with essential safety protocols and hands-on experience in scaffolding standards.



Giant Truss successfully completed a 7-city Rigging Workshop Series, creating accessible learning opportunities across the country for aspiring and practicing riggers, with a focus on safe trussing practices and load management.



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IN EAR MONITOR SYSTEM
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 Combiner,



TRUSSING & TRUSS COMPONENTS

290x290 TRUSS	Material : 6061-T6 Aluminum Alloy Main Tube : 50mm Dia x 3mm Thickness Braces : 20mm Dia x 2mm Thickness Available in 0.5m, 1m, 2m & 3m Lengths
400x400 TRUSS	Material : 6061-T6 Aluminum Alloy Main Tube : 50mm Dia x 3mm Thickness Braces : 20mm Dia x 2mm Thickness Available in 0.5m, 1m, 2m & 3m Lengths
520x520 TRUSS	Material : 6061-T6 Aluminum Alloy Main Tube : 50mm Dia x 3mm Thickness Braces : 20mm Dia x 2mm Thickness Available in 0.5m, 1m, 2m & 3m Lengths
520x760 HEAVY DUTY TRUSS	Material : 6061-T6 Aluminum Alloy Main Tube : 50mm Dia x 4mm Thickness Braces : 20mm Dia x 2mm Thickness Available in 0.5m, 1m, 2m & 3m Lengths
TRUSS COMPONENTS	
BASE UNIT	M/E Frame 600mm x 1000mm x 100mm With 4 Heavy Duty Scissor Jacks And 4 Castor Wheels For Movement. Available With Short And Long Outriggers.
SLEEVE BLOCK	Heavy Duty Steel Block To Suit 40mm x 40mm Pole And 520mm x 520mm Beam. Compatible With 400mm x 400mm Beam.
CORNER BLOCK	Box Corner For 400mm x 400mm With Half Central Coupler Arrangement on 6 Sides.
TOP PULLEY UNIT	Aluminum Frame 100mm x 170mm With Double Wheel And Eye Hook For Both Manual And Electric Hoists.

HANDLING EQUIPMENT

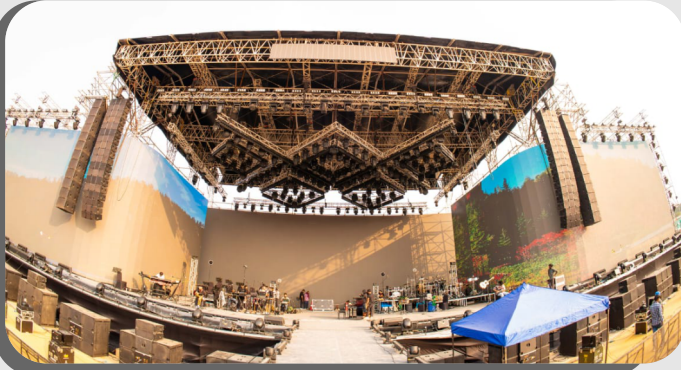
PA TOWER	Material : Alloy Steel Grade - Q345 Size : 2m x 2m x 6m / 8m / 10m Ht. Colours : Galvanized Finish.
AUDIO TRUSS	Material : Aluminum Alloy TE-6061 Size : 300mm x 300mm x 6m. Colours : Aluminum Finish.
LIGHTING TRUSS	Material : Aluminum Alloy TE-6061 Size : 300mm x 300mm x 6m. Colours : Aluminum Finish.
ALUMINUM TOWER	Material : Aluminum Alloy HE 30 Grade T6 Size : 1800mm x 750mm / 1800mm x 1200mm With Platform, Castor Wheels & Outriggers. Colours : Aluminum Finish.
ALUMINUM LADDER	Material : Aluminum Alloy Size : 2' Width x 8' / 8' / 10' / 12' Ht. Colours : Aluminum Finish.

STAGE, BLEACHERS & BARRIERS

SMART STAGE	Finish : Grey Carpet / Anti Skid Laminate Materials : Multi-Layer Sandwich Construction Aluminum Profile On All Sides With Interlock System. Size : 1.22m x 1.22m (4' x 4') Weight Capacity : 300 kg / sqm
MOBILE STAGE	Finish : Grey Carpet / Anti Skid Laminate Materials : Multi-Layer Sandwich Construction Aluminum Profile On All Sides Size : 1.22m x 1.22m (4' x 4') Weight Capacity : 300 kg / sqm
ASSEMBLE STAGE	Finish : Grey Carpet / Anti Skid Laminate Materials : Multi-Layer Sandwich Construction Aluminum Profile For Frame And Legs Size : 1.22m x 1.22m (4' x 4') Weight Capacity : 300 kg / sqm
BLEACHERS	Finish : Grey Carpet / Anti Skid Laminate Materials : Multi-Layer Sandwich Construction 6061-T6 Aluminum Profile For Structure Size : 2.44m x 0.49m x 0.23m (8' x 2' x 8") Weight Capacity : 300 kg / sqm
SMART BARRIERS	Finish : Anti Corrosive Primer With a Top Coat of Aluminum Paint For Water Resistance. Materials : 40mm dia x 3mm Thickness For Main Pipe 25mm dia x 3mm Thickness For Cross Pipe 60mm x 40mm x 3mm Thickness NE Plate For Base
LOADING RAMP	Materials : 6061 T6 Aluminum Alloy Support Pipe With Screw Jack For Height Adjustment Size : 1800mm x 900mm - Open 1800mm x 750mm - Hinged Loading Capacity 300kg

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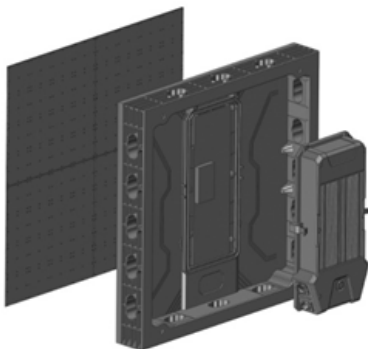
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Technical Parameters of IRS Communications P 4.8 Outdoor LED Wall

Pixel Pitch - P 4.8 Outdoor mm. (Gold wire)

Pixel Density- 43264 pixels/m²

Brightness - > 5,500 nits. - from(Nationstar gold wire)

Physical Resolution - 104 × 104 pixels per tile

Curve - Concave and Conclave both Possible

Refresh Rate - 3840Hz/sec. (IC: MBI5153)

Average Power- 230

Water Proofing-100 % - IP 65



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