

It is the Journey that teaches us more things than the destination.

The idea of All Events in City was no big innovation, it was merely about making event discovery simpler. There is a lot that is happening in the city but there was no individual platform to explore everything at one place and so evolved All Events in City.

It all started with a simple idea of bridging the gap between event seekers and event organizers. Now within a span of 4 years we have reached the apex in the event discovery domain.

All Events in City is coming up with new ways to make event discovery simpler than ever.

I wish all the event organizers/artists/performers a great journey ahead. Let's together make the world a better place to live.

Amit Panchal CEO, All Events in City





















Content

4 years of All Events in City

What is AEFest?

Journey to the City of Lakes

- · Udaipur as a destination for happening events
- Trekking
- Team training session
- Explore the city like locals
- Our team member's b'day

An epitome of AEFest 2015

- Opening Speech by the Founder
- Drama on the theme Life of an Entrepreneur
- Sports event
- Exhibition
- Book Launch
- Product Launch
- Music Event
- Celebrations
- After Party

Team Introduction

Participants

Impact

Best Moments

What's Next?

#MakingTheWorldHappening





















4 YEARS OF ALLEVENTS.IN

All Events in City is the one stop shop for exploring all the events happening around you. We bridge the gap between the event organizers and event explorers. From Music to Meet-ups, from sports to exhibitions, from conferences to dances, we have all the events categorized according to your needs. We are not just focused on the big events but we cover the local events too because we believe every organizer/performer is a potential contributor in #MakingTheWorldHappening.

During these four years we had our ups and downs but finally we came to a pedestal in the domain of event discovery. Now we help more than 25 million people every year across **23K cities** of the world to explore events based on their interest. Catering to more than **20M events** we make sure that every event seeker is informed about what is happening in their nearby locations.

Some of the **remarkable achievements** we would like to flaunt about:

Joined hands with colleges to give vocational training to aspiring students which led us to initiate Student Ambassador Program and now it turns out that we are having student ambassadors from 50 cities of the world

Partnered with **Bhutan Tourism** to promote their cultural activities.

Came up with an initiative to applaud all the artists, performers, organizers and celebrities who move out of their comfort zone and put tremendous efforts for #MakingTheWorldHappening. Some of the esteemed artists and organizers whom we presented with our award are eChai Ventures, Neha Kakkar, RJ Aditi and many more.

We knew we couldn't be everywhere but we certainly didn't want any event seeker to miss an event of their interest. So, we came up with an interesting idea to reach out to everybody by our city plugin and now many great websites; the likes of MakeMyTrip, Global Gujarat News, Indore City app and many more are using our city plugin to inform people about the events happening in their city.



















Every year we try to come up with some interesting ways on the day of our Annual celebration to depict our journey.

During the first year, we encapsulated wonderful moments into a video of how we had a great kickstart. https://www.youtube.com/watch?v=1h6YeMqfoIE

2012 was the year of Timeline, Facebook came up with a timeline view of the profile and All Events in City too had an interesting timeline to be shared, we made our timeline to showcase our journey of two years have a sneak peak http://allevents.in/blog/timeline

Three years of crashing servers, breaking milestones and adding members to team we decided to thank all those who had given us a helping hand in reach at this pedestal of event discovery. We thanked all our near and dear ones http://allevents.in/pages/2014



















Right from the beginning, we always wanted to have our own Flagship event, be it music concerts, EDM party, a big conference, etc. and since the last year brought us many rewards, we thought this would be the best year to start our own Flagship event and celebrate 4 years of influential success.

So, instead of going with a particular kind of event, we decided to come up with a celebration what would give semblance to our identity and thus to have a celebration that depicts our brand name All Events. AEFest; where we have a series of events of all categories.

Marked as the anniversary of All Events in City; on 5th April, 2015 we turned 4 and as the previous year was one of the most successful years, we couldn't have missed to have a royal celebration.

Four places were shortlisted for celebrating AEFest. Mumbai, Goa, Udaipur and Ahmedabad; Given that Udaipur was the nearest and least explored, we felt Udaipur would be an apt venue to celebrate the achievements of our milestones. Udaipur is among one the most happenings cities of country, catering to all types of events from Business meetups to Music Concerts to Destination weddings similar to our ideology wherein we believe in making the world aware about all kinds of events.

We wanted to get away from the hustle bustle of the city and so we chose our destination on the banks of Lake Fatehsagar, at Ranaji.



We took over the City of Lakes with various events in our pockets viz music, dance, sports, meetups, exhibitions. Here's in brief about our journey at Udaipur.











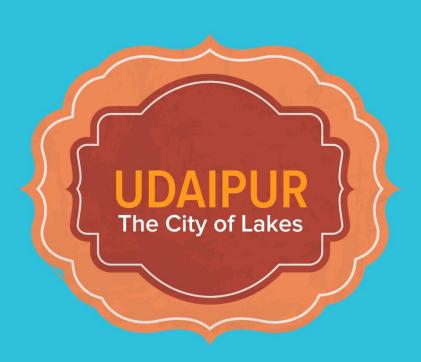


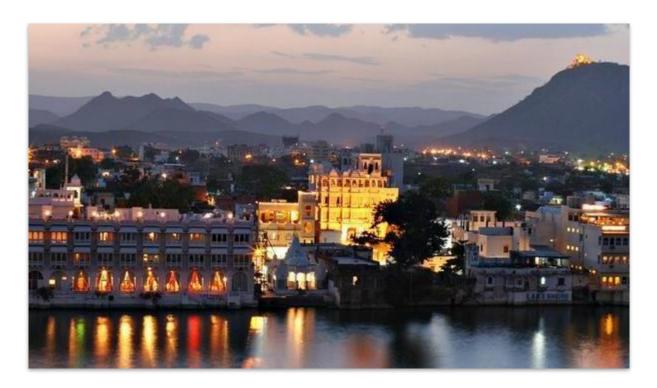






HAEFest





Udaipur, known as the 'City of Lakes' is in itself a heavenly place. It is also called the Kashmir of Rajasthan, Venice of the East and one of the most desired places for destination wedding. Situated 250 kms northeast from Ahmedabad, the city gives a historic and a rich cultural experience surrounded by the scenic Aravali hills and lakes.

We couldn't wait for the event day since we wanted to explore the city and also had to look after the preparations. For others it was a one day event but for us it started the previous day. We found a way to prepare for the event, and enjoy along with team training session.

Our city evangelists from Udaipur helped us in booking a hotel on our arrival. We checked in at Hotel Lakeghat Palace which is nearby to the famous Bagore ki Haveli where we went later to watch the Katputli shows. The hotel offered a pleasing view from where Lake Pichola was clearly visible. We left to explore the city as soon as possible.



It was a day filled with several interesting activities before the grand AEFest.

We started out with the dawn, team All Events along with friends from Udaipur went for a morning stroll at Fateh Sagar Lake. The dawn along with the cool water breeze made it a picture perfect moment.



















One can't stay in Udaipur without paying a visit to the rich cultural heritage and architecture of the city.



We headed for the Monsoon Palace formerly known as Sajjangarh to adore the beauty of Udaipur city from Eagle's eye view. The palace is situated on the Bansdara peak of the Aravalli Hills and is built with white marble. It provides scenery that offers a panoramic view of the city's lake. It is popularly known as the Monsoon Palace because it was built basically to watch monsoon clouds.

Unlike the monotonous team training sessions, we had our team training while enjoying the cold winds at Monsoon palace. To avoid boredom in the training session we turned it into a popular game, Mafia, which requires teamwork. understanding and presence of mind.



We also had a session where every team member of All Events in City and eChai Ventures was asked about their job profile and how they tackled to keep up through the whole day.





















Our android guy Chirag guotes:

"Sometimes it gets really hectic when I have to find a bug behind the problem and after hours of eye straining in the laptop if I still don't find it, I just stop for a while, go on to Quora and read funny answers to those witty questions. Once I am relieved of the stress, I go on again with the bug hunt but this time with more patience and it works for me most of the times."

There is one thing about travelling to places. If you really want to experience the culture and diversity of the city, travel like a local, live like a local. We abided to that and walked our way down from Monsoon palace.



Only the local authentic dish of Rajasthan, Dalbati (a dish containing of lentils and wheat rolls) could have us filled after the long walk.

Mostly during an event famous artists/performers are invited for performing but we came up with something more fascinating; we went on to hunt the undiscovered talent in the city with the network we had and support from the localities.

We found one such talent on the banks of Lake Fatehsagar itself; an aspiring singer and a guitarist, working in an IT company, who would entertain the audience stopping by the lake every evening after the job hours.























The day was about to end and all were busy decorating the venue for the next day. Coincidentally one of the team members Jainam Mehta also had his birthday on the same day i.e., on 5th of April. It was almost 11:30 and we forgot to bring the cake, but came to our rescue, RANAJI's founder Prashant Jain saved us from roaming around the city for hunting a bakery shop for cake. Jainam was busy while we preparations started preparing ourselves to surprise him. As the clock hit 12, lights went off. Enter Birthday Boy!

After all this, the two non-technical guys Jainam and Chandresh were called upon for the roast. However the definition of roast altered in our cases, during the roast the fellow team members asked them some embarrassing questions which they had to answer in the wittiest form.

This was just the beginning of the grand celebration that was to commence the next day.



















The venue was all set; Udaipurites started crawling in for the fest. Everyone was waiting for the founders to inaugurate the event and there was a sudden roar as Amit Panchal and Ruchit Patel, the founders of All Events in City (allevents.in) entered the venue. And with the opening speech from the co-founder, the event finally kick started.

The co-founder shared his journey on how during the early years it was hard to keep a record of everything and how he met Ruchit. Also he offered insights to the participants about the various benefits of a boot-strapped company.

"All that matters at the end of the day is that whether you are satisfied with what you are doing or not. I tried to follow the job culture but then you wouldn't have been able to discover happening events at your fingertips" -Amit Panchal

Our team member, Jainam and eChai Ventures co-founder, Jatin, then took over to keep the adrenaline levels of the audience running. The series of various events that were going to take place the whole day just started. The first event in line was about Art and Drama, the audiences were divided into teams and they had to present a play; the theme of the play was - "Life of an Entrepreneur".





















The pre decided time for the Art and Drama was two hours but looking at the zeal of participants in ideation and acting we extended it to a 4 hour event. After a break for the preparations, the teams were invited on the stage to showcase their theatrical skills in front of the audience.





Palatable meal was already awaiting us on the table. From the buffed chhole bhatures to delicious desserts, everything served at Ranaji was delightful, satiating the appetite of a few gourmands in our team.

After the lunch, we wandered for a while enjoying the view from the restaurant. We could the undulating picturesque scenery alongside the calm Fatehsagar Lake.

Meanwhile some of the team members were enthused for skates racing.





















Having experienced the journey as a start-up, we believe in the spirit of entrepreneurship and we thought it would be great if we could give a platform to such start-ups to showcase their product and share about their entrepreneurial journey. We arranged an exhibition set up for all such entrepreneurs. This supports our aim of CoRise where we believe in rising together.

One of the budding entrepreneurs Hardika Patoliya showcased her handcrafted jewellery made of paper quills. What started as a hobby has now become a business model for her.



Vikas Jain, from Zankar technologies, showcased handmade leather diaries made by Udaipur locals.



Udaipur has a huge market for such artefacts, only not but leather diaries leather bags, leather hats, leather mobile covers, etc.





















Dr. Khushbu Pandya, a Phd in social media marketing, launched her book 'Weave Model' after the exhibition. The book launch event was followed by panel discussion on social media marketing including the founders Amit Panchal and Ruchit Patel. The duo has actively used social media to give event explorers a platform to discover events.





















It was time for the big surprise that we were howling about in the invites before AEFest. The team had been busy since months in building some of the major things which we decided to showcase during the AEFest.

Have a look at the detailed description:

Hashchat – We are fascinated by twitter and we believe that with the help of social media one can get the globe on tips. Hashchat simplifies twitter when it comes to discuss on a particular or trending hashtags. You can tweet about a specific hashtag in a specific room (defined by # hashtag). In short it is a simplified app integrated with twitter.

API Release – When we ventured into the event discovery domain we knew that it was the need of the hour. With the passage of time, we updated our product for better use and made event discovery simpler than ever. With completion of 4 years we decided to make our API public and open to all. This in turn is helping several people following events and related services. For e.g. event management companies, travel bloggers, trip planners. Some of our partners include <u>makemytrip.com</u>, <u>Global Gujarat News</u>, etc.

iOS App – Change and constant development is a need to strive in the competitive market. We just revamped our iOS app. With the new App along with improved UI/UX we also added some fascinating features like, follow friends, follow your favourite event organizers and also get notified about events of your interest.

Remote BD initiative – Within a span of 4 years we have reached all across the globe virtually. Having online presence across 23,000 cities it is now time to create an offline foot print. To begin our wonderful journey we started with the Business Development Initiative wherein we hire Business Development Executives from various cities.

Messaging feature – This is one feature we have really been excited about, our team members having been working really hard for this.

With the new messaging app, you can now send messages to fellow event attendees beforehand and you won't feel alien in the event you attend. You might find some really great people to hang out with or someone to share your ride with. These are just some of the advantages. Tell us in the comments if you find some other one.

After the product launch, many tried their singing abilities in tune with karaoke system. Our CEO Amit Panchal, won many hearts through his sweet-toned voice.























There are some moments in your life where you wish it to be a never ending moment and for us it was that moment.

Yusuf Kholiya, our City Evangelist from Udaipur just knows how to add that extra cherry on the top. He had ordered a personalised cake which had the shape similar to our logo.

Finally it was time to hold on the knife, burst those balloons, blow off the candles and lots of claps.























Cake cutting was followed by the dance workshop and DJ Party. The team was super excited about the celebrations. Years of hard work, server spikes and innumerable code lines were now giving us fruitful results. Everyone got charged up by the lively music and danced till they sweat.

After a few songs, couples present at the venue were encouraged for a salsa dance performance. Moving on, our gangs shaked their legs on funny songs. In-house DJ and Co-Founder, DJ Ruchit set the floor on fire with his catchy mixes.



























After the successful AE Fest, the team decided to give themselves a treat with a mini picnic cum after party at Badi Lake. Beautiful and clear lake surrounded by mountains greeted us.

While few of the members decided to soak their skins in the cool and fresh water of Badi Lake, others enjoyed the game of cricket.

Although it was time to pack the bags and head towards our destination, everybody was sad to leave the place which had eye pleasing scenery.

We ended our journey by relishing the wonderful trip and showering love bombs on the team members.

Love bombing refers to appreciating the positive things in your team members; it creates an emotional bond in the team and brings the team members closer.





















Amit Panchal

CEO & Co-founder - All Events in City, Lead Programmer, Number Cruncher, an artist. He is the back bone of allevents.in. A traveller and about to be a yogi.

@go2amitech fb.com/go2amitech



Ruchit Patel

The goalkeeper of the team. Co-founder and the guy who knows how to tame the wild server spikes and manage the server infrastructure. He also beautifies the look and feel of the site and mobile app.

@ruchitpatel fb.com/patelruchit



Chirag Chauhan

aka mr holmes. Codes at allevents.in as an android application developer and he won't simply give the final version of updates/apk easily but when he gives you cannot crash it.

@mr1holmes fb.com/mr1holmes



Bhaumik Jhaveri

Working on our new product for twitter which we launched at #AEFest known as Hashchat. A cricket freak. Watching IPL these days.

@jhaveribhaumik fb.com/bhaumik.jhaveri





















Chandresh Vaghanani

Leading Ecosystem Development at allevents.in. Well known for his icognito browsing skills, a good researcher; he knows how to work effectively with governments.

@ChandreshPv fb.com/chandresh.vaghanani



Jainam Mehta

Our relationship manager at allevents.in. He makes sure the place is jolly and makes working full of fun. Nicknamed MR. Torrent for the best known reasons. He keeps a perfect rapport with out event organizers and drafts his ideas on our blog.

@JainamJm fb.com/Jainam.mehta94



Krunal Shah

A designer at heart and a passionate developer. He knows how to grab eye balls with fantastic UI/UX.

@krunalshah68 fb.com/Krunalshah68



Khushboo Mehta

Our Customer Happiness Manager, she makes sure all the queries are resolved. May it be organizers, seekers or team members.

@khushiia





















Nayan Mevada

Hulk of All Events, the jammer behind the mobile apps. He works at long stretches without breaks. He has the power of HULK.

@nayan9229 fb.com/nayanmevada9229



Kavish Shah

Social media freak, the guy who can officially use Facebook and Twitter at work.

@kavish s fb.com/kavishshah



Yusuf Kholiya

Our City Evangelist, the most hardworking guy in the family. We owe it to him for the wonderful AEFest.

@yusufkholiyasss fb.com/yusufkholiyasss52



Soumik Majumdar

The idealist, always up with craziest ideas. He is miles away from the HQ still he knows how to make his presence felt.

@soumik fb.com/soumik.majumdar.3





















Khushbu Pandya

Founder - Konvophilia Communications Author of the book Weave Model. Adjunct Faculty at Symbiosis Institute of Media & Communications, Bangalore. Consultant Speaker.

@Pandya_Khushbu fb.com/khushbu.pandya Email id - contact@konvophilia.in



Prasun Banerjee

Multi Domain Blogger. Coder-Designer-Marketer. Startup & Technology Consultant. Co-founder -WedWay(thewedway.com / @wedwayapp) and Tick Tech Toe.

@PrasunBannerjee fb.com/prasun.bannerjee Email id - me@prasun.in



Maulik Goswami

Founder, Director at Gem Events. Managing Director/Choreographer at Yuva Production House. Currently learning Bharatanatyam at Mudra School of Indian Classical Dances.

fb.com/maulik.act @maulikcad Email id - gemevents119@yahoo.com





















Ravi Raja

Co Founder at Sangawat Raja Nimbark & Associates. Chartered Accountant practicing in the field of Debt & Equity funding and Auditing, Government liaisoning, compliances and registrations.

@casun90 fb.com/ravi.thakkar.1990 Email id - casun90@gmail.com



Jatin Chaudhary

Co-Founder & Salesman @eChaiVentures - An offline-online social network of entrepreneurs who believe in CoRise. Former Global Shaper at World Economic Forum.

@eChaiVentures fb.com/jatin10 Email id - jatin@echai.in



Kunal Chaudhari

Co -Founder & Engineer, eChai Ventures. Father. Novice Farmer. Proud Indian

@techfected fb.com/kunal.chaudhari Email id - kunal@echai.in



Nilesh Makwana

Computer Engineer. Ex-employee of All Events in City. Founder at nalesinc.

@makenales fb.com/makenales Email id - nilesh.makwana@gmail.com



















Hardika Patoliya

Completed Chemical Engineering. Working with Reliance Industries Limited. Founder at phDesigns.

@PatoliyaHardika fb.com/hardika.patoliya.3 Email id - hardika.patoliya21@gmail.com



Vikas Jain

Handling eChai Ventures activities in Udaipur. Founder and CTO at Zankar Technologies

@VikasJainUdpr fb.com/Vikasjainudaipur Email id - vikasjainudaipur@gmail.com



Tarun Rathi

Fellow at eChai. Marketer. An AIESECer. Startup Enthusiast.

@TARUNRATHI999 fb.com/Tarunrathi999 Email id - tarunrathi999@gmail.com



Prashant Jain

Former member of Rotary Club Udaipur, UDAI. Owner at Ranaji Restaurant. Founder of group 'Young Entrepreneurs of Udaipur'.

@prashantjain83 fb.com/prashantjain83 Email id - ranajiudaipur@gmail.com

















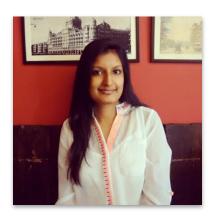




Parth Arora

Engineer by education, social worker by heart, digital strategist by profession, a successful entrepreneur by dreams. Currently working for UdaipurLakeCity.com

@UdaipurLakeCity fb.com/parth.arora.75286 Email id - parth@udaipurlakecity.com



Nilam Shah

MBA (Finance). Derivative Analyst at a Stock Exchange Firm.

@Nilam9999



Pinal Patel

MBA (Finance). Works at Janus Global Trade Pvt. Ltd.

fb.com/pinal.patel.14224



Santosh Kalra

Managing Partner at Rukmani Arts and Exports, Udaipur.

@SKUDAIRAJ fb.com/santosh.kalra Email id - rukmaniarts@gmail.com





















Ojal Suthar

CEO and Founder at GoZopping - A website that makes grocery shopping easier.

fb.com/ojal.suthar Email id - ojal15@gmail.com



Baran Khan

Product manager at ArcGate, Social Media Enthusiast. Expert at SCRUM methodology. Currently heading workmob.com

@baran_khan fb.com/khanbaran Email id - baran.khan@gmail.com



Nisarg Shah

A guitarist by passion. Currently working at Sukruti Infrastrutures.

fb.com/Ghost.Connaisseur Email id - ntechs.2020@gmail.com



Dipan Sevak

Intern at Zankar Technologies. Involved in organizing GDG activities in college. Solving problems through creativity and innovation.

@DipanSevak fb.com/dipan.DS Email id - dipansevak@gmail.com





















Dipesh Sangawat

CA by profession, businessman by mind and positive thinker by Attitude. Believes in " Give Respect, Take Respect"

fb.com/dipeshjain7



Nidhi Dipesh Sangawat

A Housewife. A passionate Dancer. Loves to get involved in creative initiatives. Doing what I love and love what I do.

fb.com/nidhi.jain.96199



















AEFest 2015 was an experience which will always remain the most strategically implied and most learning festival of all the further celebrations to come. Not only we learned about various initiatives through this festival but we also brought impact to several other start-ups who were willing to know how a bootstrapped company escalated itself to a value of millions of dollars in just a span of 4 years.

<u>@allevents_in</u> was already in the buzz. From 4th April 2015 – 6th April 2015, **#AEFest** ruled the trending list of Ahmedabad and Udaipur on Twitter. With the buzz it was a strenuous task to keep several people engaged but we are glad to have utility tools like tweetdeck, hashchat and of course the All Events app; the team at All Events in City also played a major role.

We owe a lot to our colleagues at **eChai Ventures** for believing in us right from the inception and for standing with us through our hardships. They helped us throughout the journey and also got us connected with various communities where we could work together in harmony with each other's ecosystem. We believe in the concept of #CoRise which means rising and growing unanimously.

During the festival All Events in City partnered with people from various domains like hospitality, media, news and also got associated with people who have achieved great heights in the field of social media marketing. We are working on our initiative to spread knowledge on various events through effective communications and anticipating strategically with the event organizers who are willing to use our platform for multiplying their reach.

We interacted with several young minds who shared their ideas and viewpoints. We were glad enough to encourage some of them to pursue their dreams and take up the path less travelled by choosing entrepreneurship over fatty pay packages.



















Everyone was missing the days at Udaipur and while the team was planning for the next year's plan of action to make the fest more happening.

Yet another surprise awaited for team All Events. On 9th April, 2015 DNA covered our story.

Story from page 5 - AFTER HRS, dnaofahmedabad

'Allevents' observes

anniversary



The portal organised medley of events at Udaipur dna correspondent @dnaahmedabad

City chapter of the portal, Allevents, celebrated its 4th anniversary on Sunday, April 5 at Udaipur. The full day programme, called AEFest 2015, included events from various

Enlarge Image Categories.

The day kick started with sports events like running, hopping and the team also tried skateboard racing on the banks of Fatehsagar Lake. The sports events were followed by an amalgamation of theatre and drama acts where the audience was divided into various groups. The groups had to enact a play 'Life of an entrepreneur'. The winning team won a special invite to AEFest 2016 which is scheduled to be celebrated in Istanbul,

"After lunch, a budding entrepreneur, Hardika Patolia, showcased the earrings she made from paper quills at an exhibition held there. Also Khusbhu Pandya, a PhD in social media marketing, launched her book 'Weave Model' during the AEFest. The book launch event was followed by an interview session of the founders Amit Panchal and Ruchit Patel. The duo has actively used social media to give event explorers a platform to find events," said Jainam Mehta, one of the members.

In the evening, there was a networking and open pitch session where people from various domains introduced themselves and shared how they would like to contribute to 'Make the world a happening place'.

Jatin Chaudhary, co-founder, eChai Ventures, shared about his 'Design your Ahmedabad' project wherein people meet and discuss a social issue in Ahmedabad. They try to bring innovative solutions to the problem.

After the evening tea session, all the participants sang different songs played on the Karaoke. Allevents, city chapter launched their company jingle during the fest.

Caption: Members celebrating the Allevents anniversary

Published Date: Apr 09, 2015





















Best Moments























Marking the first successful flagship event, we are back on track working harder to have a grand celebration next year.

Our big daddy (the co-founders) suggest Istanbul, Turkey as the next prime location for AEFest 2016.

The picture above is of Serif Yenen, our Country Evangelist from Turkey. He is the author of famous book 'Turkish Odyssey' and he conducts his own event to spread awareness about Turkish culture.























#MakingTheWorldHappening

Prashant Jain, the guy who provides his venue for such happening events and participates in it equally. A great marketer with sound knowledge in hospitality sector; he arranged almost everything for us from venue setup to the sound system. Both the co-founders awarded him with 'We Make the World Happening" Award as a token of gratitude and appreciated his efforts for #MakingTheWorldHappening.

#MakingTheWorldHappening appraisal by All Events in City is a step forward to recognize the efforts done by event organizers, artists, venue partners, performers and the whole lot of people who contribute to make the world a happening place.













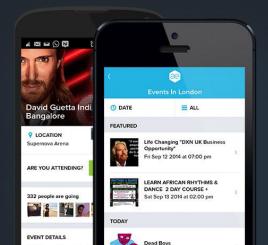






#WeMissedYouHere @ efest₂₀₁₅





Stay Happening!

-team Allevents.in



