

RAISING THE BAR

*In Conversation with PRANALI RAUT,
Asst. Director – Projects, NürnbergMesse India Pvt. Ltd.*

PRANALI RAUT is a key member of the Broadcast India and ABIS Show. Having handled the BI show for more than a decade, she is aware of all the nuances of the show. Here in an exclusive spotlight, she shares her journey in a brief rendezvous with Broadcast & Film

Q: *Tell us about your association with the BI show and your professional journey.*

PR: Having prior experience as a Production Manager for a leading Photographer/Cinematographer and later as an Assistant Director in the film industry, I always knew that I would make my career in the broadcast, media and entertainment industry.

I started off as an intern at the Broadcast India Show during some time off between two film assignments. That was more than a decade ago! Seeing the latest technology and innovations in the industry first hand was an extremely satisfying experience. The entire process of putting together an exhibition, that too of a topic so close to my heart, was so exciting and fulfilling that when I was offered a full-time position, I took it up without batting an eyelid. It's been more than ten years that this show has been the centre of my professional life.

While the show has grown from strength to strength over the years, if you had to compare the show today to



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the show from ten years ago, the one thing that stands out the most, is the diversity of exhibits on offer. The way new technology has made its way into the show, just goes to show the dynamic nature of the industry. The acceptance of the show as an industry game-changer is a testimony to the fact that we are on the right path.

Seeing the show grow the way

it has, to exploring new verticals and opportunities within the industry is what makes me certain that a choice I made a few years ago was the right one.

Even though working at the Broadcast India Show happened quite by accident, it is serendipitous that this eventually became a stepping stone to my professional career.

EMPLOYEE SPOTLIGHT

Q: *Among the people you've worked with, who do you admire and why*

PR: An industry like ours (the trade fairs/exhibitions industry) is a complete people's industry. It is entirely dependent on the seamless working of a number of people from varied profiles to ensure the successful execution of an event.



VARUN GABA &
PRANALI RAUT
- Dynamic Duo of
Broadcast India &
ABIS Show

For me, it's all about the team and what each member brings to the table that matters. Thankfully, I am part of a team where our strengths and weaknesses are so aligned that we are able to support each other to get the job done. I've had the pleasure of working with colleagues who have become friends, friends who are now colleagues; and that just adds to the satisfaction at the workplace. It might sound preachy, but I do believe that it is team work that makes the dream work!

Q: *What's something great about your current role? Why? What motivates you to work?*

PR: One of the things that I like about my current role at NMIND is knowing that my opinion matters. When I am asked for my perspective or thoughts on something, I know that it will be heard and considered.

The fact that the company management encourages freedom of expression is a huge motivating factor. Knowing that the door is always open to healthy discussion, gives me the opportunity explore new ideas and avenues.

Q: *Tell us about your plus points and strengths.*

PR: Considering our industry is people oriented, it works well for me that I am inherently a people's

person. This is something that has helped me build and maintain relationships over the years with our exhibitors and partners.

I have also had the pleasure of gaining experience in all departments of an exhibition organizer's profile, which has helped me in getting an overall wholesome perspective on the processes and challenges of each department.

Q: *What are some things outside of work that you're passionate about?*

PR: When I do get the time outside of work, I usually spend it honing my creative skills. Calligraphy, lettering, paper craft, fluid art are some of the things I try my hand at. Perfect stress-buster at the end of a busy work week!

Q: *Tell us about the fun part of your job?*

PR: Well, let's just say not many people get to go to Las Vegas and Amsterdam for work! Jokes aside, visiting industry exhibitions around the world is such an interesting and exciting part of the job. It widens your perspective on not just the broadcast, media and entertainment industry but also the exhibitions industry. Getting to network with colleagues from all over the world, see what the global industry leaders have to offer and what potential the Indian market has to grow towards makes it that much more fun. Plus, you get to explore new places and cultures – who would say no to that?!

Q: *What is the craziest thing on your bucket list?*

PR: Get my advanced certification and go scuba diving with beluga whales! ■