



# How to Make Sustainability Happen

*Future Leaders Forum*

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# Overview

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- Review of industry trends
- Defining a champion
- Selecting a sustainable company

# Did you know?

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## Today's a Holiday!

National Standards Day

*Advancing Safety and  
Sustainability Standards Worldwide*



# What are they?

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## APEX/ASTM Environmentally Sustainable Meeting Standards



# What are they?

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## ISO 20121 = Process



# What are they?

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## Global Reporting Initiative

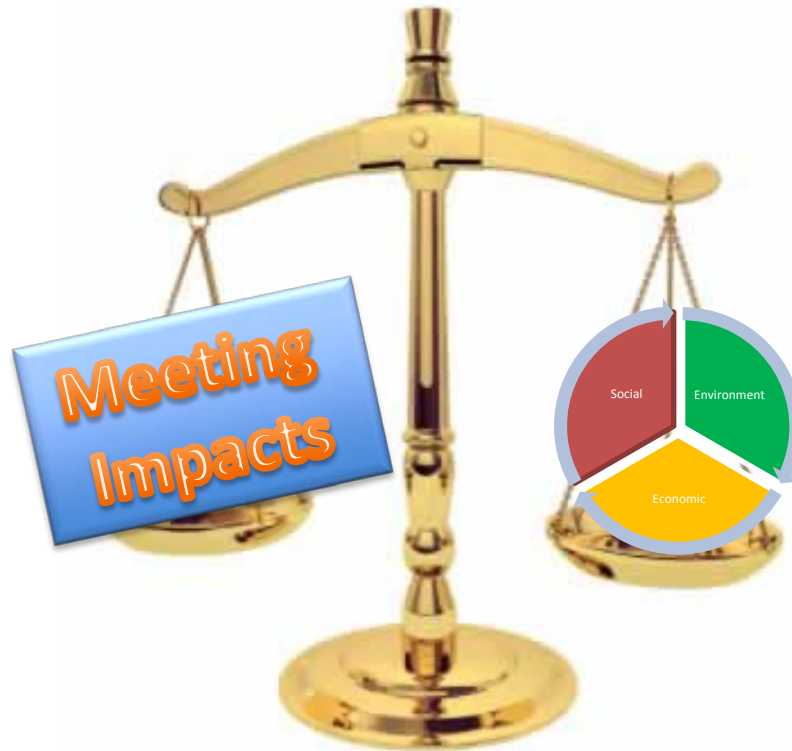
### Event Organizer Sector Supplement

REPORTING



# Why are they important?

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# Who are these for?

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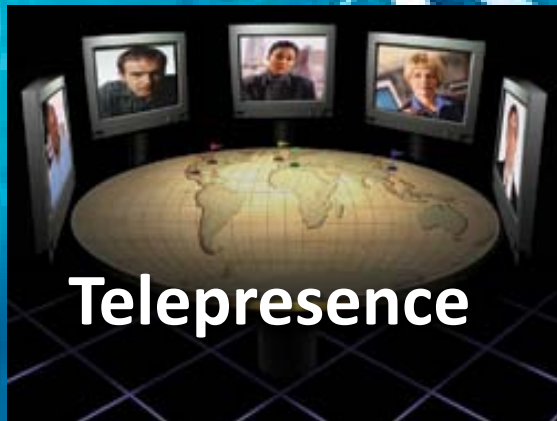


# When will they launched?

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**Early 2012**



# Telepresence

## Social Media Landscape



# Industry Threat?

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the biggest threat to the industry second to the economy...

## Virtual Meetings





# Shift in Meetings

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- Design
- Planning
- Budget





# External Factors

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- Meeting locations
- Risk management
- Disaster preparedness





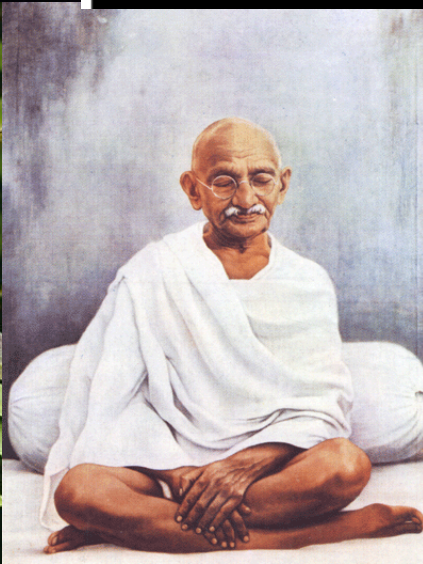
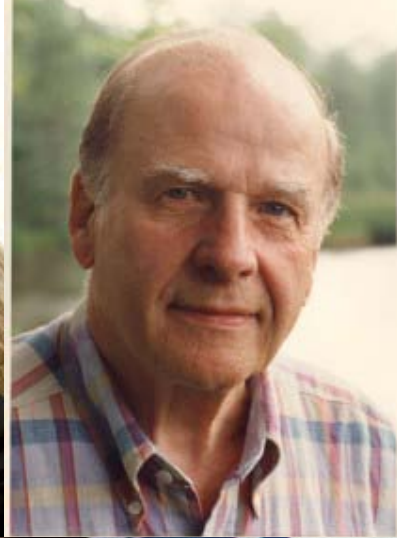
**AMERICA'S GREENEST BRANDS**

# Champion

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Noun - *a person who fights or speaks for another person or in favor of a cause*

Merriam-Webster dictionary



# Attributes

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- Commitment
- Persistence/Perseverance
- Purpose
- Passion

# Research Companies

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Check out their website:

- Sustainability statement/commitment
- Type of staff positions
- Corporate report



# Questions to Ask?

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- How are they actively engaged in sustainability?
- Do they measure/report?
- Who champions sustainability?
- Where does sustainability rank in the company priorities?

You  
are the  
future



# Resources

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- MeetGreen® [www.meetgreen.com](http://www.meetgreen.com)
- The Green Meeting Industry Council  
[www.greenmeetings.info](http://www.greenmeetings.info)
- Convention Industry Council  
[www.conventionindustry.org](http://www.conventionindustry.org)

