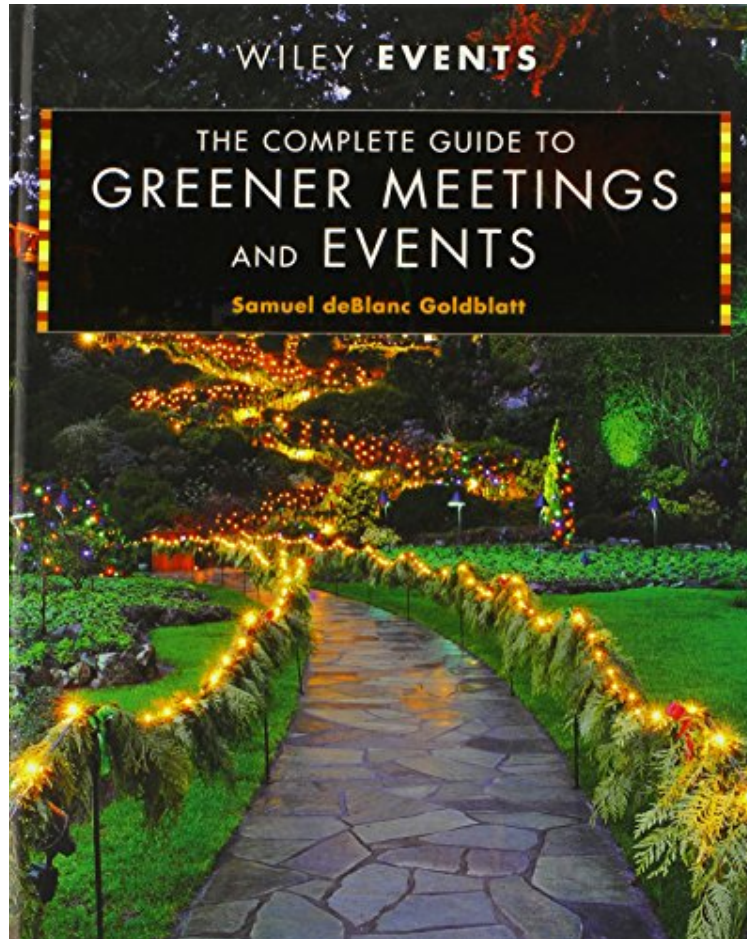


(Library ebook) The Complete Guide to Greener Meetings and Events

The Complete Guide to Greener Meetings and Events

Samuel deBlanc Goldblatt

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#1807886 in Books Wiley 2011-09-27Original language:EnglishPDF # 1 9.29 x .71 x 7.32l, 1.60 #File Name: 0470640103320 pages | File size: 63.Mb

Samuel deBlanc Goldblatt : The Complete Guide to Greener Meetings and Events before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to Greener Meetings and Events:

While there are many reasons to incorporate sustainable practices into meetings and events, including saving costs and resources, protecting the environment, improving social issues, doing business more efficiently and effectively and attracting new audiences, the number one reason to go green is to do business better. The book is divided into three parts, which reflect defining principles of greener meetings and events: Innovation, Conservation, and Education. This book broadly explores sustainable management in the hospitality, tourism, conference and exhibition, and meeting and event industries, as well as countless smaller industries that include arts and music festivals and tour operators. Readers who are studying in, working in, or even just interested in these industries will reap innumerable benefits from

the exciting journey ahead of them in *The Complete Guide to Greener Meetings and Events*.

.com From the Author: Best Practices for Sustainable Festivals Create meaningful connections between internal mission statements and the ethics of environmentalism. Delegate environmental responsibilities on a departmental level. Employ caution when publicizing environmental initiatives or rebranding an organization as environmental; prepare contingency plans for allegations of greenwash. Present sincere environmental policies to civic and funding bodies to gain increased influence. Research and take advantage of reuse infrastructure, including renovation of neglected buildings or used building materials, to develop long-term cost savings. Develop successful, interactive programs to attract environmentalists. Examples include an e-cycling swap, a book and music swap, or a convenient recycling point for local residents. Make recycling bins extremely obvious and convenient for patrons to understand and use. Consider financial incentives, such as a cup-deposit scheme, to alter patron psychology toward waste. Thoroughly research emerging technology, such as LED lighting or solar power, before investing in it. Provide patrons, staff, and stakeholders with comprehensive guidance on using public transit systems to travel to and from the festival. Partner with public transit authorities to reach out to this potential audience. If necessary, campaign to extend commuter rail lines. Consider a centralized location near public transit to increase convenience of travel for patrons. Develop logical and accessible systems of documentation for staff to monitor energy consumption, carbon emissions from travel or generators, waste recycling, and other resource use. Prior to implementation, develop a strategy for how these data will be used, including reduction goals and use points of comparison. Untrained staff will require initial guidance on a departmental level, and outside consultancy or research may be necessary.

About the Author: Dr. Joe Goldblatt, FRSA served as the founding president of the International Special Events Society (ISES), the author of the first international certification examination for the special events industry and is the author, co author and editor of twenty books in the field of events management education including the first published text book in the field. He has received life time achievement awards from the International Special Events Society and Special Events Magazine. He was one of the first inductees into the Special Events Industry Hall of Fame. Russia awarded him the Silver Medal for lifetime creative contributions to the events industry. He was selected as the Event Educator of the Year by the Professional Convention Management Association and honored as the distinguished alumnus by his undergraduate college. He was the first educator to be inducted into the International Festivals and Events Association Hall of Fame.