



Conference "greening"

MARCOM 2007 is a good example

by Claire Mills

CONFERENCE "GREENING" IS a compulsory, methodical practice of any organization planning a conference that can directly contribute to environmental sustainability. It is also a reflection on your values as an organization. Such is the experience of MARCOM 2007, an annual conference and tradeshow dedicated to the unique needs of public sector and non-profit marketing professionals from across Canada.

While promoting the conference one year ago, MARCOM organizers were given an environmental wake-up call by Jean-Paul Surette, communications advisor at Human Resources and Services Development Canada who reminded us of the importance of using recycled paper to promote our conference. This became the catalyst for us to re-think the event as a whole.

In 2007, MARCOM is taking a leadership role by re-examining not only the print promotional elements, but every facet of the symposium and its delivery, by researching and implementing alternative practices. This includes challenging our suppliers to assist us in our greening efforts. One of the first lessons we learned is that greening your conference or event is easier and less costly than one might think; it just requires a little more forethought, effort and commitment to see it through.

We are pleased to share some of the ideas we are implementing in conjunction with our suppliers for MARCOM 2007, in the hopes that it will inspire others about how they can contribute to the global environmental effort. Consider the following ideas when planning your next event.

Facility: MARCOM 2007 will take place June 6 & 7 at the Hampton Inn Ottawa and Conference Centre, a state-of-the-art facility engaged in environmental practices such as using natural light to limit the use of elec-

tricity, with an adjoining hotel to limit the use of transportation, accessible via public transit and just minutes from downtown Ottawa.

Catering: No single-serve containers for food and condiments; dishes, cutlery and linens are reusable. Recycling containers will be available and delegates reminded to use them.

Green printing/promotion: With the necessity of paper, we partnered with the most environmentally responsible printer in Canada, The Lowe-Martin Group who are printing all conference materials and direct mail on recycled and/or FSC-certified paper. Cardcommunications will deliver the email campaign and Hewson Bridge & Smith will post the presentations online and provide more detailed information on the website.

Registration process: This is now fully electronic at www.marcom.ca and badges will be reusable and collected post-event.

Materials: Presentations will be double-sided and limited to the number of registered delegates; the delegate manual, provided by



Summit magazine

in cooperation with the Environmental Choice Program introduces the

GREEN Procurement Award

- Have you incorporated "green" considerations into your procurement policies?
- Do you have tools and training to help your procurement managers buy "green"?
- Are you involved in procurement projects that will show "green" results?
- Has "greener" procurement become an essential part of your supplier relationships?



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Greening meetings support:

www.atl.ec.gc.ca/greenman/Index.html

www.dfait-maeci.gc.ca/sustain

EnvironMan/system/greenop/greenmeeting/annex-en.asp

<http://sec.oise.utoronto.ca/english/pdfs/greenchecklist.pdf>

www.eecom.org/english/greenconf_form.html

www.mpiweb.org/CMS/mpiweb/mipcontent.aspx?id=4923

Metropolitan Loose-Leaf, is biodegradable within 4 years. Delegates will be asked to bring their own notebooks, pens and reusable water bottles as desired.

Electronic signage: CCR will provide “green signage” through the use of plasma screens.

Conference content: MARCOM 2007 boasts a faculty of savvy, responsible marketers who will share their green tips and tricks.

Conference greening is gaining momentum, but its sustainability depends on the combined efforts of conference producers, suppliers, and constituents in re-thinking traditional delivery models. *Let's Go Green...* Pass it on! ♪♪

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