



SUMMON YOUR “GREEN” SIDE BECOMING AN ECOPLANNER IN FIVE SIMPLE STEPS

Meeting planners can now give Mother Earth her time to shine. These tips from the Conservation Fund will teach you how to earn the title of “EcoPlanner” by taking proactive earth-friendly steps in planning your meeting. As an EcoPlanner, you can help pave the way for a more sustainable future, while proactively sustaining your business.

1. PAPERLESS PRESENTATIONS

When preparing for a meeting or presentation, step away from your printer or copy machine. The internet has changed the way business is conducted, allowing meeting planners and presenters to offer information in more earth-friendly ways. Send participants a link to presentations or brochures, or create an online database where all meeting materials can be found. This way, attendees can choose which files they’d like to have in paper. Less waste, more trees.

2. BYOB (Bring Your Own Bottle)

Plastic water bottles and disposable coffee cups are conveniences found in most meetings. Unfortunately, with some conveniences come harmful consequences for your wallet and the environment. For a fraction of the cost of buying bottled water, which consumers spend almost \$100 billion on every year, everyone on the planet could have safe drinking water and proper sanitation. If promotional items are being considered for your meeting, brand a recycled plastic water bottle and give it to your attendees at the start of the conference or convention. Then, provide pitchers of ice cold water during sessions so that meeting participants can refill their earth-friendly bottles.

3. REDUCE. REUSE. RECYCLE.

More of your meeting materials are recyclable than you may know. Everything from binders, boxes, and bags to cardboard, crates and cans can be given a second life. Instead of throwing away uneaten food or unused pens, pencils, and notepads, you can donate these items.

4. SUN UP. LIGHTS OUT.

Hilton Orlando prides itself in being a green hotel from its infrastructure to its design. Many of the conference rooms available at Hilton Orlando include large illuminating windows that fill each room with a cascade of natural light during the daytime. Be sure to book these rooms for sessions taking place while the sun is out. While the meeting is in session, shut off all wired lights to make for an energy efficient meeting. Saving energy brightens up anyone’s day.

5. GREEN GOODIES.

Some of the best parts of attending a conference are the promotional trinkets that are doled out. Finding ways to make those goodies eco-friendly doesn’t take as much creativity as you may think. Order biodegradable bags that can be reused for grocery shopping. Purchase promotional pens made out of recycled plastic. Give attendees hemp t-shirts screen printed with non-toxic water based inks. Giveaways that don’t take away are a great way to make a difference.