

The Anatomy of an Impactful Event

CONTENT

- 1 Inspiring speakers can promote different approaches and help our audiences solve global challenges
- 2 Innovation zones involving students and other creators can showcase upcoming technologies and solutions
- 3 Content can be enhanced by linking to relevant UN Sustainable Development Goals
- 4 Post-event surveys can measure how the event has helped visitors learn and solve challenges
- 5 Contractors can brief labourers on safety and environmental standards

COMMUNITIES

- 6 Safety and security are important expectations for all people onsite
- 7 Recruitment fairs hosted at events can help solve skills shortages and attract talent
- 8 Local recipes share the city's culture and helps source seasonal, local food. FairTrade or MSC certification improves sourcing
- 9 Donating booths or advertising to industry charities and community groups helps raise their profile
- 10 Providing space for (local) start-ups can help attract investment and growth
- 11 A variety of networking spaces/events brings many different chances to build relationships
- 12 Software can matchmake important meetings and create space for more unplanned meetings
- 13 Volunteering by the delegates, whether onsite or offsite, provides networking and a strong community feel
- 14 Supporting visitors' wellbeing can also create networking at group runs, yoga classes, morning mindfulness etc
- 15 Education sessions provide CEU/CPD credits that count towards ongoing professional education
- 16 Free or discounted access for students, especially volunteers, brings knowledge to our future audiences
- 17 Partnering with industry associations can create scholarships for national and international students to attend
- 18 Local partners help us deliver legacy projects in host cities such as renovating community centres or educating restaurants
- 19 A long-term charity partner linked to the show's industry can demonstrate industry commitment to issues
- 20 Local economies can be supported by promoting local restaurants, entertainers and tourism both at show and online
- 21 Measuring the show's impact on GDP/jobs helps us to show how it creates benefits for the city
- 22 We can tell stakeholders how we're doing via touchscreens, signage and/or a post-show report
- 23 Tours around the show can highlight learning opportunities and what we do to make it sustainable

ENVIRONMENT

- 24 Information in advance can help visitors choose walking, shuttles and public transport
- 25 Digital show guides and using sustainable paper cuts waste
- 26 Freight forwarding and offsite consolidation reduces vehicle movements, congestion and pollution
- 27 Water refill stations, reusable water bottles and not selling single-use bottles saves waste
- 28 Sponsored products like bags and giveaways can be responsibly sourced and have a long-term use
- 29 Having recyclable lanyards, badges, bags etc and collection stations for these can cut waste
- 30 Venues, suppliers and visitors can collaborate on a waste management plan and provide recycling options around site
- 31 Booths can be recognised for participating in sustainability programmes and awards can highlight best practices
- 32 Our own spaces at events should be made from reusable shell schemes or pipe and drape
- 33 Suppliers and contractors can be encouraged to use sustainable materials in booths, signage, table coverings etc
- 34 Caterers can donate excess food or make sure it gets composted
- 35 Single use items can be eliminated by specifying reusable serveware, bulk serving of condiments, table water etc
- 36 Cost-effective alternatives can often be chosen to replace styrofoam, foam core board, vinyl and solvents
- 37 Carpet usage can be reduced by careful layouts, reuse on future shows and offcuts being recycled where possible
- 38 Local partners can help us donate leftover materials and products for community projects like upcycling
- 39 Hotels can be encouraged to implement and stick to 'green' programmes as well as donating leftover toiletries
- 40 Measuring and reporting environmental and social KPIs can encourage ongoing improvement

THE ANATOMY OF AN IMPACTFUL EVENT

40 ideas to showcase sustainability

