

SUSTAINABLE DEVELOPMENT GOAL EDUCATION

HOW CAN THE EVENTS INDUSTRY USE EDUCATION TO PROMOTE A SUSTAINABLE FUTURE?

BEST PRACTICE:



Great to see the rise of education regarding sustainability is increasing massively!

THE UNs SUSTAINABLE DEVELOPMENT GOAL 4 AIMS TO ENSURE INCLUSIVE AND QUALITY EDUCATION FOR ALL AND PROMOTE LIFELONG LEARNING

BY GATHERING PEOPLE TOGETHER AND SHARING IDEAS, THE EVENT INDUSTRY HAS THE OPPORTUNITY TO EDUCATE AND SET AN EXAMPLE TO ENCOURAGE ATTENDEES TO MAKE SUSTAINABLE CHOICES

SDG:



MONTHLY INTERVIEW!

THIS MONTH WE WERE LUCKY ENOUGH TO INTERVIEW JANET SPERSTAD, EVENT PROFESSIONAL AND PROFESSOR IN EVENT MANAGEMENT AT MADISON COLLEGE



'We collaborate when we have an open mind. What collaboration really is, is that you listen not with preconceived notions but you listen for new ideas and you change perspective.'

'Events can really solve complex problems because events are about people. Technology is a tool its not a solution so the more we can look at these events that inspire the more we can think differently and solve complex problems without draining the resources of our planet of our local economies and using up resources that are so precious in the world. That's some great potential.'

TOP TIPS ON USING EDUCATION IN THE EVENTS INDUSTRY

JANET ALSO GAVE US HER TOP TIPS ON USING EDUCATION AT EVENTS

TIP 1: THE BRAIN IS A BATTERY - WHEN YOU DESIGN YOUR EXPERIENCE ACKNOWLEDGE THAT AT THE END OF THE DAY PEOPLES BRAIN'S WILL BE TIRED. DO INTENSIVE RICH CONTENT THAT REQUIRES ATTENTION AND FOCUS AT THE START OF THE DAY.

TIP 2: THE FIRST THING TO BRAIN THE DOES IS LOOK FOR THREATS. SMALL THINGS LIKE HELPING PEOPLE GET INTO A ROOM BEFORE WE DISCUSS ANY CONTENT IS BRINGING SAFETY TO THEM. LETTING THEM KNOW THAT THE ENTRANCE TO THE ROOM IS AT THE BACK SO THEY DON'T HAVE TO WALK IN FRONT OF THEIR COLLEGES IF THEY ARE LATE, EVEN THESE SMALL THINGS ALLOW PEOPLE A SENSE OF COMFORT AND SAFETY, AND THEY GET THEIR NEEDS MET.

TIP 3: THE POWER OF NATURE WE HAVE YET TO UNLEASH AS EVENT PROFESSIONALS, WE HAVE AN INNATE CONNECTION TO NATURE AND I REALLY THINK THERE IS POTENTIAL FOR US TO TAP INTO MORE THINGS LIKE THAT. HEALTHY SPACES CREATE HEALTHY PERFORMANCE AND HEALTHY PEOPLE AND USING THESE THINGS AS EVENT PROFESSIONALS ALLOWS US TO CREATE HEALTHY EVENTS.

CASE STUDY

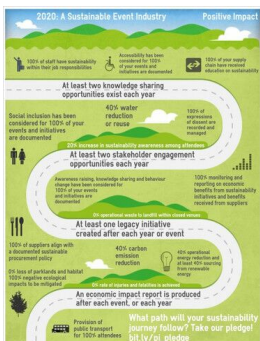
We know it is only possible to tell the story of the power of events by collaboration. This year our theme is collaborate for good and as part of this theme we are creating media collaborations that make a difference.

To give you more ideas on how our media collaborations work (with the goal you may get inspired on your own collaborations) we spoke to James Latham from Iceberg.

'Positive Impact is an important voice within the business and professional events sector, especially the industry's contribution to sustainable societies. The Iceberg collaboration is a 'whole of industry' platform communicating the legacies and outcomes that can be derived from business events by government and community investors. Each partner then shares this collective content with its respective communities thus delivering an outreach and amplified engagement which these partners could not possibly achieve in isolation.'

For more full case studies, tips and inspiration, click to visit our website!

ROADMAP



The event industry is on a journey to a better and more sustainable future. We have created this simple roadmap to guide organisations and individuals towards more sustainable business practices.

Some of the key objectives the event industry should be focusing on for a more sustainable future in the run up to 2020 will be;

1. An economic impact report is produced after each event, or every year.
2. At least two knowledge sharing opportunities each year.
3. At least one legacy initiative created after each event or each year.

If you would like your own roadmap visit to our website and create your own roadmap for FREE or for a tailored one contact us at info@positive-impact-events.com

See the full size roadmap by visiting our website

THANK YOU TO OUR PARTNERS WHO HAVE MADE THIS MONTH POSSIBLE!
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