



WORKSHOPS LAUNCHED TO HELP CORPORATE COMMUNICATIONS AND EVENT PRODUCERS GO GREEN

Customized sessions will address corporate and event sustainability programs

Highlights

1. With Sustainability a hot topic and event carbon footprints now a focus of business, corporate event producers need to address this issue, which goes beyond “going green.”
2. Three different seminars have been created by SustainCommWorld to address sustainability as it relates to meeting, conference and event producers.

(Mercer Island, WA – January 6, 2009) Sustainability is the hot topic right now across all industries. The communication companies producing internal and external events need to be exemplars of Sustainability best practices. They are positioned to convey this information to their client base as well.

QUOTE FROM LISA WELLMAN, CEO OF SUSTAINCOMMORLD

“Over the past 18 months, the team at SustainCommWorld has been involved with all aspects of Sustainability and how it’s best practices can increase corporate profits. As a result of the three major events we’ve produced to date and the world renown speakers we have worked with, we have developed education for the corporate professional involved in implementation and reporting of their sustainability plans.

“We’ve developed three high payback seminars to help in-house sustainability efforts get started on the right track, develop meaningful objectives, and begin implementing high priority tasks. We are making them available to the tradeshow industry since the shows and conferences the industry produces reach into every element of commerce and industry.

“We understand that all companies have their own unique approaches and we are dedicated to adapting sessions to each audience’s specific requirements. With a new administration on the fast track to implementing significant Sustainability legislation, it’s more critical than ever that business get up to speed and on track with their own programs. Being a resource to business is our mission.”

These are available for company staffs and can be packaged for sponsors and exhibitors.

THREE SEMINARS CREATED TO TARGET CORPORATIONS

The first series of Seminars developed by SustainCommWorld are:

1. **SUSTAINABILITY TOOLKIT** – introduces the concepts of sustainability, terms, definitions, standards, certifications, trends and issues



2. **GROWING YOUR GREEN TEAM** – presents a strategic framework for your team from initial assignment to planning and implementation

3. **GREENING YOUR EVENTS** – reviews all aspects required to green an event and dissects one event for significant cost savings in key revenue and expenses line items

To learn more about each session, visit <http://www.sustaincommworld.com/> and click on the title of the workshop for more details. Or contact Kathleen Kaiser, EVP, SustainCommWorld at 805-524-6970, Kathleen@SustainCommWorld.com.