

Something Old, Something New, Something Borrowed
Something Green.....



Something Old, Something Borrowed, Something Green.....

Big Business; Big Impact

- 88% of US citizens get married
2.3 M weddings – \$60B
- 16 tons of wedding cake
- 400-600 lbs of garbage
average wedding

Are Couples willing to go green?

- 48 % wish to incorporate eco-friendly elements into wedding
- Green weddings are a top 5 wedding trend.

Kate Harrison: Green Wedding Guide



Green wedding Trends



Many green practices now mainstream:

- Making use of wedding websites 56%
 - Include elements based on local interest 28%
 - Have an online guest book 20%
 - Local/ethnic dishes, organic food- 13%
 - Use eco-friendly/green wedding items 11%
-
- For planning: relying on Internet to communicate, stay informed & to stay on top of wedding details
 - 82% subscribe to a bridal email newsletter
 - 23% use bridal message boards/community forums

Conde Nast

Green Meetings... to put you in the Black



Meetings- Big Business; Big Impact

- 1.8 m meetings a year in US
- \$122 b industry
- 250 m overnight stays
- Expenditures: registration (46 %) accommodations (17%), food and beverage (13%)

- Average U.S. meeting attendee, uses 2000 BTU's of electricity, consumes 800 gallons of water, generates more than 80 lbs of waste at a 3 days meeting (*EPA*)



Green Meetings- Is Business Ready?

- 54 % travelers more likely to patronize environmentally responsible hotels or resorts. *(TIA) & Ypartnership*
- 34% seek environmentally friendly hotels & restaurants
- 38 % have researched green facilities online *Deloitte*
- 71 % inquire about venue sustainability efforts on RFP's
Meetings & Conventions 2009
- 30 % incorporate green consideration into travel policy
- 25 % prefer green meeting suppliers.
- 30 % use hotels with environmentally friendly initiatives
National Business Travel Assoc.



2011-Green Meetings Trends to keep you in the Black



Successful Meetings- PMUSA Previews 2011 Meetings Trends

- **Comprehensive Green Meetings:** not enough to select LEED-certified destinations & use recyclable products- expect all aspects of meetings to include environmental components, from biodiesel vehicles and biodegradable materials to locally sourced food and reusable plants for centerpieces.
- **Corporate Social Responsibility:** In 2011, more meetings have CSR components- *CSR community service outings as team-building event.*

Corporate Meeting & Incentives, Meeting Trends for 2011

- **Green Gets Formal.**
Environmentally conscious meeting management increases in 2011. More organizations put their green event policies in writing, w. increased tracking & communication of green performance.
- **Great interest in “locavore” movement.**



Do we really need to meet face to face vs. on line?

- *“Technology has made us much more efficient but much less effective. Something is being gained, but something is being lost. The something gained is time, and the something lost is the quality of relationships. And quality of relationships matters.”*

*Kevin Rockmann & Gregory
Northcraft U. of Illinois study*

- human beings trust most in face-to-face connections
- share ideas, develop innovations
- build off energy around us, created by us when face to face
- develop stronger relationships & find commonalities & solutions

Tahira Endean Meeting Planner

Green Weddings & Meetings Are Just Better!



Weddings

- Accommodation
- Invitations
- Wedding Venue
- Flowers, Jewelry, Dress
- Food & Beverage
- Gifts, Welcome trinkets
- Transportation
- Audio/Visual/Photos

Meetings

- Accommodation
- Communication
- Meeting Venue
- Exhibits
- Food & Beverage
- On-Site Offices
- Transportation
- Audio/Visual/Photos

Accommodation: Green Initiatives & Certifications



It all adds up to a lot-

Maine's DEP Green Lodging Program Annual Reductions:



- Recycling: 1,352,435 lbs. of solid waste
- Green Cleaning: 9,989 lbs of chemicals
- Low flow fixtures & Linen reuse: 16,645,443 gallons of water
- Energy efficiency: 9,548,089 kilowatt hours



Peter Cooke, Maine DEP Environmental Leader Programs

Make it easy to find your green venue

Display certifications

Put green information on your site, Facebook, Twitter

Engage the guest with your environmental message with something fun that will add value to their stay

Green should make it a better event



Certifications & Design Features Aren't Enough- Add value & fun around a green experience



- Bring in an entertaining keynote to speak about sustainability- keep it local: Ask a Lobsterman!
- Invite local vendors to a cocktail hour to talk about what you are serving or drinking
- If you are urban, give transit passes to guests/delegates- offer Amtrak tickets to the venue
- Donations in lieu of wedding or corp gifts- have a speaker, or display what you are supporting
- Organize local/ authentic outings on a Lobster boat, museum tour
- Set up an activity that gives back to the region – bread making (MPI) or Habitat for Humanity (Timberland)

Sheet and Towel Programs



- *Oldest sustainable hospitality program*
- *Still unpopular*
- *Tie to a regional icon & engage the guest or delegate*

Photo: Brian Vanden Brink

Communication- Paperless



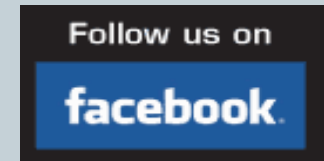
Weddings

Meetings & Events



- Wedding websites online guest & gift registries
- Social Media

- Encourage: On line registration, info, Email, tweet updates, mapping



- On line scheduling





Purchasing: local, organic, eco version, disposal?

green wedding and
meeting guidelines

directions for recycling

Sinage- reusable- or
don't date paper

Documents- double
sided, recycled paper

Recycled paper pens,
small pads

Email power points-
White boards

Beverages in bulk

Reusable name tags



Green Weddings & Meetings



No to disposables

Living Center pieces





Corporate or Wedding Gifts

Local or living for
Corporate gifts &
Wedding favors

[gifts Idofoundation.org](http://gifts.Idofoundation.org)

Charitynavigator.org

Send a service &
support a local business

Flowers to hospitals



Getting there & Getting Around



Transportation and.....



People powered activities!

- Offsets: Carbonfund.com
Terrapass.com
- Suggest: Carpools
Public Transit/shuttle bus
- Hold meetings/or events near to each other- walk
- Pedometer gift- contests
- People powered activities
- Volunteer.org



Food for thought.....

Love the Locavores!

Local & Seasonal

Sustainable

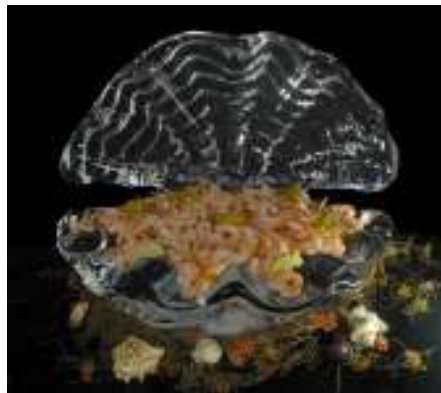
Serve local produce & sustainable seafood

Sit down meals have less waste

Farmer/chef to talk about food- add producers names to menus

Garnishes are edible

Eat Your Plate! Zero waste meals





Gifts: donations to charity - plant trees
recycled paper & invites

Scaffolding- FSC

20 Ft potted trees

Chef Anton Mosimann
sustainably sourced

Vegetarian cocktail

Recycled jewells- Welsh
gold- no conflict

lily of the valley,
delphinium, daffodils,
crepe myrtle, & roses –
seasonal, local, organic-
donated to charities

Dress- recycled lace

Cake- local organic



The Aston Martin runs on fruit juice effluent- wine?





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Green Weddings & Meetings