



## Sustainable Events-How to Prioritize Environmental & Societal Benefits for Your Next Event

Sustainability is now a strategic priority for many organizations. So it is natural that sustainability thinking is extending into events of all types. But how do you actually bring in specific and meaningful societal and environmental benefits to the events you host? It's all about prioritization, and finding ways to meet broader event goals in a more sustainable way. Learn specific ways to prioritize the benefits that matter most to your clients and attendees, and come away with a detailed and specific sustainability plan, for your very next event.

### Our Speaker



**Yalmaz Siddiqui**

VP, Corporate Sustainability at MGM Resorts International ([click for profile](#))

Yalmaz joined MGM in 2016 and leads the company's overall Environmental Management Program including policy, goals, reporting and alignment with United Nations Sustainable Development Goals. He also manages a number of specific initiatives for MGM including sustainable events for convention clients, food waste reduction, environmentally preferable purchasing, and circular economy.

### First Steps to Drive Change

As B2B buyers, meeting planners have the power to drive important changes with the way they make buying decisions. Here's a way to start the process.

Using the deck of cards you received at the session, work through the exercise from the Seminar with your team (to download a PDF copy of the deck, [click here](#)).

Going through the 4 focus areas one at a time, divide each stack into 3 piles:

- Ideas you will try to do at your next event
- Ideas you will consider for your next event
- Ideas you know you can't consider

Then, using the info on the card about cost and benefit, talk through the feasibility, value, and how to implement.



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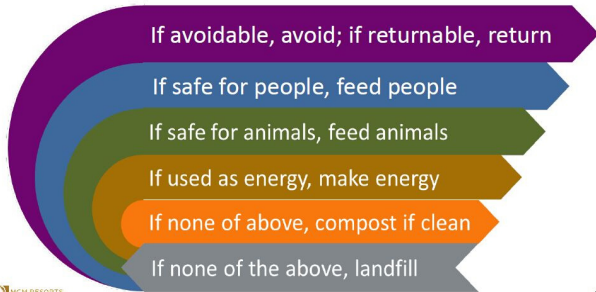


Photography Partner



# Big Ideas on Food Donation

## MGM Food Recovery Twist on EPA Food Recovery Hierarchy



### Lessons for Planners

- Recognize venues may want to do this, but there are significant challenges to doing so, not just legal
- Ask venues to start exploring the process
- Don't expect a solution overnight

### Lessons for Venues

- Designate a champion or a cross-functional team
- Explore local regulations with your health district & engage your legal team when you're knowledgeable
- Be open to providing food AND funding for logistics (some funding may be offset through tax deductions)
- Use your blast chillers if you can, or help the charity

## BIG IDEA



NYC Hospitality Partnership for  
Mobile Blast Chiller #2  
(with City Harvest)

# Sustainable Events

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## 3 WAYS TO THINK ABOUT PRIORITIES

### 01

#### By Focus Area

- Venue and Space
- Decor and Signage
- Food and Beverage
- Outreach and Education



### 02

#### By Benefit

- Save Energy / Fuel
- Save Water
- Save Materials / Waste
- Engage Community



### 03

#### By Cost Impact

- Likely No Cost Impact
- Potentially Lower Cost
- Costs May Up / Down
- Potentially

