



“Green” Goes Global in the Meetings Industry

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The Meetings, Incentives, Conventions and Exhibitions, (MICE), industry is becoming a leader in adopting environmentally friendly practices. “Going green” is a global trend in the planning of successful conventions and meetings. What is a green meeting? “A green meeting incorporates environmental considerations throughout all stages of the meeting in order to minimize the negative impact on the environment.” (*Convention Industry Council APEX definition*)

The topic of “green” meetings has been a hot topic for several years, and venues everywhere are trying to meet planners’ needs in this area. The process of going green has become a team effort between meeting planners and suppliers. Hotels and convention centers are putting “green” practices into place.

Green meetings are an excellent way for organizations to demonstrate good corporate social responsibility. Following best practices for green meetings and events will ultimately save money for event organizers and the venues in which they are held. Socially and environmentally responsible companies are selecting green venues over traditional ones when the choice is available.

“Green” meetings are not a fad. This is a trend that will become mainstream practice in the future.