



Go Green with Plan Ahead Events! Use our Green Checklist

Plan Ahead Events wants to help you go green at your next event! In your everyday life, at home and at your office, you have probably adopted many environmentally friendly practices without giving the matter much thought: you recycle, you're conscious of how much you drive and in what type of car, you make an effort to save energy, you support local businesses. When it comes to events, you can incorporate many of these habits on a larger scale. It's good for the environment and it's great for your brand!

Here is a checklist to help you go green:

Travel

- Reduce travel by choosing a destination that's easily accessible for most of your attendees.
- If a hotel is necessary, select a hotel close enough for attendees to walk to the event so you don't have to hire shuttle buses.
- Give attendees walking maps of the area so they can explore.
- If you must use shuttle service, find companies that use clean energy sources and schedule down times rather than have the service running all day.
- Try to initiate car pooling for your attendees when it makes sense.

Venue/Facility

- Select a venue only after making sure that it has recycling policies in place.
- Make sure your venue doesn't routinely use toxic chemicals for maintenance.
- Specify that the venue provide green products for your event, either recycled or made from post construction materials.
- Tell the facility event manager that whenever possible, you want reusable products.
- Check that the lighting in the facility is energy efficient and that the air conditioning is set at a reasonable level.
- Use paperless or reusable signage for your meeting

Catering/Food & Beverage

- Give attendees reusable containers so they can take food home with them.
- Supply reusable water bottles or glasses that can be filled from a cooler rather than using single serve plastic water bottles. (Reusable water bottles make a great sponsorship!)
- Request seasonal menus that rely on local food.
- Ask for reusable tableware and linens
- Choose at least one vegetarian option for the menu.
- If the venue does not have in-house catering, source this function to a local vendor.

The Event

- Send out email invitations, meeting announcements and surveys rather than printing and mailing these pieces.
- Supply meeting materials in a PDF format that can be emailed or downloaded from a web site.
- Use web meetings and teleconferences for planning your meeting rather than travel intensive face to face planning meetings.
- Tap the talents of local speakers.
- Consider socially responsible activities; most cities now have programs for volunteerism, quickly becoming a component of many association meetings.
- Allow attendees to download handouts rather than printing them in advance. Speakers can also provide materials on thumb drives.
- Recycle name badges; they can be used at your next event.
- Purchase meeting materials locally rather than shipping them from your office.
- Use on-line registration systems.

Post Event Marketing

- Tell your industry about your green initiatives; you will not only inspire others but enhance your brand.
- Explain to your attendees what you have done to make the event environmentally friendly.
- Keep learning! There are many resources that can keep you up to date on green event practices.
- Think green—not just for your event program but for your daily choices.