

ELEVATING SUSTAINABILITY EFFORTS, MINDFULNESS & PRIVACY

TALK SERIES TAKEAWAYS WITH INDUSTRY EXPERTS:

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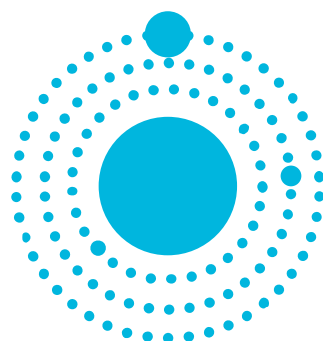


A MINDFUL APPROACH

Now more than ever, when audiences are hyperconnected, distracted and overwhelmed, it's critical to foster a mindful event environment. Attendees, suppliers and planners can contribute by exercising compassion, delivering safety measures that provide a sense of calm and offering mindful practices through activities like yoga or meditation apps.

ECOSYSTEM PLANNING

All aspects of meetings and event are interconnected in the mind of the attendee, so be sure to approach your planning in the same way - taking into account the full attendee journey. Avoid tackling individual aspects of your program as planning in silos generally creates a disjointed experience and can erode attendee confidence in the overall event.



ENGAGE IN SUSTAINABLY

- Develop a "green team" that's cross-functional and representative of community and constituency
- Focus on obtaining the team's diverse perspectives and building stakeholder engagement
- Encourage the group to examine all aspects of the ecosystem for ways to integrate sustainable solutions

DATA & PRIVACY

Strategic data collection can powerfully benefit the attendee - the more planners know about their guests, the more they can curate a personalized experience or put sustainable and mindful measures in place. While this data is helpful, be sure to ask for consent, then discard promptly and securely to maintain attendee safety and confidence.



AUTHENTICITY & TRUST

- To establish a more mindful event environment, be sure to:
- Be transparent in your attendee communications
 - Collect and handle data with care and use it for authentic purposes
 - Proactively set guests expectations to establish comfort, calm and trust

THE MULTIFACETED "WIN"

By approaching meetings and events with a different ecosystem mindset - we can leverage data for a more personalized experience and gain tremendous power to deliver mindful, strategic and sustainable experiences.

