

OOMPH!

COMPLETE CONFERENCE MANAGEMENT

As responsible global citizens we are taking steps to deliver conferences that have smaller environmental footprints without sacrificing the event's performance or bottom line.

OOMPH! Events Team

CONSIDERATE CONFERENCE DELIVERY

OOMPH! Events is thinking ahead. For clients who want to move towards a low or reduced impact conference delivery model we have developed a practical and principled approach to minimizing a conference's environmental footprint. Over time we hope to develop a sustainable conference model.

LESS
IS
MORE

THINK >>

Consider this an introduction to our "principled thinking" about developing a truly sustainable conference delivery model.

REDUCE

One of the most productive methods in support of a more sustainable conference is to strategically reduce consumption and waste in all facets of conference delivery.

REUSE

Conferences generally occur on an annual basis. Long term conference planning with REUSE in mind can generate less waste and heighten savings at the same time.

RECYCLE

Most people understand the value of recycling but may not always realize the wealth of opportunities that are available in a large scale conference setting.

To discuss your unique conference requirements, or to learn more about our responsible approach to conference delivery contact us.

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PAPER CONSUMPTION

Conferences are infamous for their use of paper products. From the use of an online registration system to the careful management of speaker handouts, we are working towards a significant reduction of paper at our Green Conferences.

INFRASTRUCTURE

Creating savings is as simple as making infrastructure purchases that have value beyond the current conference. Build your conference infrastructure year over year by ensuring that there is the potential for reuse.

BRAND ATTRIBUTES

While a conference identity and brand are vital, they do not need to change dramatically from year to year. With careful consideration and the proper marketing strategy, a brand can live with minor modifications.

EXCESS TRANSPORTATION

A strategically planned Green Conference makes limiting transportation an important decision making principle. Transportation costs can be minimized from the outset with venue selection and considerate programming. Other savings are not so obvious: menu selection, entertainment programming, speaker selection.

CONFERENCE SIGNAGE

Although critical to a successful conference experience, signage of all types has a very short shelf life and generates quantities of waste. OOMPH has streamlined its approach to signage, limiting the amount of waste, and optimizing reusable items.

COLLATERAL PRODUCTION

The creation of all the materials required to conduct a successful conference has great potential for promoting a Green Conference. The choice of materials, suppliers and processes is important in reducing a conference footprint.

CATERING WASTE

The catering industry is renowned for its waste. With careful planning and the use of technology, a Green Conference can deliver accurate delegate projections that serve to limit overproduction.

REGISTRATION MATERIALS

Of all the items that are tossed after a conference - the majority of them are tied to the registration process. Name tags, lanyards, delegate bags, programs and promotional items make up a large part of conference waste. OOMPH continues to optimize a Green Conference registration that limits waste and facilitates the reuse of these materials.

FOOD & BEVERAGE

There are many opportunities, especially in major centers, to donate leftover food items. Making this arrangement is often a simple task that has significant benefits.

thinking
about
the box



These are just a few examples of how a conference can move towards a practical, principled approach.

VISIT THE OOMPH! WEBSITE TO LEARN MORE ABOUT **greening-up** YOUR NEXT CONFERENCE

www.oomphevents.com/green

GREEN LIST

The PMI SAC Chapter is interested in delivering a conference that takes steps to minimize its environmental footprint. Following are a number of proposed tactics to be implemented to accomplish this.



Learning Journal

NOT YOUR AVERAGE PROGRAM

The creation of a customized learning journal will create a number of environmental savings over a traditional printed program.

- > **QUALITY KEEPSAKE:** Developed as an interactive journal, this piece of collateral will be viewed as more of a keepsake than a traditional program giving it the potential for reuse.
- > **MATERIAL CHOICE:** While Polyethylene binders contain recycled resins they more importantly are resilient and will not become "dog eared" and broken down quickly reducing their potential for being promptly discarded after the conference.
- > **PAPER SELECTION:** guidelines suggest that recycled paper products consist of 50% either pre- or post-consumer waste.
- > **PHYSICAL SIZE:** Reducing the wasteful use of materials is as simple as limiting the size of the Learning Journal.



Streamlined Registration

AS ONE OF THE MOST WASTEFUL AREAS IN CONFERENCE DELIVERY, REGISTRATION HAS A LOT OF ROOM FOR IMPROVEMENT

The conference registration collateral will be streamlined and minimized in a number of ways that will

- > **DELEGATE BAG:** The number of options for conference delegate bags is enormous. Applying a voluntary simplicity principle to this item will limit the number of bags that are available and ensure that the use of materials is minimal.
- > **BADGE PRODUCTION:** Using short run reproduction methods and simple raw materials the conference badges can be produced with minimal waste. There is also the opportunity to reuse lanyards for successive years if collecting them post conference is made a priority.
- > **ONLINE REGISTRATION AND SURVEYS:** limiting registrations to an online environment will save a great deal of paper waste.



GREEN LIST



Event Signage

AN ELEGANTLY SIMPLE SOLUTION

OOMPH! has created a conference signage solution that is strong on REDUCE & REUSE. Having invested in high quality banner stands that accept a variety of signage materials without the need for mounting, adhesives or plastic substrates.

- > **FLEXIBLE:** Our displays accept a variety of signs and substrates although our preference is to use standard sizes and use paper output for such a short use.
- > **NO MORE MOUNTING:** Most displays are designed to accept signs mounted onto a stiff substrate. This requires excessive materials and the use of strong adhesives. Our stands have been sourced for their clean presentation without all the excessive waste.



Sponsored Items

CASH IN BY CREATING POSITIVE PROPERTIES

Being creative about sponsor properties is made somewhat easier with the introduction of green options as many organizations are inclined to align themselves with a green message.

- > **WATER:** Vital to life, water is an essential element at every event. The use of reusable water bottles provided by a selected sponsor is an extremely positive property that will reduce a great deal of waste at the conference site.