



Sustainability Event Measurement Tool Webinar

11th November 2010



Introductions



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Abbrevia
SEMT



<http://mpi.sustainableeventtool.com>

Overview

- Measurement Adds Value
- SEMT Mission/Objectives
- Business Benefits
- Tool Demonstration



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Measurement Adds Value

You can't manage what you don't measure!



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Measurement Adds Value

- ✓ **Reduce impacts and costs by better management** – identify and monitor resource, travel, energy and waste reduction opportunities
- ✓ **Increase brand value** – promote positive brand image and trust through clear communications of sustainability metrics and initiatives

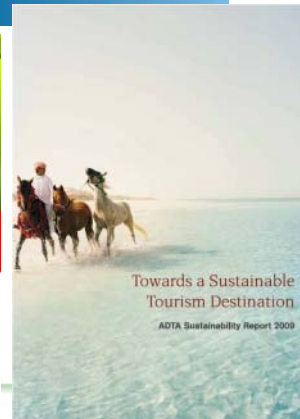


Why is this important?

- Greater need for organizations to demonstrate the commitment to sustainability and performance
- Over 77% of Fortune 500 do sustainability reporting
- Event reporting is in its infancy – but its growing
- Requirement of measurement disclosure in standards



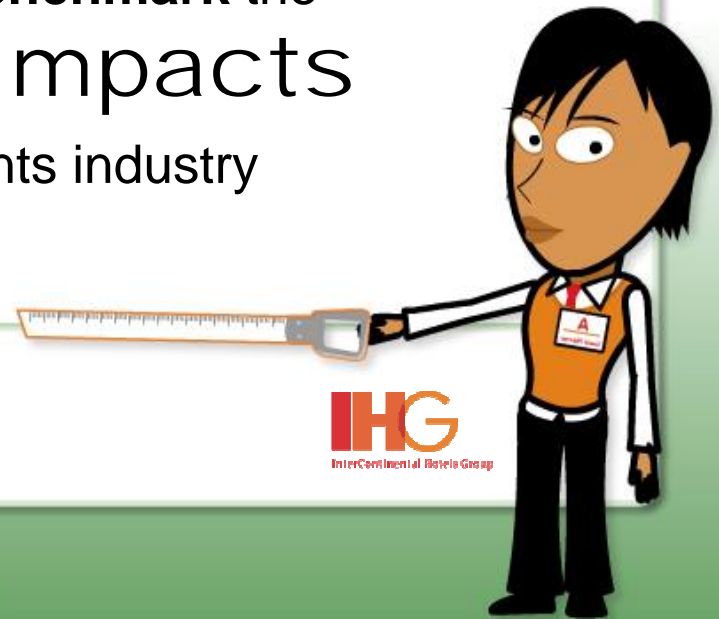
Who is Measuring & Reporting



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SEMT Project Mission

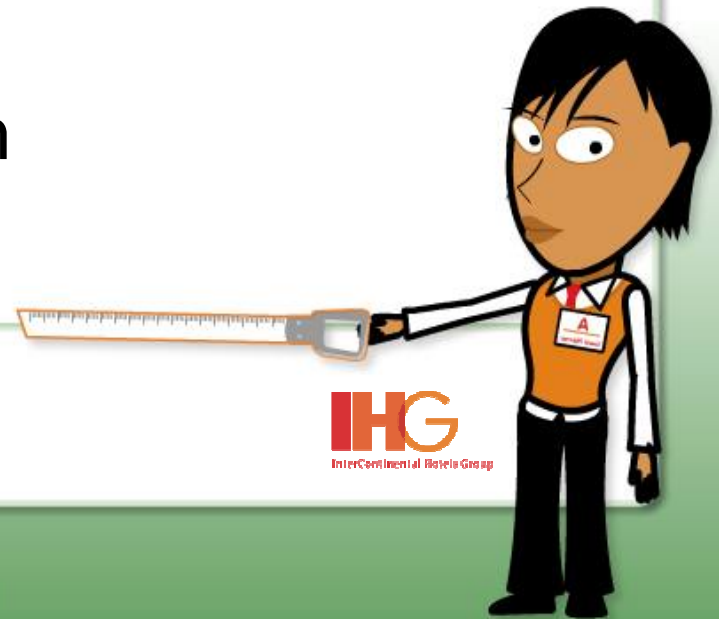
Global implementation and usage of an
industry recognized system
to **measure, report and benchmark** the
sustainability impacts
of the meetings and events industry



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Overall Project Objectives

- Provide a simple measurement tool
- Simplify and standardize event measurement
- Supports industry standards APEX/ISO/GRI
- Increase CSR reporting
- Deliver data that will inform



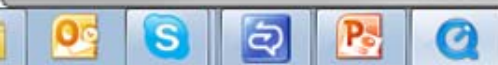
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GIMME
THE SHORT VERSION

www.iglooanimations.com

00:00:00



What does SEMT Measure?

internal and supply chain sustainability processes, procedures and impacts



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Demo



- [Update Member Impact Data](#)
- [Update Event](#)
- [Enter New Event](#)
- [View Reports](#)
- [Amend Profile](#)

Event Demo

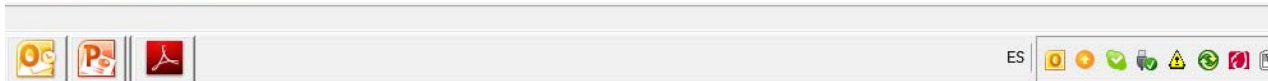
Company Name	Meeting Professionals Intern
MPI User ID	34000
Email	demo@mpiweb.org



User enters via association membership number



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Benefits for Suppliers

- Demonstrate sustainability performance
- Proactively pre-load your facilities and services
- Reuse your existing measurement data
- Connect to buyers who care
- Help your clients measure



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Benefits for Planners

- Simplify the measurement process/save time
- Use online database of suppliers
- Basic and advanced level
- Export data to PDF and Excel formats



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Continued Roll out

- Launched Beta @ WEC
- Out of Beta @ EIBTM
- Social Media Campaign
- Reminder to industry journalists
- Chapter Resources
- Presentations & Demos
- Case Studies



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Resources

- Flyers
- Powerpoint
- Viral Video
- User Guide
- The Tool itself!
- Presenters
- User Group



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Key Messaging

Free added value to members, the right tool at the right time, Sustainability reporting will be a must, MPI is at the forefront delivering tools and resources for our industry!



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Does anyone have
any questions?



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In Summary

The simply easier to measure,
manage and report while saving
time and money tool



<http://mpi.sustainableeventtool.com>

Sustainable Event Management Tool

Access is free. Please log on and
send us your feedback

For more information
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