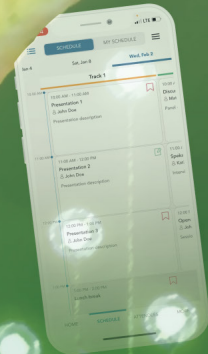
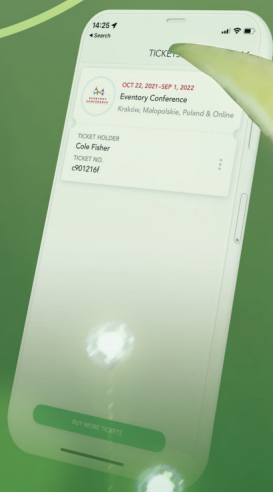


# How **Sustainability** is Shaping the Future of **Events**



**CONNEX**



Events play a crucial role in organizations' marketing strategies, enabling marketers to easily collect buyer data and gain insights, augment brand awareness, personalize outreach, and drive engagement—ultimately generating leads and accelerating lead progression through the marketing funnel. **The widespread return to in-person events** in 2022 was a reason for marketers everywhere to rejoice, as they could once again open the faucet to this primary pipeline source. In early 2022, **a forecast published** that estimated the worth of the global event industry at approximately 890 billion U.S. dollars in 2020. **The forecast also predicted that the value of this industry would grow to more than two trillion U.S. dollars by 2028.**

But is this resurgence in in-person trade shows, job fairs, networking events, and more truly a boon? The truth is, the growth in the events industry comes at a cost beyond that of hotel room bookings, catering fees, and speaker retainers. **With the industry's traction come concerns about sustainability management, resource sharing, and over-exploitation.** Consider that in-person and even hybrid events include the production and use of exhibition structures, booths, flooring, packing materials, printed collateral, swag, single-use plastic, service ware, and more, many of which are left behind as trash. That's not also considering transportation to and from the event for attendees, vendors, and sourced materials, **accounting for 70% to 90% of an event's total carbon emissions.**

According to **research by MeetGreen**, an in-person, three-day **event that holds an average of 1,000 attendees produces approximately 530 metric tons of CO2E, the equivalent of 1,233 barrels of oil.** And a **study by University of Michigan graduate student Grant Faber** shows that even a one-day virtual conference with an average of 200 participants results in carbon emissions equivalent to driving 3,300 miles or burning approximately 1,500 pounds of coal.

As the event industry has become more aware of these negative impacts, event organizers are increasingly required to take more critical approaches and a broader way of thinking about events and sustainability. The collaboration will be instrumental to the success, and select **industry professionals are already taking steps towards decreasing waste and increasing efficiency, such as reducing food and energy waste, increasing energy efficiency, partnering with greener venues and green energy service providers, offering preselected meals, adopting greener technologies as they become more accessible, and so on.**

6Connex recently had the opportunity to interview some thought leaders in the sustainability industry and learn more about their work to gain ground toward imperative sustainability goals.

## Let's look at their efforts.





## PURPOSE

### Marley Finnegan

Founder of PURPOSE Sustainability Strategy

Marley is an event sustainability consultant and her organization, PURPOSE Sustainability Strategy, is a sustainability-focused event firm. PURPOSE has developed emissions measurement technology, PURPOSE NET ZERO, which helps calculate the carbon footprint of attendees traveling to business-related events. PURPOSE also offers a range of sustainable solutions for corporations, venues, and vendors, including eco-conscious culinary and waste disposal practices.

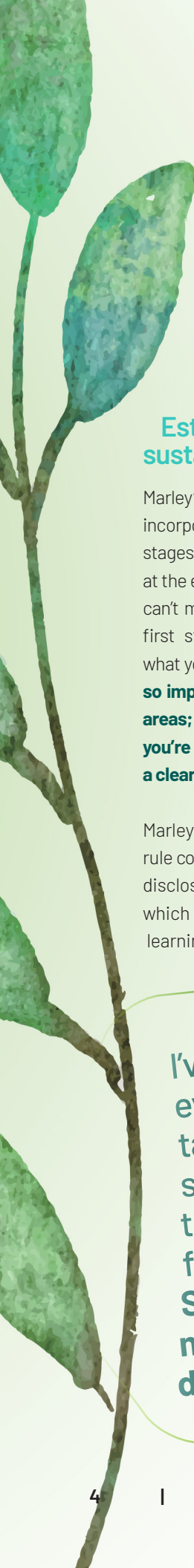


### Prioritize sustainability as a way of doing business.

According to Marley, one of the pervasive challenges in the events industry regarding sustainability is a need for long-term strategy and prioritization. States Marley, “I’ve heard event experts talk about sustainability as a trend, which is far from the truth. Sustainability must be a way of doing business. It is the direction all events must go, especially from a compliance perspective. In the very near future, publicly traded companies will have to report on their vendors’ supply chains. However, when I ask my clients about their event strategy around sustainability, they say things like, ‘We have a hard time getting people to stop using plastic water bottles.’”

Rather than react to what they perceive as a trend, Marley prefers event professionals to go on the offense. “I’d like to see companies create and communicate a sustainability plan: ‘Here’s what we’re going to do, and these are the strategic reasons why we’re doing it.’ **I think if event professionals took charge of increasing their events’ sustainability strategy and illuminated all the business and financial reasons behind the strategy, they’d receive buy-in from attendees as well as internal and external event stakeholders.**”





Marley's also quick to highlight that a little communication can go a long way, citing how simply increasing awareness of sustainability practices gave rise to the popularity of farm-to-table eating and composting. "If you make people feel like they're part of the sustainability journey, you'll have the support and cloud cover you need to make real changes."

### Establish baseline sustainability metrics.

Marley's best advice for event professionals is to incorporate sustainability into the early event planning stages. "You can't incorporate sustainability into your event at the eleventh hour." She also emphasizes the adage, "You can't manage what you can't measure," and an important first step to improving sustainability is understanding what your biggest emissions factors are. **"Measurement is so important. You need to establish the biggest impact areas; you can't make changes without knowing where you're starting. Measuring baseline emissions gives you a clear roadmap of where to go and what to address."**

Marley also cautions that the SEC Climate Disclosure rule could mandate publicly owned companies in the U.S. to disclose their business-related supply chain emissions, which could potentially include events. She believes the learning curve will be steep, and therefore it's wise to put measurement and reporting practices into place now.

I've heard event experts talk about sustainability as a trend, which is far from the truth. Sustainability must be a way of doing business.

**In Marley's experience, travel accounts for 70-90% of business event-related travel emissions, followed by energy consumption, sourcing practices, and food waste. To address travel, technology such as PURPOSE NET ZERO can be an excellent place to start.** The technology integrates with event registration software or via spreadsheet inputs and calculates each attendee's travel-related carbon footprint, offering attendees the opportunity to offset their emissions. Marley recommends that event planners also look for venues that employ regular composting and recycling programs and implement green energy solutions. However, she acknowledges inventory has historically been limited, and event planners' hands can be somewhat tied.

Catering is another way to usher in sustainable practices. Marley notes that a seated dinner where fish, rather than beef, is served can save significant amounts of CO2 from the atmosphere. **According to Oceana, beef produces six times more carbon emissions than wild-caught fish! In addition, she reminds event planners that sourcing food locally means sourcing within 250 miles of the event location.** One of her best practices is identifying caterers within this radius who regularly incorporate composting into their business operations.

And, of course, Marley notes that digitizing the event experience as much as possible will reduce the use of paper and materials and minimize event-related waste in landfills.

### Account for travel in sustainable sourcing strategies.

According to Marley, sourcing is a complex—and misunderstood—problem. When it comes to sourcing, event planners need to consider materials' travel distance as well as their composition. **Flowers, for example, often come to the U.S. from countries such as the Netherlands, Ecuador, and Colombia, so while it may seem like flowers are an organic alternative to plastic décor, it's important to consider the 4,000 airline miles they may have traveled to reach the event.** Marley instead encourages event planners to think outside of the box. For example, consider inviting local artists to display their works, which in addition to being an interesting approach to décor, eliminates landfill deposits and supports the local community.



## Don't overlook the power of communication.

Marley reiterates that planners would be wise not to underestimate the power of communication and lean on marketing to promote their sustainability initiatives. **"A common misbelief is that attendees don't really want to see what's behind the curtain. I don't think this is true. Having conversations with attendees about sustainability from the very beginning will help them feel involved in the effort."** She suggests offering attendees tips to reduce their impact, such as taking a four-minute shower rather than an eight-minute shower, which saves eight gallons of water daily. Marley often advises her clients to leverage event technology, which makes direct communication with attendees pre-event, in-event, and post-event easy, and believes including these kinds of sustainability themes in in-app messages can personalize the event experience and help attendees see their impact and understand they are part of something larger than just attending an event.

## Michele Fox

Founder of MUSE

(Members United for Sustainable Events)

Michele is an Event Producer and a grassroots environmental activist. She holds a Certificate of Corporate Responsibility from NYU Stern School of Business. She merged her passion for people and the planet by founding MUSE, a membership organization dedicated to providing leadership for sustainable event management through inspiration, education, and community building across the event industry. MUSE is a hub for busy event professionals seeking content on sustainable best practices, referrals to sustainable suppliers, and more. Members can participate in online courses, attend meet-ups and events, and network with peers to find real, actionable ways to reduce the environmental impact of events.

MUSE



## Talk to vendors and suppliers.

Michele understands that for some event planners, it can be challenging to take the first step on a sustainability journey because the journey appears overwhelming. From her work with numerous event professionals, she understands how easy it is to think, "I'm behind the curve," or "I lack knowledge," and then allow this mindset to get in the way. **One of her first pieces of advice for event planners considering a sustainability strategy is to simply acknowledge that most people are new to sustainability and that we're all starting at a similar place.**

In Michele's opinion, an easy first step is to talk with vendors and suppliers. She notes that event planners are often surprised by what is already available, or that vendors and suppliers are willing to make changes. "I once worked at a venue that rented meeting spaces, and the catering company delivered all the food in plastic containers. **We asked them what they could do instead, and they immediately offered to deliver the food on ceramic platters, and return to retrieve them. It would never have happened if we hadn't asked, and it was so easy!**" After talking with vendors and suppliers, Michele recommends that event planners next identify ways to reduce trash. It's also important to prioritize buying from local suppliers. These are both relatively easy steps with significant impacts.

Michele emphasizes not to underestimate these quick wins as they are a great start. They can help event planners build momentum and quickly develop a baseline strategy. Then, once event planners have more experience, it's easier to put language about sustainability into RFPs and make decisions with sustainability in mind. "A slow and steady approach to sustainability wins the race. Identify areas where you can act. Select a few initiatives you can implement. Then, add more initiatives as you progress."

### Promote your sustainability programs.

Michele believes there will soon come a time when attendees will ask event planners about their sustainable practices, and even include this data in their decisions about whether to attend an event. **Therefore, she encourages event planners to start marketing an event's sustainability programs.** For example, she suggests creating a "sustainability" tab on the event website to spotlight a sustainability policy, provide information, link to resources, and more. She also feels this kind of transparency will create accountability. "Having a sustainability tab on your website is a great motivator." An excellent example of this is IMEX. To go above and beyond its sustainability policy, IMEX publishes a sustainability report each year for each event to showcase precisely how they reduce their carbon footprint and how much.

### Go beyond the environment.

In Michele's opinion, a good practice when thinking about sustainability is to also develop practices to promote diversity, inclusion, and accessibility. For example, partner with local vendors, small-business owners, Black, Indigenous, people of color, women, people with disabilities, and/or part of the LGBTQ+ community. **Michele further advises event planners to think beyond attendee travel and remember that food, stage sets, exhibitor booths, audio/visual equipment, and more also require transport.** Hosting a hybrid or virtual event not only reduces attendees' travel emissions but materials' travel emissions as well.

Hosting a hybrid or virtual event not only reduces attendees' travel emissions but materials' travel emissions as well.

For in-person events, Michele believes each and every vendor and supplier can present planners with good opportunities to minimize environmental impact. For example, more venues are now implementing eco-friendly practices, making it easier for event planners to select an event location supporting sustainability initiatives.

### Make time for education.

Michele advises event professionals to get in the habit now of making time to learn more about sustainability. As legislation increases and compliance becomes more complex, all event planners will eventually be on a continuous learning curve. **Sustainability resources such as [MUSE](#) offer a plethora of content on everything from carbon offsets to reusable cups.**

Michele points out that for those who really want to become an expert, there are certifications available, such as the Sustainable Events Professionals Certificate (SEPC) through the [Events Industry Council](#).







## Mercedes M. Hunt

Ph.D., Director of Energy and Sustainability  
Marriott International

Mercedes Hunt is the Director of Energy and Sustainability at Marriott International, where she focuses on waste and water to support Marriott's [Serve 360](#) sustainability goals, which include reducing water intensity by 15%, landfill waste by 45%, and food waste by 50%—all by 2025. Mercedes is also on the board of the [Sustainable Event Alliance](#) (SEA) and has conducted research with the [International Association of Venue Managers](#) (IAVM).

### Start small.

Mercedes recommends starting small for event planners looking to migrate their events strategies to a more sustainable approach. **“Don't take on the world immediately. It doesn't have to cost a lot of money to plan sustainable events. Many times, it just comes down to conscious decision-making.”** For example, when finalizing the catering menu, choose vegetarian, chicken, or fish options over beef.

Similarly, when planning décor, opt for locally sourced plants and flowers. Mercedes jokes that sustainability can be addictive, and small steps such as these can lead to giant leaps. “Once you start, you're just more aware of all your choices, whether it's a small decision to turn off the lights or a larger decision about how to use your purchasing power.”

Mercedes does caution that events can only be as sustainable as the venue, so event planners need to take care when selecting their location, noting that simply including sustainability in RFPs can take the guesswork out of the selection process. She also advises event planners to network with others in the industry to share notes about venues' approaches to sustainability to quickly identify those with more advanced strategies. **“There are just so many amazing resources at your fingertips, many of whom have been working at this for a long time and want to connect with other people, learn from them, and share ideas. There's no need to recreate the wheel.”**

### Consider the intersection of sustainable events and tourism.

Mercedes observes that event planners need to remember that attendees are most likely traveling to the event location when planning an in-person event. This means they're tourists, and planners should consider the impact of their event-related tourism on the local community. **“Attendees are using the local community's water and filling their landfills. There's more vehicular traffic and more foot traffic as well. And if the attendees are spending money at a hotel, the hotel is benefitting, not the local community. It's important to think about this.”**

Mercedes suggests event planners go beyond measures like recycling bins and locally sourced food and instead model sustainable tourism practices by also looking for ways to connect events to the local community. “Provide local experiences. Identify ways for attendees to eat at local restaurants and visit stores that sell locally made goods.” **Mercedes believes that as attendees start to understand how local people approach life and appreciate it, they're more likely to feel invested in it and will want to share their experiences on social media, return to visit, and introduce the location to others.** These behaviors will benefit the local community more directly.

Mercedes also shares that event planners can look for ways to incorporate local volunteerism into their event by planning a volunteer activity for the event planning staff, inviting attendees to come a day early and participate in a volunteer effort, or even asking attendees to bring a donation for local volunteer organizations to the event, such as school supplies. Another idea is to increase awareness of the local community by inviting a speaker to present on a local topic.

**One creative way to build sustainability into an event is to leverage the local community's own educational resources.** For example, Mercedes recounts planning an event in Monterey, California, which is home to an internationally renowned aquarium. The aquarium had an app for their sustainable seafood program, which consumers can easily access when grocery shopping to learn more about their seafood purchases, such as a fish's origin and whether it was farmed or wild-caught. Attendees were encouraged to download the app at the event, which generated a tremendous amount of buzz

during and after the event, as attendees shared the app with their network at home. "You create this incredible multiplier effect from your event."

### Measure sustainability efforts to tell a story.

Mercedes states it's crucial for event planners to measure sustainability efforts and again reassures that starting small is okay. **"If you have the money to pay for technology to measure your activities, fantastic, but if you need to measure it by yourself by going online and finding free calculators, take those baby steps."** She reminds event planners not just to calculate traditional metrics such as carbon emissions, water usage, and waste but also to account for community-related metrics such as the number of attendees who volunteered in a community or the amount of food donated after an event. She also stresses the importance of tracking sustainability metrics over time to start telling a real story that illustrates the power of collective efforts. **"Create beautiful stories that people will want to tell when they go home from your event."**



### Joanna Kaplon

Head of Product  
Eventory by 6Connex

Joanna Kaplon is the Head of Product for Eventory by 6Connex. Eventory is an all-in-one event management tool comprised of different features, functionality, and apps that improve the event experience for all parties: organizers, exhibitors, partners, sponsors, and attendees. By digitizing various aspects of the event experience, such as badging, agendas, business cards, attendee surveys, and more, Eventory is a quick and easy way for event hosts to introduce virtual elements into an in-person event and decrease the event's environmental impact.

### Focus first on what's most harmful.

When it comes to creating a sustainable event strategy, Joanna recommends that event planners start by focusing on what's most harmful. "It makes sense to target the big activities, as any improvement here will yield significant benefits."



For example, travel is usually a substantial contributor to an event's carbon footprint. **By pivoting to a hybrid event format, event planners automatically increase the event's accessibility while decreasing travel-related emissions.** Alternately, planners can get creative and host a series of smaller, regional events rather than a large global one to reduce and/or eliminate the need for attendees to travel.

**Joanna recommends that event planners include sustainability as part of their venue selection criteria and caution planners to consider the venue location relative to transportation.** "Ideally, to reduce carbon emissions, you want attendees to be able to access the event using public transportation from main travel hubs such as train stations and airports."

## Digitize in-person events.

Additional practices for in-person events that can yield big results include selecting food from local suppliers and using eco-friendly service ware. Leveraging event technology and mobile apps can also minimize the environmental impact by digitizing negatively impactful practices. **For example, a mobile app such as Eventory by 6Connex can eradicate printed materials including agendas, brochures, venue maps, and promotional collateral.** In addition, it also eliminates the in-person registration and ticketing process, instead moving all event badges, business cards, drink tickets, etc., to attendees' smartphones to reduce paper, plastic ID supplies, lanyards, and more.



## Eduardo Lebre

Founder of Circular Unity

Eduardo Lebre is one of the founders of Circular Unity, an organization dedicated to fighting climate change that empowers events, sports, hospitality, tourism, and entertainment organizations with technology to comply with Sustainable Development Goals (SDGs) and the Paris Agreement and become carbon neutral. Circular Unity's groundbreaking **impactALL solution** gives event organizers a way to easily automate data collection and analyze sustainability, measure and report their carbon footprint, and take action to reduce their environmental impact, all while leveraging the most recent technologies such as AI, machine learning, computer vision, IoT sensors, and REST APIs to enable data from multiple sources.

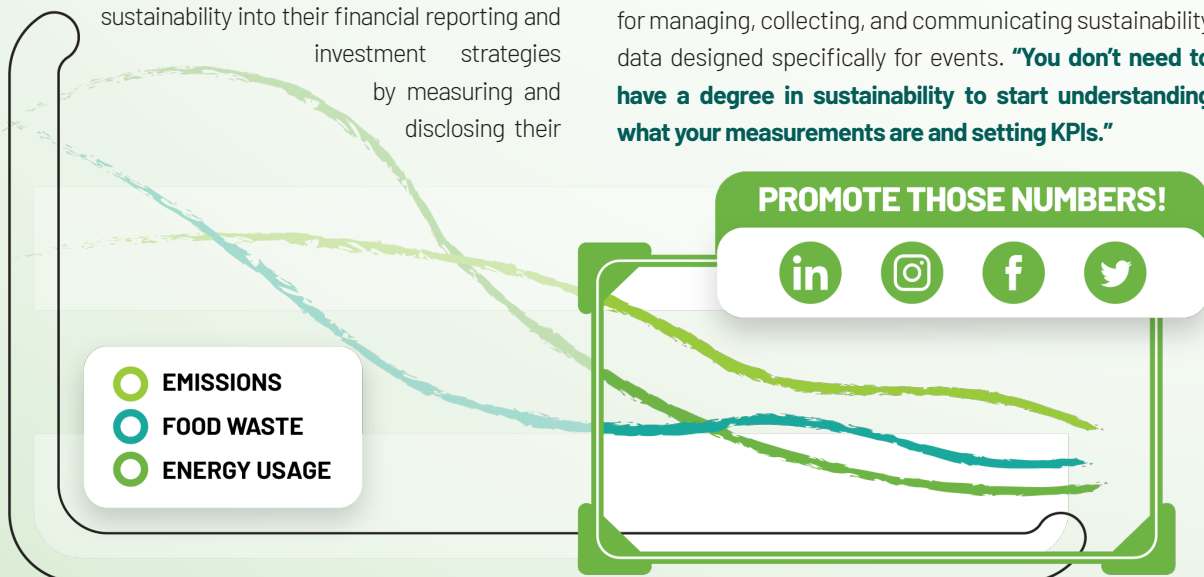


## Harness the marketing power of sustainability to attract key purchasing demographics and investors.

According to Eduardo, businesses, consumers, and governments need to work together to prioritize environmentally conscious practices to move the needle on sustainability. However, he believes one of the more significant challenges for all parties is that sustainability has a reputation for being expensive, which, although untrue, continues to contribute to low adoption rates. **“Everyone thinks sustainability is expensive, and it’s completely the opposite. When you talk about sustainability, you’re talking about cutting costs by adopting more efficient practices. Consider renewables, for example. Renewables are expensive to implement. However, it reduces energy expenses over the long term, thus saving money.”**

Eduardo also cites recent studies that suggest there’s a positive correlation between sustainability and profitability over the long term, particularly when it comes to corporate investment strategies. Take, for example, the millennial demographic, which wields significant buying power and cares about climate change. **Eduardo points out that companies capable of demonstrating they’re environmentally conscious will be more likely to attract this highly sought-after purchasing group. This kind of marketing and sales power can, in turn, attract investment dollars.** He notes that companies can start integrating sustainability into their financial reporting and investment strategies

by measuring and disclosing their



carbon footprint and engaging with investors on sustainability issues. Eduardo shares he’s already seeing movement in this direction and observes that many of his clients jump-started their sustainability initiatives due to investor and/or consumer pressure. “If you’re reading this, put pressure on companies to become more sustainable because some of them will listen.”

## Socialize sustainability metrics to increase buy-in across event participants and stakeholders.

When it comes to sustainable event practices, Eduardo emphasizes that from the very beginning, **all event stakeholders, from planners, to speakers, to attendees, need to adopt a sustainable mindset, and he believes one of the best ways to do this is to start measuring the impact of events.** By capturing and reporting sustainability metrics such as water, energy, heat, fuel, waste, purchases, freight, food and beverage consumption, travel, and accommodation for staff and attendees, organizations can demonstrate their commitment to sustainability and build a business case for advancing sustainable initiatives. **“Once you have the impact measurements for an event, then you can socialize them and look for ways to improve.”**

Eduardo also argues that given the numerous technology products available to make sustainability measurement easy, there’s no reason not to do it. For example, Circular Unity’s impactALL solution is the world’s first smart solution for managing, collecting, and communicating sustainability data designed specifically for events. **“You don’t need to have a degree in sustainability to start understanding what your measurements are and setting KPIs.”**



Eduardo cautions event planners that there is no “one size fits all” when it comes to event metrics and goal setting. For example, **event planners organizing a golf championship might determine they need to focus on water usage, whereas event planners organizing a 1,000-person trade show might identify travel as their priority.** In Eduardo’s experience, data for typical business conferences and events usually indicates there are opportunities to reduce the impacts of travel, materials, energy consumption, food consumption, and waste.

### Ask attendees to play a role.


At Circular Unity, Eduardo has seen first-hand the difference it makes when everyone is educated on how to make sustainable choices and then empowered to make their own decisions. **“We engage our employees in our sustainability efforts and encourage them to adopt sustainable practices both in and out of the workplace.** This includes providing training and education on sustainability and involving them in our sustainability initiatives, such as reducing energy and water consumption, reducing waste, opting for low-carbon transportation, and promoting environmentally friendly products and services.”

Based on this model, Eduardo believes it’s crucial to include event attendees in sustainability initiatives, suggesting event planners leverage event technology to gamify sustainable event activities and give attendees an easy way to amplify an event’s sustainability messages through social media integrations. For example, event planners can reward attendees with prizes for traveling on public transportation, bringing their own water bottles, ordering vegetarian meals, etc. **“It can make a huge difference when each attendee is conscious of his or her impact and makes an effort to minimize it.”** Eduardo also encourages his clients to be creative when engaging event attendees. For example, the organizers of a Festival in Portugal commissioned artists to create a structure composed of recycled waste materials created by festival participants during the event, so attendees could easily see the impact and share the image on social media.

### Rely on hybrid events.

**Eduardo suggests event planners consider hybrid formats for events, as hybrid formats can increase participation without increasing emissions or waste.**

In addition, he also highlights that when attendees are experiencing an event virtually, the event host increases event revenue without incurring additional expenses such as catering, swag, and more, potentially unlocking extra budget for sustainability initiatives.



Once you have the impact measurements for an event, then you can **socialize them** and look for ways to improve



## Shawna McKinley

Principal at Clear Current Consulting

Shawna McKinley is a teacher, writer, and consultant with over two decades of experience in furthering learning and action on how to travel and plan events in a time of climate change. She has led event sustainability strategy development for Fortune 500 companies, Multilateral Environmental Agreement Secretariats within UNEP, non-profit associations, and event production agencies. She also leads sustainable event management and ethics classes at the British Columbia Institute of Technology in Vancouver, Canada.

### Don't wait for a perfect solution to get started.

Shawna states that because sustainability is a complex issue, it can be easy to delay action while stakeholders debate which problem to solve, wait for more data, or play one sustainability goal against another. **She cautions that climate change is not a future problem but instead a "here and now" problem, which means event planners don't have the luxury of "analysis paralysis" and need to act urgently.** "While we obviously don't want to do the wrong thing, we can't let the lack of perfect solutions or pathways be the enemy of good things."

Shawna shares that in her experience, carbon audits usually reveal that transportation, buildings (accommodations and venues), and food are the most common emissions sources for events. **In her opinion, reaching a 50% emissions reduction by 2030, a key milestone for net zero, will be challenging unless organizations are willing to scale back air travel, specifically long-haul air travel.** She recommends that event planners localize or regionalize in-person events as an easy first step to decreasing emissions and use event technology where possible to increase access.

Shawna also stresses that companies play a crucial role in business event attendance and suggests organizations make emissions a criterion for event-related travel

approval. Flight search tools such as Google Flights allow travelers to filter for the carbon impact of different itineraries, making the data readily available. She also recommends companies offer incentives to reduce emissions when traveling, such as enabling fare and room class upgrades for staff who agree to eat plant-based on trips or use trains instead of short-haul flights.

Looking through environmental and social lenses will help us put people at the heart of how we define progress

Another way to reduce emissions is to practice circular design in exhibit production. A simple audit of event materials will unveil opportunities to keep materials in circulation. **When new materials are necessary, Shawna recommends that event planners opt for lightweight, reusable, and modular designs that use fewer petroleum-based virgin plastics.** Renting from existing exhibit contractor inventory and avoiding a lot of customization also reduces waste.

Event planners can also look for ways to decrease freight. Reducing the impact of shipping, especially air freight, by using lighter materials and scheduling shipments to take advantage of consolidation can help curb climate pollution. Shawna also encourages event planners to ask logistics providers about their plans to transition to fuel-efficient, low-emitting vehicles.



## Prioritize inspiration over education.

Shawna believes education plays a significant role in sustainability but quickly advises event planners to think beyond awareness and instead look for opportunities to inspire attendees to action. **“I find the bigger challenge today is inspiring people to act on what they often already know.”** For example, rather than host panels and presentations where experts are talking at event participants, plan interactive discussions about what can be done collectively to address the issues at hand.

## Climate change isn't just an emissions issue.

According to Shawna, accounting for cultural and societal values in sustainability discussions is important, as these inform how progress is defined and measured. For example, technology can advance economic progress and improve the fortunes of some, but it doesn't benefit everyone. **“It can be counter-productive to think about climate change only as an emissions issue. By considering cultural and societal values, we also see it as a health, justice, and fairness issue.** Looking through environmental and social lenses will help us put people at the heart of how we define progress.”

## Be Bold.

As the dangers of climate change have become more apparent and urgent, investors, customers, and regulators have raised their expectations, demanding organizations set targets for reducing net emissions of greenhouse gasses (GHGs) to zero and offer clear plans for achieving them. But because the world's transition pathway is unclear and unpredictable, event planners must become comfortable creating strategies amid uncertainty.

**There is no single formula, only one shared intention: be bold and create value.**

Instead of playing defense, event planners must take the lead, working to meet the growing demand for climate-friendly events and the green energy, materials, and infrastructure necessary to produce them. Marley, Michele, Mercedes, Joanna, Eduardo, and Shawna see an immense opportunity for event planners. They are producing a steady drumbeat of thought leadership and activities to help them create clarity and advance sustainability agendas that drive transformational change.

**Learn more about our points of view and innovations by contacting 6Connex today:**

Let's Talk!

or

View Our Sustainability Report

# 6CONNEX

## About 6Connex Virtual Event Solutions & Event Tech

6Connex is the leading provider of in-person, hybrid, and virtual event technology for enterprises worldwide. Our cloud-based product portfolio includes in-person event apps, virtual venues, webinars, learning management, and more. Designed for corporations in need of engaging with communities in-person, virtually, or in a hybrid fashion.

From marketing, sales, recruitment, training, and HR communications, to event planning, non-profits, remote offices, and more, we allow you to engage and transform big ideas into real-world results.

**Have Questions?** Please call 1.800.395.4702 or email us at [sales@6connex.com](mailto:sales@6connex.com).

