



IMEX-GMIC Green Meetings - Future Leaders Forum



Date: Tuesday, February 9, 2010

Time: 8am - 12noon

Room: Korbel, 4E

Facilitators: Joanna Lanzirotti, CMP and Beverly Oviedo, CMP

Moderators/Emcee: Janet Sperstad, Dale Hudson, Amy Spatrisano, GMIC board members

Audience: 20 to 25 students from Metropolitan State College (Colorado), Johnson and Wales (Colorado) and Madison Area Technical College (Wisconsin). Four - five teams of five students per team for the challenge project. Open to other students.

GMIC/IMEX Goals: GMIC's vision is to transform the global meetings industry through sustainability. Education and research is our number one priority for achieving this goal. IMEX supports the Future Leaders through its Forum in conjunction with major meetings associations to elevate skills, opportunities and connections for students who will be shaping the future marketplace for meetings and events. Through partnership, GMIC and IMEX seek to design a Future Leaders Forum centered on challenging students to create the perfect event of the future. This event will balance strategic meetings management skills (planning, partnering, implementation and evaluation) with sustainability frameworks and standards (process and metrics of green events).

Session Goals:

- Student participants will increase their understanding of the relationship between sustainability frameworks, standards and green meetings.
- Students will identify a project to challenge and inspire other peers to engage in for implementation at the GMIC 2011 conference.

Learning Objectives: *Student participants will be able to:*

- Identify the sustainability process steps in planning an event.
- Assess the challenges and opportunities with implementation of sustainable events today.
- Develop a team challenge for creating the perfect event for the future based on a sustainability framework (or standards).