

On September 11-12, 2018 Cobo Center will be hosting the Events Industry Council Sustainable Event Professional Certificate training. We are excited about the opportunity to partner with agencies throughout Michigan and promote sustainability in the event industry. This is the first training for this certificate offered in Michigan by the Events Industry Council. We hope you can join us.

About the Sustainable Event Professional Certificate

Combining active learning and experiential elements, this program is designed to enable participants to implement their own sustainable events. Topics will include understanding the business value of sustainability for the events industry; practical solutions for improving your environmental performance in areas such as food & beverage, transportation, and supply chain management; and effective methods for achieving corporate social responsibility goals. As part of the program, the participants will customize a roadmap for their own sustainable event.

Learning outcomes:

- Understand how to communicate the business value of sustainable events, including improving brand reputation and cost savings.
- Learn how to design elements of your events to be more environmentally and socially responsible. This includes reducing energy and water usage, improving accessibility and selecting suppliers in areas such as food and beverage, venues and accommodation, audio visual, transportation, materials resource management, marketing and exhibitions.
- Learn how to develop effective community service projects that support organizational objectives.
- Learn about international sustainable event standards and measurement and reporting methodologies that can provide guidance in implementing your next sustainable event.

Course modules include:

- Introduction to Sustainable Events and the Science of Sustainability
- Creating a Sustainable Event Plan
- Marketing, Communications and Public Relations
- Sustainable Food and Beverage
- Designing Accessible Meetings and Events
- Sustainable Supply Chain Management
- Materials Resource Management
- Sustainable Practices for Exhibitions
- Designing Effective Community Service Projects
- Measurement and Reporting
- Financial Considerations of Sustainable Event Management

Training Agenda

Tuesday, Sept. 11, 2018

9AM Continental Breakfast and welcome

Modules:

- Introduction to Sustainable Events
- Developing a Sustainable Event Plan
- Sustainable, Inclusive, Brain-friendly and Budget-wise Food & Beverage
- Developing Welcoming, Accessible and Inclusive Event Environments

12PM lunch

1PM Program Modules

- Supply Chain Management
- Materials Resource Management
- Sustainable Exhibition Practices
- Developing Effective Community Service Projects

4PM adjourn

MoGo downtown bike ride for those spending the night in Detroit

Wednesday, Sept 12

8AM Continental breakfast

Program Modules:

- Measuring and Reporting
- Marketing, Communications and Public Relations for Sustainable Events
- The Business Case and Financial Aspects of Sustainable Events
- Group Work and Presentations

11AM Cobo tour

12PM pick up certificates and adjourn

Registration Information:

Cost: \$330 per registrant

Register online here

**Includes: continental breakfast and lunch
training materials
access to exhibitors
sponsorship opportunities**

A block of rooms is reserved at the Crown Plaza across from Cobo Center. [BOOK HERE](#)

For more information, please contact:

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**Agenda EIC SEPC Training Planning
Wed. 4/25 2:30PM**

Training Registration:

Cost: \$330 per registrant

**Includes: continental breakfast and lunch
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Attendees can register [HERE](#)