

## Strength in Numbers: Putting Data to Work for You! – Nancy J. Wilson

You have recycled, conserved, reused, diverted, minimized and monitored your event. Now it is time to reap the benefits. Because if you are going to invest the time and energy to implement sustainable practices; why not track those initiatives? The next step of measurement captures the data and puts it to work.

Below is a list of what data and the power of numbers have done for our clients on events we have worked on:

- Made the CEO look good when he stood in front of an audience the first day of the annual meeting and reported, “by minimizing our conference brochure we saved 987 trees.”
- Thrilled the CFO when he heard that the implemented green initiatives saved the company \$151,000 on the last annual meeting.
- Impressed the Corporate Social Responsibility Director when they were provided metrics showing that the organization was an excellent corporate citizen doing everything possible to minimize their impact including a 76% landfill diversion rate during event. Not to mention the important donation of food and volunteers to a local homeless shelter while hosting a conference in a major city. Think of how this plays into the bigger picture of CSR reporting for them.
- Enrolled a sponsor when they proudly posed for a photo opportunity for the media reporting the importance of underwriting the 100% renewable energy program at the venue saving enough energy to power 1,200 homes for a year.
- Cheered up the travel department when the carbon footprint of the conference delegates was reviewed and decided to hold it in the closet city to the majority saving many thousands of dollars.
- Inspired and motivated the employees when they learned their organization earned two important environmental awards based on measuring and tracking environmental considerations.



These are just a few examples of how numbers are powerful catalysts and how they can increase your leadership position by allowing you to work outside of your traditional role and coordinate with other thought leaders both inside and outside of your organization. You become an incredibly valuable asset

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**About MeetGreen®.** MeetGreen® (formerly known as Meeting Strategies Worldwide) works with progressive global organizations to integrate sustainable practices and produce conferences and events that deliver targeted business results. For more information regarding the firm, please call +1 503.252.5458 .

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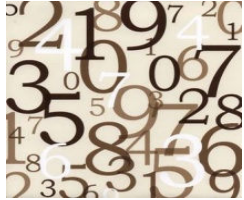
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on many levels. Your ability to link the event's key performance indicators with those already being collected on other initiatives within your business can make a lasting and far reaching impression.



They say, "if you can't measure it, you can't manage it." We know the benefits of measurement go far beyond just management, to the telling of the whole story. It also has the ability to engage others in the vital work of sustainable meetings and events. We have watched a whole industry slowly but steadily shift the way they think about the impact of their meetings. We are ready for the next step and we believe that is quantifying those efforts through measurement.

In upcoming articles we will be discussing the how-to's of data gathering and what to do with that data once you have it. We encourage you to visit our forum topic on measurement ([Which of your sustainability successes can you track back to measurement?](#)) and give your input on your organization's experiences in event sustainability and your efforts in capturing and benchmarking your information. 

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