

PRESS RELEASE FOR IMMEDIATE RELEASE



April 3, 2009

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PCMA Members Get New Green Benefits

Meeting Strategies Worldwide and the Professional Convention Management Association announce a new relationship to promote sustainable meetings.

PORTLAND, OREGON— Measuring the impact of meeting responsibly just got more accessible for PCMA members, thanks to a new agreement between the organization and Meeting Strategies Worldwide. PCMA members are now able to access MeetGreen®, Meeting Strategies Worldwide’s suite of sustainable meeting tools, at a discounted rate.

“PCMA is committed to exposing our members to innovative alternatives to add value to and be sustainable in their meetings. MeetGreen® provides an accessible way for planners to get started, and track their improvements over time,” states Deborah Sexton, President & CEO, PCMA.

Nancy J. Wilson, CMP, Principal of Meeting Strategies Worldwide adds: “We created MeetGreen® to give very practical, ready-to-use tools to help planners integrate sustainability and measure their practices. Meetings are threatened. Sustainability is the way to reduce costs, enhance image and prove return on investment. MeetGreen® helps do all of this.”

The MeetGreen® Suite includes a Toolbox of ready-made request for proposals and contract language for everything from sustainable destination, venue, accommodations and catering practice to tips for planning for green AV, printing, and carbon offsetting. The MeetGreen® Calculator is an online tool that tracks planner success in implementing green practices in a measurable and comparative way. For further information please visit www.meetgreen.com.

Meeting Strategies Worldwide is an award-winning, meeting management company specializing in sustainable meetings. For more information regarding Meeting Strategies Worldwide please call +1 503.252.5458 or visit www.meetingstrategiesworldwide.com.

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