

# EXPLORER

where's your road?



## Sustainability

### TURN YOUR EVENT GREEN

Learn how to make your event more sustainable through simple changes

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### MPI-OPOLY JUNE GALA

Join us to wrap up the year at the Coast Coal Harbour Hotel

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### GREEN VANCOUVER

What Vancouver did to have the smallest carbon footprint in North America

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# YEAR OF SUSTAINABLE TOURISM

United Nations World Tourism Organization

*2017 is the International Year of Sustainable Tourism for Development*

12 months to celebrate and promote the contribution of the tourism sector to building a better world. This is the major goal of the International Year of Sustainable Tourism for Development 2017.

The United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development recalling the potential of tourism to advance the universal 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs).

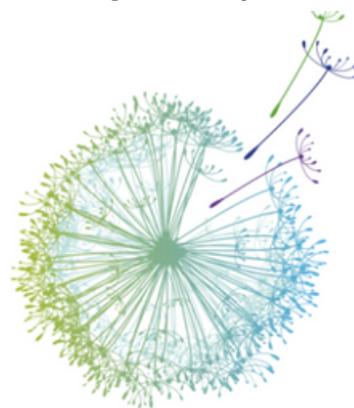
The International Year aims to support a change in policies, business practices and consumer behavior towards a more sustainable tourism sector than can contribute effectively to the SDGs.

"This is a unique opportunity to build a more responsible and committed tourism sector that can capitalize its immense potential in terms of economic prosperity, social inclusion, peace and understanding, cultural and environmental preservation" said UNWTO Secretary-General, Taleb Rifai.

Accounting for 7% of worldwide exports, one in eleven jobs and 10% of the world's GDP, the tourism sector if well managed can foster inclusive economic growth, social inclusiveness and the protection of cultural and natural assets.

The International Year will promote tourism's role in the following five key areas:

1. Inclusive and sustainable economic growth
2. Social inclusiveness, employment and poverty reduction
3. Resource efficiency, environmental protection and climate change
4. Cultural values, diversity and heritage; and
5. Mutual understanding, peace and security.



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



# TURNING YOUR EVENT GREEN

Meetings Four You  
TriplePundit

## *Sustainable Event Management Strategies*

There are many ways to make your event, conference or meeting stand out from the crowd. Whether it is using innovative techniques to promote the event or basing your event around a particularly eye-catching topic, it is important to think of a 'hook' to encourage people to visit your event over the myriad of others available to them.

One great way of doing this is marketing your event as 'green'; an eco-friendly event that is as far as possible 'sustainable' and makes every attempt to be 'carbon neutral' – all buzzwords that will help attract a crowd.

## *Encourage Public Transport*

Although not a tactic that will work so well in rural setting, for those of you looking to put on an event in a large city with good public transport links incentivising your potential attendees to travel to your event via the bus, the train, by bike or on foot will instantly give the event a far smaller carbon footprint.

Perhaps offer a small discount or a gift to those who have travelled in an eco-friendly way, to further encourage those who might usually drive to hop on a bus or tube – helping to reduce the harmful carbon emissions created as a direct consequence of your event.

## *Catering to the Environment*

Deciding what and how your attendees are going to be fed at your event can also have ecological implications. If you are hiring an outside caterer for your event then there are a few considerations to be made.

Firstly, try and ensure that your caterer is as locally based as possible and with this uses, wherever possible, produce from local companies – this will help to cut down on associated carbon emissions and the 'food miles' that your catering travels to your event. Companies such as Eco-Cuisine specialise in the use of organic, sustainable British produce and cater for events of all sizes.



Secondly, think about how the food your offering will be served. Ensure you are using recyclable materials wherever possible and that there are plenty of well-marked recycling bins for your attendees to dispose of these materials in a proper manner.

### *Save the Trees and Increase Engagement*

One of the biggest offenders in terms of environmental impact when it comes to putting on a conference, meeting or event is the ever-present paper hand-out.

Whilst these are necessary to ensure that your event's message (and just as importantly, your company) stays in your attendees minds long after the event is finished – there are a range of more environmentally friendly solutions that will save the trees but also keep your attendees more engaged with the subject matter.

By using downloadable content, mobile based conference applications and projected displays at your event, you can ensure that the majority of the once paper-printed hand-outs can be digitised. Check out brands such as Noodle Live, who provide RFID cards and readers so that attendees can collect information and contact details using cloud storage and a downloadable mobile app.

This will not only decrease the carbon-footprint of your event, but in an increasingly digital age you will find that the attendees of your event will be more likely to re-visit online resources than look back at a stack of dog eared paper hand-outs.

*Read Full Article [HERE!](#)*



# UPCOMING EVENTS

MPI BC June Gala Dinner & Awards of Excellence  
Tuesday, June 13, 2017  
Coast Coal Harbour Hotel



The banner features the MPI British Columbia Chapter logo on the left. In the center, a black top hat sits atop a red rectangular box containing the text 'MPI-OPOLY' in white. Below this, 'Annual Awards Gala' is written in a cursive font. To the right, the event details are listed: 'TUESDAY, JUNE 13TH' in bold, followed by 'Coast Coal Harbour Hotel, Vancouver, BC'. A red button with white text says 'REGISTER NOW >'. On the left side of the banner, two event cards are shown: one for 'NETWORKING 5:30 - 6:30 PM' with a cartoon character, and another for 'DINNER, AWARDS & ENTERTAINMENT 6:30 - 9:00 PM' with a diamond ring.

Celebrate and recognize those amazing local suppliers and planners who have made an impact on our industry with our Industry Excellence Awards.

This event is filled with luxuries! From a decadent reception and plated dinner to a tantalizing silent- and live- auction filled with surprises; to a celebration of excellence and influence amongst our chapter membership. You do not want to miss playing "your get of jail free card" for this round on MPI-Opoly!

"Advance to GO" now to purchase a member or non-member ticket for "Free Parking" - a seat in our general seating. Or pay a slight "luxury tax" to build your own property by purchasing a table of 8 (reserved table), to host your clients or colleagues, in our premium seating area.

*Advance to GO! to  
Immediately collect your  
ticket to MPI-Opoly!*



*Register HERE!*

# JUNE GALA SILENT AUCTION

Don't miss the fabulous silent auction items available for bidding at the June Gala!

## Oak Bay Beach Hotel, Victoria BC

This auction item includes Harbour Air flights for two and a chauffeur pick and drop off from Harbour air and straight to Oak Bay Beach Hotel. Enjoy a one night stay in a panoramic ocean view room. Also included is two hop on hop off pass, Butchart Garden passes, and a whale watching tour for two.



## Caesar Entertainment, Las Vegas

This auction item includes three night stay at any Ceasars Entertainment property in Las Vegas. Enjoy round trip limo service from the airport.



## Canadian Outback Adventures and Events

This auction item includes one free self hosted team building activity for up to 25 people! Canadian Outback Adventures & Events provides meeting and event planners like you with a unique suite of innovative corporate team building activities, employee engagement programs, group training, entertainment activities and education workshops, all created to build camaraderie, boost morale and enhance productivity.



## Helijet

This auction item includes Helidollars for road trips for two between Nanaimo and Vancouver.



## Canyon Ranch, Arizona

This auction item includes a three night stay at Canyon Ranch, the Luxury Wellness Spa Retreat in Tucson, Arizona. In the striking Santa Catalina Mountains, you'll quickly feel the healing energy that surrounds you. With experts in every facet of wellness to help you create a healthy living plan for your Tucson spa vacation – and for life. Learn new ways of exercising, eating, thinking and relaxing. Discover personal pathways that lead to a place you long to be. More details available on the auction table.





# EVENT CANVAS

By: Alina Doaga

*On May 18th, MPI BC Chapter was pleased to present another session in its learning series...*

This workshop focused on a topic that is not only extremely beneficial to planners in the industry, but helped solidify how innovative the meetings and events industry is becoming.

This workshop, held at the beautiful Pinnacle Hotel Harbourfront introduced our participants to Event Canvas, an event management concept that is changing the way planners create memorable experiences for their attendees. The Event Canvas helps organizations collaborate on goals by creating a visual map of the potential trade-offs of their events. Through a 10-step methodology, an event team can strategically analyze and outline the components of their events and see all the moving parts and potential risks for implementing each element.

This 90-minute workshop was led by digital marketing and event expert, Alissa Hurley, CMM, DES, and CED. As the National Director of Marketing and Emergent Technologies at FMAV, Alissa is no stranger to creating unforgettable events, implementing effective digital marketing campaigns, and keeping on top of new technology in the event industry. Alissa led attendees through an introduction to the Event Canvas model and the importance of using effective planning practices to ensure team cohesion and high return on investment.



Thank you to the MPI Foundation for the Chapter grants that allow us to bring high quality education to our members.

# WHAT DOES GMID MEAN TO YOU?

Hear what the industry professionals had to say about the meeting and events industry while celebrating at Global Meetings Industry Day last month.

*What does GMID mean to you?*

Find out **HERE!**



*What do you think the future holds for meetings and events?*

Find out **HERE!**

*Why are face to face meetings so important?*

Find out **HERE!**



*How can meeting planners better engage with their attendees at their events?*

Find out **HERE!**



# WHAT DO YOU GET FROM JOINING?

Here are the top 10 reasons to join MPI BC! Share your knowledge with friends and colleagues to enrich as many as possible with the benefits of joining.

## *The Power of Connections*

MPI's global community is 23,000 members strong and comprised of powerful decision-makers representing more than 80 percent of Fortune 100 companies. Through membership, you can make crucial connections to people, ideas, and marketplaces which can take your business or your career to the next level.

## *Leave the Learning to us*

MPI's dynamic new web site design captures all of the greatest educational content for member exclusive access. Also, MPI's Global Training Program provides you with a customized learning path that ensures appropriate career and personal development as you prepare for obtaining your certifications.

## *Establish your Roots*

On a local level, you'll make valuable, lasting connections through local chapter involvement. It's an ongoing opportunity for industry professionals to share information, support one another, create mutually beneficial alliances, and raise national awareness for their local professional community.

## *The Insider Scoop*

As an MPI member, you'll receive our award-winning magazine One+. Members also get MPI News, our exclusive weekly e-newsletter featuring up-to-the-minute reports on the latest news, industry developments, career enhancements and MPI initiatives.



## Raise your Profile

Our professional certification opportunities set the standard for the meetings and events industry and guarantee you receive the best training in the business.

## Spotlight your Brand

MPI's dynamic new web site design captures all of the greatest educational content for member exclusive access. Also, MPI's Global Training Program provides you with a customized learning path that ensures appropriate career and personal development as you prepare for obtaining your certifications.

## In-The-Office Assistance

MPI continuously develops online resources and provides many educational options through its website, giving you essential skill development without needless travel time and expense. Also, MPI members have online access to vital education, research and data, which support the business case for the strategic value of meetings.

## Keep Pace with the Global Industry

Our conferences present a wealth of educational offerings from small discussion groups to news-making keynote presentations, and CEUs are awarded for participation in general sessions and workshops.

## Get Recognized

The MPI RISE Awards—Recognizing Industry Success and Excellence—honor the best of the best, both inside and outside MPI, and emphasize transformational change, innovation, global transferability, and industry impact.

## On the Job

MPI's online career portal, Career Connections, provides free access to industry-specific opportunities and a library of helpful articles. Job-seeking MPI members can use the job site for free.



# NEW MEMBER SPOTLIGHT

Harry's 29 year professional audiovisual career began in 1988 as an AV Technician in Toronto's Sheraton Centre Hotel and Conference Centre. Relocating to Vancouver in 1990, his career continued in the province of British Columbia with the Southam Audio Visual Group. Spending the next 20 years with the same team (SAVG/ADCOM/CORPAV /TELAV), his roles included Production Coordinator, Operations Manager (twice) and 5 years as Branch Manager with AVW-TELAV- Whistler, including exclusive AV supplier to the 2010 Olympic and Paralympic Winter Games- Whistler Venues. For the past three years Harry was the sales and strategic Business Development Manager with SW Audiovisual Vancouver. He recently reunited with previous colleagues and friends as the Vancouver Account Manager at CCR Solutions. CCR Solutions is a full service audio visual company with offices in Vancouver, Toronto, Montreal, Boston, Orlando and Las Vegas. <http://ccrsolutions.com/>



**HARRY SMITH**  
**CCR SOLUTIONS**

*How did you hear about MPI?*

I am a Past member with former companies.

*Why did you join?*

I joined to Network and support local event industry professionals.

*What are you hoping to gain from being a MPI member?*

I am hoping to gain a larger network of friends and clients.



# STUDENTS IN TRANSITION PROGRAM

Grow incrementally from your current student membership rate to the full membership rate over a period of three years!

**Graduating Student Members:** This special plan is to allow you to grow incrementally from your current student membership rate to the full membership rate over a period of three years. We understand the relationships you build and the knowledge you gain as you enter the meeting and event industry are critical for your success, and we want to be there for you.

If you have recently graduated and your MPI student membership is about to expire, you can take advantage of this special program.

Student-in-Transition Stage	Canada/ U.S. Rates
Student Member	CAD/USD \$40
Student-in-Transition Stage 1 – 1st Year	CAD/USD \$75
Student-in-Transition Stage 2 – 2nd Year	CAD/USD \$150
Student-in-Transition Stage 3 – 3rd Year	CAD/USD \$250
Full Member Planner	CAD/USD \$349
Full Member Supplier	CAD/USD \$469

**REFER A NEW MEMBER  
AND RECEIVE \$25 OFF  
YOUR MEMBERSHIP FEE  
NEXT YEAR.**

[membership@mpibcchapter.com](mailto:membership@mpibcchapter.com)

# WORLD EDUCATION CONFERENCE

World Education Conference  
June 19-22 2017  
Las Vegas

EDUCATION THAT WILL TRANSFORM YOU FROM  
MEETING PLANNER TO EXPERIENCE DESIGNER

People attend meetings because they have to. People have experiences because they want to. At #WEC17 you'll learn how to produce unique, memorable experiences that capture the imaginations of diverse, multi-generational audiences and rally them to connect, learn and interact. You'll also stay current on the issues that matter, from security and crisis management to the latest engagement techniques that foster learning like never before.

Register [HERE!](#)



Start the world education conference off on the right foot! Join British Columbia, Washington, and Oregon MPI Chapters at the Hard Rock Cafe in Las Vegas for the Pacific Northwest Mixer!



Attend the Pacific Northwest  
MPI Chapters WEC Mixer  
to kick off WEC17!

Monday June 19th 2017  
4:30-6:00 pm  
Hard Rock Cafe, Las Vegas

RSVP [HERE!](#)

# WORLD EDUCATION CONFERENCE

World Education Conference  
June 19-22 2017  
Las Vegas

Guest Speakers at WEC17 Include...



*Deepak Chopra*  
THE CHOPRA FOUNDATION

*Michael Cerbelli*

CERBELLI CREATIVE



*Bruce Mau*  
FREEMAN



*Sarah Prevetie*  
FUTURE DESIGN  
SCHOOL

*Dena Blizzard*

ONE FUNNY MOTHER INC



*Ron Tite*  
THE TITE GROUP



# ADVERTISING & SPONSORSHIP

*Click here to learn more about becoming a sponsor!*

The community of Meeting Professionals International (MPI) is the largest, most vibrant single audience of meeting and event professionals in the world. With 18,500 members across the globe, the MPI community offers a world of opportunity to make your brand voice heard.

The MPI BC Chapter community is 200+ member strong and comprised of powerful decision-makers in the meeting industry with buying power of \$133 million. We have the following advertising and sponsorship opportunities available. We invite you to take advantage of getting your brand connected to our vibrant community.

For more information on advertising and sponsorship opportunities, please contact Danny Lidder, VP of Advertising and Sponsorship at [partnerships@mpibcchapter.com](mailto:partnerships@mpibcchapter.com)

## CHECK OUT THE MOST RECENT INDUSTRY JOB POSTINGS

DISPLAY YOUR JOB POSTING ON THE MPI BC WEBSITE.  
FREE FOR MEMBERS. \$75 FOR NON MEMBERS.

CONTACT: [ADMIN@MPIBCCHAPTER.COM](mailto:ADMIN@MPIBCCHAPTER.COM)

# SUSTAINABLE MEETINGS IN VANCOUVER

Paul Colston  
Conference & Meetings World

*Vancouver has the smallest carbon footprint of any major city in North America and currently draws more than 90% of its electricity from renewable sources.*

Delegates meeting in the city have the opportunity to stay in one of 78 'Green Key' hotels – a designation that identifies properties that exemplify environmental stewardship – and many of which promote delegate wellness activities like morning runs with the general manager, complimentary bikes for guests and in-suite yoga gear.

Over half of local commuters travel around the city daily via walking, cycling or transit. And it's almost impossible not to dine sustainably given the city's proximity to fresh seafood, seasonal ingredients grown by local producers, and a nearby wine country. Many restaurants also offer Ocean Wise certified seafood and hold sustainability certifications with labels like Green Tourism, Green Table and Climate Smart.

Vancouver Convention Centre has a six-acre living roof that acts as a natural insulator; a restored marine habitat built into the building foundation; a seawater heating and cooling system that uses adjacent seawater to cool the building in warmer months and heat it in winter; and waste diversion, whereby all waste is tracked, recorded and categorised. The convention centre team has worked with organisers for events massive and small to integrate eco-initiatives in their meetings, such as waste audits that help identify key areas that can be improved upon when hosting events.

One concern for events is the 'one-time use mentality' whereby booths, signage, delegate bags, catalogues and other collateral are produced only to be discarded when the meeting comes to a close; in Vancouver, delegates are encouraged to use recyclable materials or, even better, to produce collateral that can be reused for future meetings. Meeting organisers can also choose to certify their meetings as Zero Waste.

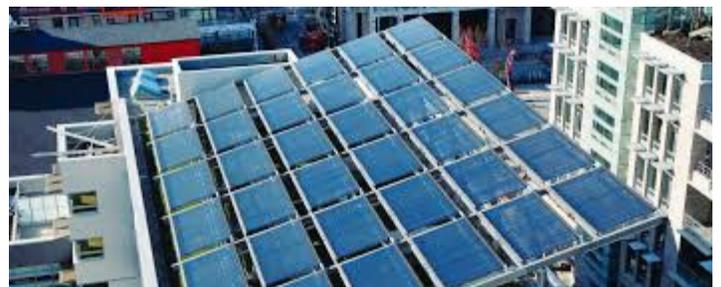


In addition, Tourism Vancouver – the city’s Visitor and Convention Bureau – provides meeting organisers as well as local businesses with access to a range of energy conservation programmers and consulting services, primarily through its Sustainable Destination Specialist.

Thirty hotels across the city are actively tracking energy and water use, and energy conservation projects have saved upwards of CAN\$257,500 in utility costs and avoided nearly 900 tonnes of greenhouse gas emissions. The city aims to transform itself into the world’s greenest by 2020 and was honoured with the C40 Cities Award for ‘Greenest City Action Plan’ at the Paris COP21 climate conference.

More recently, the 2016 Arcadis Sustainable Cities Index named Vancouver the top city in North America for social, environmental and economic sustainability efforts; in the same awards, Vancouver scored highest in the world for lack of air pollution.

Ultimately, the key way Vancouver has evolved into a global sustainability leader is by purposefully incorporating green initiatives into all aspects of the local lifestyle, and by facilitating eco-awareness among delegates and visitors.



[Link to article HERE!](#)



# MPI SCHOLARSHIPS AND GRANTS

It's the mission of the MPI Foundation to fund education and pan-industry research that drives the success of meeting professionals. This happens most directly through scholarships to MPI members.

## Membership Scholarships

- Available for new MPI members.
- Covers the cost of a Preferred MPI membership for one year.

## Professional Development Scholarships

- Only available to current MPI members in good standing.
- Funding available towards all MPI Academy courses (including CMM, HMCC, Experiential Event Series, Meetings Essentials, Basics Boot Camp, and more!)

## Conference Scholarships

- Only available to current MPI members in good standing.
- Conferences available for funding each year include: WEC, EMEC, IMEX America and IMEX Frankfurt.

Read more about these great opportunities [HERE!](#)

# FOLLOW MPI BRITISH COLUMBIA

Make sure to follow MPI British Columbia Chapter on social media! Find out about all of our amazing events, keep up with industry trends, and get the scoop on exciting chapter news!



visit our Facebook Page [HERE!](#)



visit our LinkedIn Profile [HERE!](#)



visit our Twitter Page [HERE!](#)



visit our Instagram [HERE!](#)

Got feedback for our social media and newsletter?  
Email [communications@mpibcchapter.com](mailto:communications@mpibcchapter.com)

**THIS WORLD IS**

**NOT HERE**

**FOR YOU**

**YOU ARE HERE**

**FOR IT**

**Shannon L. Alder**