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Tips for Venues:

1. Designate a green champion, and put that person in front of your clients
2. Incorporate clients' repeatable sustainability practices into your SOPs
3. Create a program that requires clients to opt OUT of sustainable practices

Tips for Planners:

1. Create a cross-functional green team
2. Tell your attendees what green practices you have implemented and how they contribute to a sustainable meeting
3. Ask venues what their sustainability practices are; be prepared to adapt your requests slightly to match what the venue knows they can execute successfully
4. Keep them honest on-site - and let the hotel know if they are not following the practices you agreed upon