

Green is the new gold: 5 ways to rock your B2B events responsibly



Ever feel that pang of guilt when throwing away a handful of plastic badges and half-eaten boxed lunches after your B2B event? You're not alone.

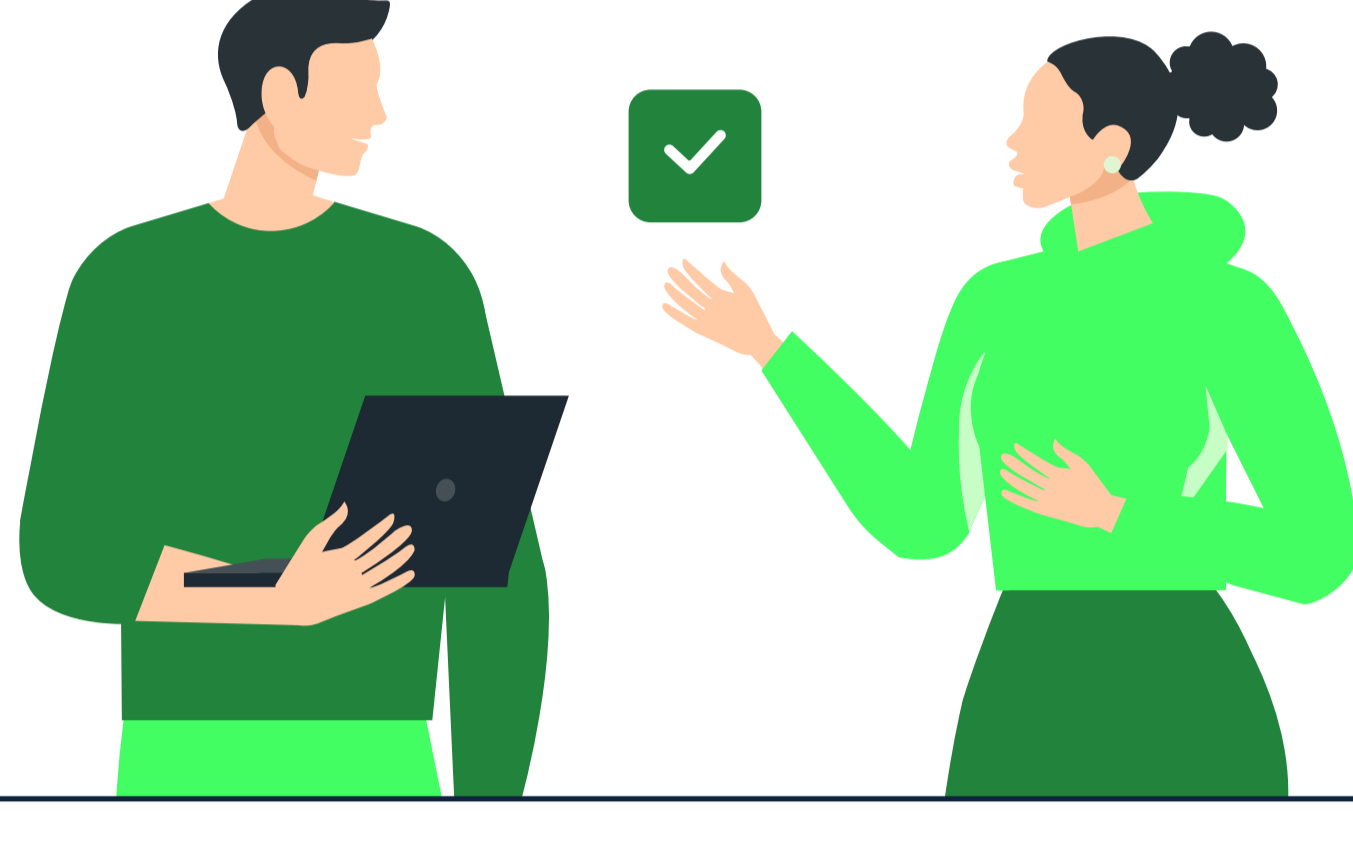
Today's environmentally conscious audience expects more from brands, and incorporating sustainable practices into your event marketing strategy is no longer a "nice-to-have," it's a "must-do."

Fortunately, going green doesn't have to mean sacrificing engagement or impact. In fact, it can be a powerful way to differentiate your event, attract a wider audience, and leave a lasting positive impression.

Ready to unleash your eco-warrior spirit? Here are 5 sustainable B2B event marketing hacks to get you started.

Tip 01 | Set sustainability benchmarks

“**Measurable goals drive meaningful change towards a sustainable future.**”



Crafting a sustainability strategy is more than just following a trend; it's about setting clear, measurable goals to drive meaningful impact. By pinpointing specific objectives across environmental, social, and economic aspects, your business can track progress and make tangible improvements.

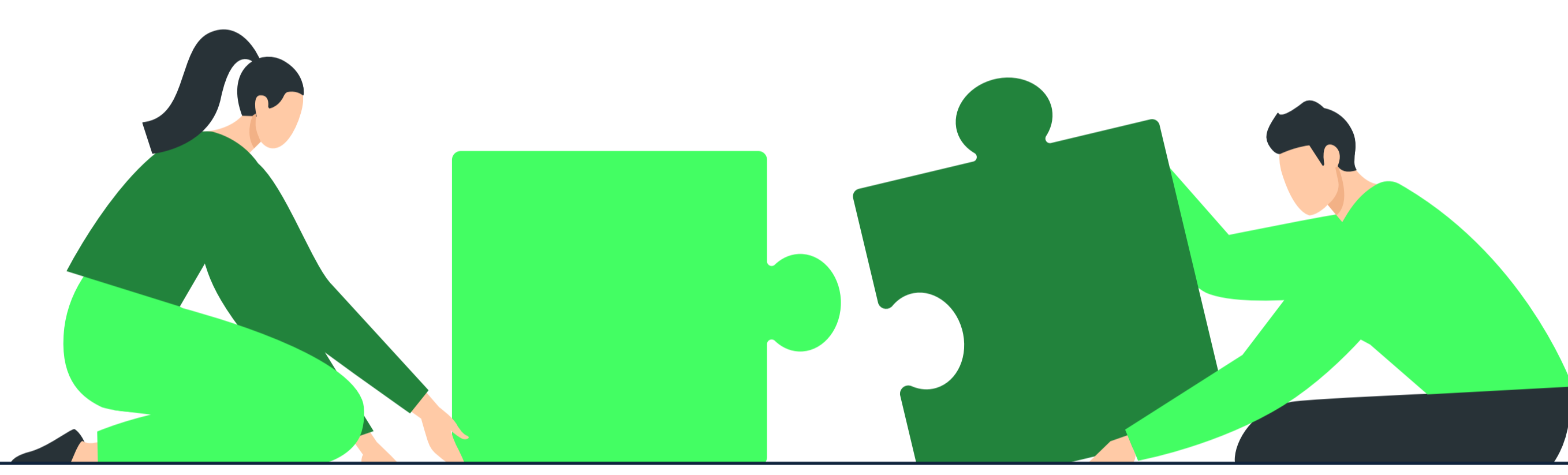
For practical guidance on waste reduction, energy efficiency, and community engagement, check out this [Sustainable Events Industry Checklist](#).

Tip 02 | Sustainability is a set of choices

“**Every choice is a chance to showcase sustainability.**”

Organising an event requires careful decision-making across numerous elements. Each decision offers a unique chance to highlight your company's commitment to sustainability. By strategically aligning these choices with your eco-friendly values, you can ensure that your event not only meets expectations but also reinforces your company's sustainability message effectively.

Partner with venues that have third-party sustainability certifications. In Singapore, that may be venues that have earned a [BCA Green Mark certification](#).



Tip 03 | Leverage technology for smart sustainability

“**Technology transforms sustainability into engagement.**”



Consider the following strategies to harness technology and champion eco-friendly initiatives:

- Take inspiration from Coldplay; incorporate kinetic flooring in high-traffic areas of your venue to transform attendee movements into energy. This not only generates power but also encourages movement and networking throughout the event.
- Introduce gamification to your event app to promote sustainable behaviours. Reward attendees with points for using public transport, refilling reusable water bottles, or engaging in recycling challenges.
- Embrace holography technology to engage your audience with immersive experiences, eliminating the need for travel. Take, for instance, [ARHT Media](#) which offers cutting-edge solutions for creating impactful virtual connections.

Tip 04 | Cut waste, boost impact through repurposing

“**From sustenance to swag, let eco-conscious choices shape every event's path.**”

Explore these strategies for sustainable event planning, encompassing food and beverage choices and beyond:

- Combat food waste by offering smaller portions, sourcing catering services committed to local, seasonal produce, and encouraging attendees to take only what they need. Additionally, implement composting initiatives to divert food waste from landfills.
- Ensure merchandise is made from recycled materials. Place recycling stations specifically for merchandise near all exits.



Tip 05 | Measure & celebrate your success

“**Track your impact and share your sustainability achievements.**”



Here's a practical approach to putting these sustainability measures into action:

- Track your sustainability efforts and assess them against your company's strategy or benchmarks. This evaluation will help justify future sustainability projects and investments. Consider utilising tools like [TRACE](#) to measure and monitor the potential environmental impact of upcoming events.
- Amplify your event's eco-friendly initiatives by showcasing not just the brand experience but also the conscious choices made to reduce environmental impact. Highlight both your efforts as the event organiser and the positive impact attendees have contributed by participating.
- Event attendees by displaying a leader board or progress tracker showcasing your event's sustainability targets. This interactive feature promotes positive behaviours and encourages active involvement in sustainability efforts throughout the event.

By incorporating these sustainable practices into your B2B event marketing strategy, you're not just making a positive environmental impact; you're also creating a more engaging and memorable experience for your attendees.

Keep in mind that going green can be a powerful business tool. It can attract new clients, foster brand loyalty, and solidify your position as a leader in your industry.

Want a 'Not so B2B' perspective on future proofing your experiences?

We love to share best practice - so why not book in your complimentary session with us? We can provide ideas and recommendations looking at all aspects of your event experiences, with absolutely no obligation.

[Book Now](#)

